

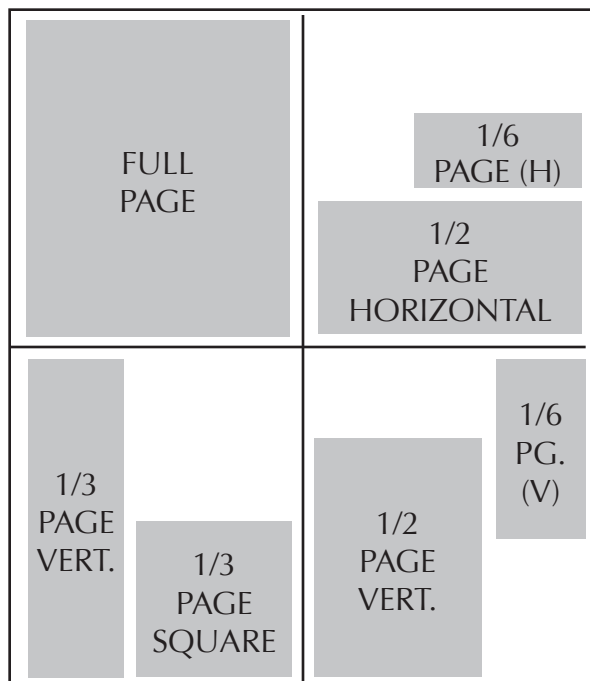
# THE JOURNAL OF THE DELAWARE STATE BAR ASSOCIATION

## ADVERTISING INFORMATION

RATES AND INFORMATION: EFFECTIVE JUNE 1, 2009

### DISPLAY ADVERTISING

Display advertising is available only in the sizes listed below and in two color formats: Black & White (gray-scale) and Four Color (CMYK). Artwork design resolution settings must not fall below 300 DPI (dots per inch) with color ads recommended to not fall below 400 DPI.



### ADVERTISEMENT DIMENSIONS

DIMENSIONS	WIDE	HIGH
Full Page	7.5"	10"
1/2 Page (v)	4.95"	7.5"
1/2 Page (h)	7.5"	4.875"
1/3 Page (v)	2.375"	10"
1/3 Page (sq)	4.95"	4.875"
1/6 Page (v)	2.375"	4.875"
1/6 Page (h)	4.95"	2.375"

### DISPLAY AD RATES

FREQUENCY DISCOUNTS FOR MULTIPLE INSERTIONS

#### Black and White Ad Rates

AD SIZE	FREQUENCY DISCOUNTS FOR MULTIPLE INSERTIONS			
	1x	10% 3x	15% 6x	20% 11x
Full Page	\$800	720	680	640
1/2 Page	\$450	405	382	360
1/3 Page	\$350	315	297	280
1/6 Page	\$200	180	170	160

#### 4-Color Ad Rates

AD SIZE	FREQUENCY DISCOUNTS FOR MULTIPLE INSERTIONS			
	1x	5% 3x	10% 6x	15% 11x
Full Page	\$1000	950	900	850
1/2 Page	\$650	618	585	553
1/3 Page	\$550	523	495	468
1/6 Page	<i>Not available for color at this time</i>			
<b>Guaranteed Position</b>	<b>20% extra</b>			

### TYPESSETTING AND DESIGN COSTS

Typesetting and design are available to advertisers requiring assistance. There is a one-time charge per advertisement. Changes made later may incur a new charge. Fee: \$25 and up.

### ADVERTISEMENT REQUIREMENTS

All ads must be camera ready. Artwork for display ads must be submitted at the correct dimensions, with the correct color and resolution settings. Ads that do not conform to the correct dimensions may be re-sized at the editor's discretion and therefore may not appear as intended by the advertiser.

All display ads must be submitted as an electronic file via disk or e-mail. File formats accepted are PDF, EPS, TIFF, or JPG. PDF files are preferred. All fonts must be embedded.

### BULLETIN BOARD

**RATE: \$50 for first 25 words, \$1 per additional word**

**ADDITIONAL FEATURES:** \$10 for all bold print  
\$10 for box  
\$10 for blind box

*Prepayment required. All Bulletin Board ads must be paid in full by the 20th of the month preceding publication.*

Bulletin Board ads appear in the back of the publication. Bulletin Board ads run for one month unless otherwise requested.

Any element bordered by spaces is a word. Abbreviations, phone numbers, portions of an address, e-mail addresses, websites, and URLs are considered words. Classification and formatting of all ads is at the editor's discretion and may be changed without notice. Please check your ad for content accuracy.

All Bulletin Board ads must be submitted electronically either in the text of an e-mail or as an attachment in a Word document. No proofs are offered for Bulletin Board ads.

No address changes or announcements. Please submit a display ad for advertising of this nature.

### DELIVERY OF ADVERTISEMENTS

All advertising should be sent to Rebecca Baird, Director of Communications, via e-mail to rbaird@dsba.org, or on disk to 301 North Market Street, Wilmington, DE 19801.

### CLOSING DATES

Unless otherwise noted\*, the deadline for final advertisements is the 15th day of the month (or the previous business day if the 15th falls on a weekend or holiday) preceding the month of publication. Ads may not be cancelled after the deadline. When change of copy or artwork is not received by the deadline, copy or artwork run in the previous issue will be inserted.

\* Issues with exceptional closing dates:

- June 2011: May 13, 2011
- July/August 2011: June 15, 2011
- November 2011: October 14, 2011
- December 2011: November 11, 2011
- January 2012: December 9, 2011

## PUBLICATION INFORMATION

The Journal of the Delaware State Bar Association is published monthly (combined July/August issue) by DSBA with a circulation of more than 3,500 judges, attorneys, legal professionals, and paid subscribers. The July/August issue is an electronic journal that is sent to all members and subscribers and is also available on [www.dsba.org](http://www.dsba.org). Recent articles are available on [www.dsba.org](http://www.dsba.org). Past issues are available by request.



## CONTRACT AND COPY REGULATIONS

An advertising contract is required for all display advertising terms longer than a one-time insertion. All advertising (display and bulletin board) must adhere to the specification, size, and policies described on the rate sheet. Any and all deadlines must be observed.

The appearance of an advertisement in The Journal of the Delaware State Bar Association does not constitute a recommendation nor an endorsement of that product or service by DSBA.

We reserve the right to exclude any advertising which, in our opinion, does not conform to our standards. Advertisers and advertising agencies assume liability for all content (including text, representations, and illustrations) of advertisements printed. Our acceptance of advertising does not relieve advertisers or agencies from liability.

Advertising agencies should add commission to the given rates, as DSBA does not discount a commission.

Materials will be stored at the advertiser's risk by the publisher for three months after the final insertion under contract.

## BILLING AND PAYMENT TERMS

Costs incurred by the publisher for production work done on an advertisement will be charged to the advertiser. The advertiser will be billed once the advertisement has run. Balance is due upon receipt of invoice. **Full prepayment on Bulletin Board ads is required.** Advertisers will receive one copy of the issue in which the ad was placed. Additional copies may be requested (\$7 per issue).

**No third advertisement will run unless the two preceding placements are paid in full. A 2.75% finance charge will be applied to the balance over 30 days from invoice date.**

## CONTACT

Rebecca Baird  
Director of Communications  
301 North Market Street  
Wilmington, Delaware 19801  
Direct: (302) 504-1475  
Main: (302) 658-5279  
[rbaird@dsba.org](mailto:rbaird@dsba.org)

# ADVERTISING RATES FOR

# THE JOURNAL OF THE DELAWARE STATE BAR ASSOCIATION



DELAWARE STATE BAR ASSOCIATION  
301 NORTH MARKET STREET  
WILMINGTON, DELAWARE 19801  
PHONE: (302) 658-5279  
FAX: (302) 658-5212