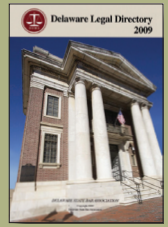




# Delaware State Bar Association 2010 Delaware Legal Directory ADVERTISING RATE SHEET



## Why should you advertise in the 2010 Delaware Legal Directory?

The Delaware State Bar Association **Delaware Legal Directory** is the only comprehensive up-to-date listing of all Delaware attorneys and judges, including address, telephone number, fax number, and e-mail address. The **Delaware Legal Directory** also contains contact information for the Delaware Court System and related offices frequently contacted by legal professionals.

If you provide a product or service to the legal community, or if you are looking to expand your target audience, the Delaware State Bar Association **Delaware Legal Directory** is your best opportunity to reach over 5,000 judges, attorneys, and legal professionals. In addition, advertising in the **Delaware Legal Directory** offers a full year of visibility for you and your company. Attorneys and other legal professionals use the **Delaware Legal Directory** on a daily basis, making your ad work every day of the year.

## Rates and Availability

### Premium Ad Spots

Ad size: 4.5" x 7.5"

<b>Front Cover Banner</b>	<b>\$5,000</b>
<b>Back Cover</b>	<b>\$15,000</b>
<b>Inside Covers</b>	<b>\$3,250</b>

All premium ads must be 4-color. Past premium advertisers have the right of first refusal for the 2010 premium ads. Deadline for first refusal is September 1, 2009.

### Inside Tab Ad Spots

Ad size: 4.5" x 7.5"

<b>B&amp;W Tab</b>	<b>\$2,250</b>
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Advertisers may request specific ad placement. Previous advertisers have the first right of refusal for the previously guaranteed preferred position. Deadline for first refusal is September 1, 2009.

## Technical Information

**Acceptable Digital Formats:** All ads must be camera ready. Artwork for ads must be submitted at the correct dimensions, with the correct color and resolution settings. All 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. Artwork design resolution settings must not fall below 300 DPI (dots per inch) with color ads recommended to not fall below 400 DPI.

**Typesetting Fees:** 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: \$75 and up.

**Publisher's Approval:** An advertising contract is required for all advertising in the Legal Directory. All advertising must adhere to the specification, size, and policies. Any and all deadlines must be observed. DSBA reserves 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. DSBA's acceptance of advertising does not relieve advertisers or agencies from liability.

**Delivery of Advertisements:** All advertising should be sent to Rebecca Baird, Director of Communications, via e-mail to [rbaird@dsba.org](mailto:rbaird@dsba.org), or on disk to 301 North Market Street, Wilmington, DE 19801. Any cover advertisements must be sent by mail on a disk with a hard copy of the ad.

**Contact Information:** Direct any advertising questions to Rebecca Baird at (302) 504-1475 or e-mail at: [rbaird@dsba.org](mailto:rbaird@dsba.org).

**ADVERTISING ARTWORK AND PAYMENT DEADLINE: OCTOBER 1, 2009**

**Delaware State Bar Association**  
301 North Market Street  
Wilmington, Delaware 19801  
Phone: (302) 658-5279  
Fax: (302) 658-5212



# Delaware State Bar Association 2010 Delaware Legal Directory ADVERTISING CONTRACT



**ADVERTISING ARTWORK AND PAYMENT DEADLINE: OCTOBER 1, 2009**

**CONTACT INFORMATION:**

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

**RATE AND POSITION:**

Premium Placement:  Front Cover Banner @ \$5,000

Back Cover @ \$15,000

Inside Front Cover @ \$3,250

Inside Back Cover @ \$3,250

Inside Tab:  Black and White Ad @ \$2,250

*Please call to discuss preferred position.*

**TERMS:**

1. This contract is your invoice. Full payment must accompany this signed contract.
2. Final acceptance of this contract shall be made by DSBA.
3. Advertiser acknowledges upon signing this contract the terms outlined on the rate sheet.

**PAYMENT INFORMATION:**

Check in the amount of: \$ \_\_\_\_\_. Please make checks payable to DSBA.

Charge in the amount of: \$ \_\_\_\_\_.  Amex  Visa  Mastercard  Discover

Expiration Date: \_\_\_\_\_ Card No.: \_\_\_\_\_

Signature: \_\_\_\_\_ (Required if card purchase) Billing Zip Code: \_\_\_\_\_

***Thank you for advertising in the 2010 Delaware Legal Directory!***

PLEASE SIGN, COPY, AND RETURN ORIGINAL TO THE DELAWARE STATE BAR ASSOCIATION.

301 North Market Street, Wilmington, DE 19801 • Fax: (302) 658-5212