

INTRODUCING Electronic Advertising



Connect your business to a growing audience of legal professionals by advertising with:

mnbar.org

The online resource of the Minnesota State Bar Association. Reach **19,000** visitors monthly!

Legal News Digest

The e-newsletter of the Minnesota State Bar Association. Delivered to **15,500** subscribers weekly!

Your Ad Here!

Your Ad Here!

ELECTRONIC ADVERTISING RATES*			
MONTHS	12x	6x	1x
mnbar.org	475	525	575
Legal News Digest	325	350	375

* All rates are net per insertion. Must be a minimum 3x advertiser in Bench & Bar of Minnesota magazine to be eligible for these electronic advertising options.



Contact: Erica Nelson, Sales Representative
(952) 903-0505 Ext. 3 • Fax: (763) 497-8810 • erica@pierreproductions.com

POLICIES AND REQUIREMENTS

Electronic Advertising



ADVERTISING POLICIES

Frequency

- **mnbar.org:** Displayed for one full calendar month.
- **Legal News Digest:** Displayed in every e-newsletter, for one full calendar month.

Deadlines

Space & Materials: First of the month preceding the month of publication; for example, February 1 for the month of March. If new materials are not submitted or the order canceled by the deadline, MSBA is authorized to fulfill the order by picking up and publishing ad materials previously published for the advertiser. Should the advertisement not appear due to the advertiser's failure to supply correct materials, the advertiser shall remain liable for the cost of the insertion.

Payment Terms

Net 30 days. No cash discount. **Advance payment of first insertion required on initial ad placements.** No third ad will be run unless the two preceding placements are paid in full.

Advertising Agencies

All rates quoted are net. No cash discount. Advertiser and/or its advertising agency are jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered if the order is not canceled prior to the closing date (first of month preceding the month of publication).

Contract Advertising

Advertising must be inserted within one year of the first insertion to qualify for frequency discounts. Advertisers who terminate a schedule prior to fulfillment will be billed at the earned rate.

Indemnification: All advertisements are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject matter thereon, as confirmed by the authorized signature on the insertion order. The advertiser agrees to indemnify and hold the Minnesota State Bar Association and its agents harmless from any and all liability, demands or damages arising out of the advertising or on behalf of the advertiser. Such indemnity includes the provision of a defense to any actions or claims and the payment of costs and attorneys fees in connection therewith.

ADVERTISING REQUIREMENTS

Advertising rates are for space only and are based on receipt of acceptable materials sized to our mechanical specifications. All ads must be submitted in digital format according to the following guidelines:

Production

- Ad Size mnbar.org: 248x90 pixels
- Ad Size Legal News Digest: 170x170 pixels
- Image Resolution: 72 pixels/inch
- File Type: jpg
- Color: RGB

Ad Composition

Ad composition and production services (*e.g.*, type changes, resizing, color conversion) are in addition to space charges and are billed at \$60 per hour with a minimum charge of \$15.

Copy Acceptance

The publisher reserves the right to accept or reject all advertising at its discretion for any reason or no reason. Acceptance does not constitute endorsement. Materials will be stored at the advertiser's risk by the publisher for three months following the final insertion under contract.

Bench & Bar
OF MINNESOTA

Sales/Insertion Orders: Erica Nelson
(952) 903-0505 Ext. 3 • Fax: (763) 497-8810
erica@pierreproductions.com

Production/Art Work: Jennifer Pickles
(612) 278-6311 • jpickles@mnbar.org

Advertising Insertion Order



Advertiser Name: _____

Billing Address: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Please reserve the following ad placements:

Please refer to the current rate card for rates & specifications

Bench & Bar Magazine

Ad Size & Format: _____ **# of Insertions:** _____ **Base Rate:** \$ _____ per Insertion

Ink: Four Color Process Black & White Bleed

Position: Back Cover Inside Front Cover Inside Back Cover Other _____

Cover placements require four color and are noncancelable.

(+\$100)

Issues to run:

<input type="checkbox"/> January 20_____	<input type="checkbox"/> May/June 20_____	<input type="checkbox"/> October 20_____
<input type="checkbox"/> February 20_____	<input type="checkbox"/> July 20_____	<input type="checkbox"/> November 20_____
<input type="checkbox"/> March 20_____	<input type="checkbox"/> August 20_____	<input type="checkbox"/> December 20_____
<input type="checkbox"/> April 20_____	<input type="checkbox"/> September 20_____	

Ad deadline is the first of every month prior to publication.

Electronic Advertising Must be a minimum 3x advertiser in Bench & Bar magazine to be eligible for these electronic advertising options.

mnbar.org **# of Insertions:** 12x 6x 1x **Base Rate:** \$ _____ per Insertion

Legal News Digest **# of Insertions:** 12x 6x 1x **Base Rate:** \$ _____ per Insertion

Link to web address: http://_____

Months to run:

<input type="checkbox"/> January 20_____	<input type="checkbox"/> May 20_____	<input type="checkbox"/> September 20_____
<input type="checkbox"/> February 20_____	<input type="checkbox"/> June 20_____	<input type="checkbox"/> October 20_____
<input type="checkbox"/> March 20_____	<input type="checkbox"/> July 20_____	<input type="checkbox"/> November 20_____
<input type="checkbox"/> April 20_____	<input type="checkbox"/> August 20_____	<input type="checkbox"/> December 20_____



By my signature, below, I understand and agree that this order will be governed by the rates and terms of the *Bench & Bar of Minnesota rate card* in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

Name: _____ Title: _____

Authorized Signature

Date

FAX THIS ORDER TO: (763) 497-8810

Erica Nelson Sales Representative (952) 903-0505 Ext. 3 or erica@pierreproductions.com

Payment: *(Prepayment required for first insertion; subsequent insertions invoiced upon publication)*

Check is enclosed with order. Please invoice for subsequent insertions upon publication.

Invoice all insertions; use purchase order # _____ (funds have been designated for this purchase).

Charge _____ first insertion only; _____ all insertions to my credit card:

Visa MasterCard Amex # _____ Expires _____