

Lawyer

THE HILLSBOROUGH COUNTY BAR ASSOCIATION

ADVERTISER RATE CARD & CONTRACT

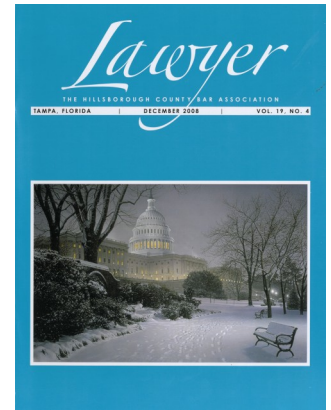
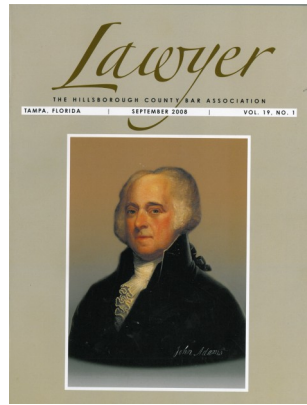
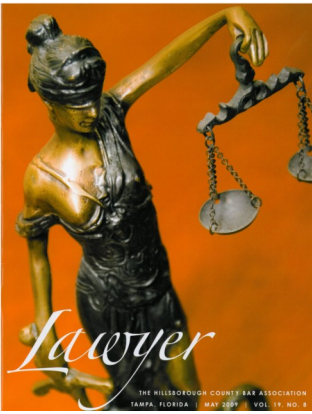
Your message...our members...powerful results.

Contact: Dawn McConnell, 813-221-7779 or dawn@hillsbar.com

Chester H. Ferguson Law Center | 1610 N. Tampa St. | Tampa FL 33602

AWARD WINNING MAGAZINE

HCBA's *Lawyer* magazine has a tradition of excellence and has been honored with the ABA National Association of Bar Executive's Luminary Award for Best Regular Publication. Our magazine is highly regarded and emulated across the country. Previous issues of the magazine may be viewed on the HCBA website www.hillsbar.com.

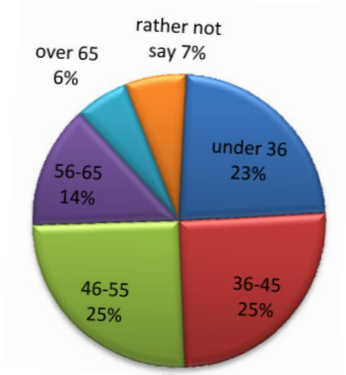


Why advertise in the *Lawyer*?

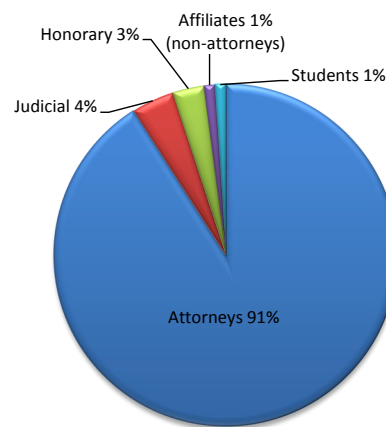
When you advertise in the *Lawyer* you reach a select group of high income professionals who value the publication's precise information and significant resources. This is a publication that arrives seven times a year in the offices of many of the state's top legal professionals—and remains there as a resource that is used over and over again. For advertisers this is ideal—a publication that is well received and kept as a library resource.

DEMOGRAPHICS

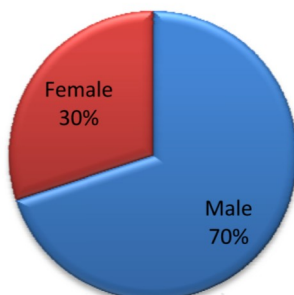
Readers By Age



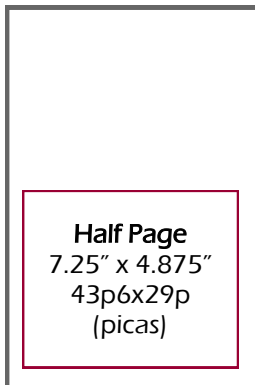
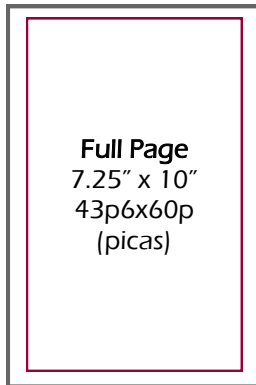
Readers by Membership Type



Readers by Gender



Ad size/ Black & White or Full Color	Multiple Issue Commitment & Pre-Pay Discount (price per issue)		
	1 ISSUE	3 ISSUES	7 ISSUES
BACK COVER: 7.5" W x 7" H			
Full color	N/A	\$1,980	\$1,695
INSIDE FRONT OR INSIDE BACK COVER: 7.5" W x 10" H			
Full Page, Full Color	N/A	\$1,600	\$1,435
FULL PAGE: 7.25" W x 10" H			
Black & White / Full Color	\$815 / \$1,075	\$775 / \$975	\$715 / \$915
TWO-THIRDS PAGE VERTICAL: 4.75" W x 10" H			
Black & White / Full Color	\$570 / \$740	\$540 / \$705	\$495 / \$635
HALF PAGE: 7.25" W x 4.875" H			
Black & White / Full Color	\$475 / \$615	\$445 / \$575	\$400 / \$525
ONE-THIRD PAGE VERTICAL: 2.25" W x 10" H			
Black & White / Full Color	\$335 / \$430	\$315 / \$405	\$285 / \$370
ONE-THIRD PAGE HORIZONTAL: 7.25" W x 3.167" H			
Black & White / Full Color	\$335 / \$430	\$315 / \$405	\$285 / \$370
ONE-FOURTH PAGE SQUARE: 3.5" W x 4.875" H			
Black & White / Full Color	\$260 / \$340	\$240 / \$310	\$215 / \$275
ONE-FOURTH PAGE HORIZONTAL: 7.25" W x 2.333" H			
Black & White / Full Color	\$260 / \$340	\$240 / \$310	\$215 / \$275
BUSINESS CARD SIZE: 3.5" W x 2.167" H			
Black & White / Full Color	\$155 / \$205	\$145 / \$185	\$125 / \$165
Classified Advertising \$85 for 50 words or less, \$2 per word additional over 50.			



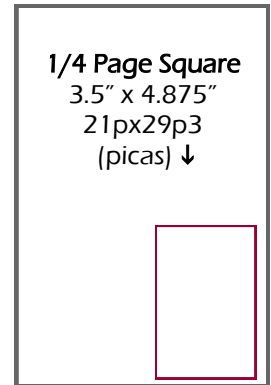
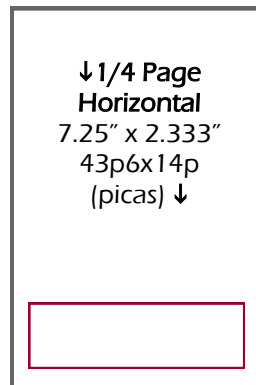
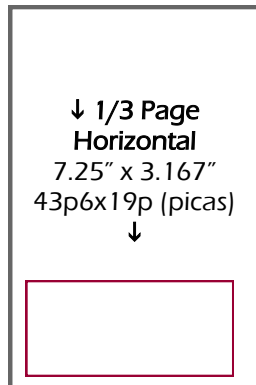
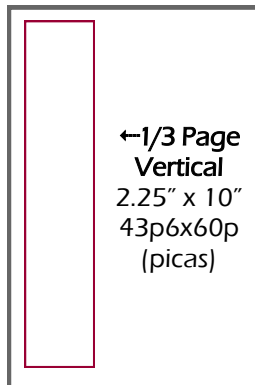
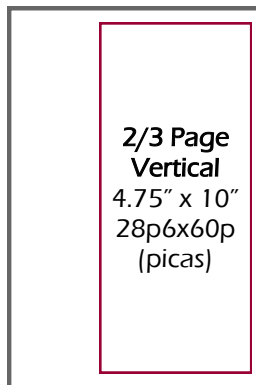
DEADLINES: The 15th of the month 2 months prior to date of publication.

Material Deadline

July 15
September 15
October 15
December 15
January 15
March 15
April 15

Publication

September/October
November
December/January
February
March/April
May
Summer



LAWYER MAGAZINE TERMS & ADVERTISING CONTRACT

This is an advertising contract (the "Contract") between The Hillsborough County Bar Association ("HCBA") and

_____ ("Advertiser"), dated ____/____/____ month/day/year .

BACKGROUND: HCBA publishes the *Lawyer* 7 times per year. HCBA desires to sell to Advertiser, and Advertiser desires to purchase, advertising space in the *Lawyer*. Accordingly, the parties agree as follows:

1. Term. This contract shall be effective as of the date written above and shall continue through _____ .

2. Insertion of Advertising. HCBA agrees to insert in the *Lawyer* the advertising specified. The advertiser wishes to publish the advertisement, which is _____ (size of ad), in the _____

_____ issues of the *Lawyer* magazine.

3. Payment. Advertiser agrees to pay HCBA \$_____ each time the advertisement is published in the *Lawyer* magazine for a total of \$_____ (total amount of contract). **Payment is to be SUBMITTED WITH THIS CONTRACT IN ADVANCE OF THE PUBLICATION**

DATE. All advertisers and advertising agencies are jointly responsible for payment of all insertions.

4. Advertisement. Must be camera-ready. If design services are needed, additional fees apply.

5. Change of Copy; Cancellations. Cancellations are not accepted and copy corrections cannot be guaranteed after the deadline date. On contract or schedule insertions, previous copy will be repeated if change is not received by the deadline date.

6. Position of Advertisement. The location of the advertisement(s) provided shall be at the discretion of HCBA. HCBA will try to accommodate, but can not guarantee positioning.

7. Printing errors or omissions. This contract is not subject to cancellation or terminating because of any printing errors or omissions. Any error or omission shall be corrected by HCBA and made good by additional publication. HCBA's liability for any errors or omissions is limited solely to correction and republication.

8. Approval of Advertising. The subject matter, form, size, wording, illustration, and typography of the advertising provided for by this contract shall be subject to the approval of HCBA, but HCBA shall make no changes in such advertising without Advertiser consent.

9. Charges; Type and Style. Any revisions, special handling of electronic files, artwork, alterations, design, layout and typesetting will be billed extra to the advertiser by the publishing company. If HCBA is unable to set any advertisement in the type or style requested by Advertiser, HCBA shall set the advertisement in the type or style which, in HCBA's opinion, most closely corresponds to the requested type or style.

10. Change of Publication Schedule. HCBA reserves the right to change the publication schedule without prior notice.

Indemnification of HCBA. Advertiser represents that HCBA is authorized to publish the contents and subject matter of the advertisements covered by this agreement. Advertiser agrees to indemnify HCBA against any loss or expense resulting from any claims, actions, or proceedings based on the contents or subject matter of such advertisements.

11. Rates. All rates are based on electronic files furnished in accordance with the specifications.

12. Entire Agreement; Modification. This contract contains the final, complete, and exclusive expression of the understanding among the parties with respect to the transactions contemplated by this contract and supersedes any prior or contemporaneous agreements or representation, oral or written, by any of them.

13. Binding Effect. This contract is binding on and is for the benefit of the legal and personal representatives, successors, heirs, or assignees of the parties.

14. Choice of Law. This contract shall be governed by, and construed and enforced under, the laws of Florida.

15. PRODUCTION PRINTING REQUIREMENTS:

- Must be print ready; 200 line screen, high resolution 300 dpi (at final size) with crop marks and fonts embedded
- Color files must be prepared as CMYK not RGB
- Electronic file formats accepted: PDF files, MAC/PC. Only electronic files can be accepted. Film cannot be accepted.
- Web-prepared files or scans (low res 72 dpi) are not suitable for offset printing and will not be accepted.

16. DEADLINE: The 15th of the month 2 months prior to date of publication. See Insertion Order. (i.e. September 15th for November Publication) Please submit schedule if changing advertisements for certain issues.

(Complete contract and insertion order on following page)

LAWYER MAGAZINE INSERTION ORDER

COMPLETION INSTRUCTIONS: Please complete all information on the contract and insertion order. All advertising must be paid at the time contract is submitted. Submission of advertiser's electronic files must meet the specifications of the ad size.

Please make check payable to Hillsborough County Bar Association, and mail to:
HILLSBOROUGH COUNTY BAR ASSOCIATION, Attn: Dawn McConnell, 1610 N. Tampa Street, Tampa, FL 33602
To pay by credit card (Visa or MasterCard) call 813-221-7777.

Company Name of Advertiser	Contact Person for Advertiser
Signature of Advertiser	Date
Address, City, State and Zip	
Phone	Email Address

Ad size: _____ ***All advertisements must be sent to us camera ready and to exact size dimensions.**
ALL ADS AND CORRESPONDENCE MUST BE EMAILED TO DAWN@HILLSBAR.COM.

Color or Black & White: _____

Number of issues ad will be placed: _____ **Issue(s):** _____

Cost per issue: \$ _____

Total Payment: \$ _____

***all payments must be received prior to placing ad.**

Deadline

July 15
September 15
October 15
December 15
January 15
March 15
April 15

Issue

September/October
November
December/January
February
March/April
May
Summer