

ELECTRONIC ADVERTISING INSERTION ORDER

MSBA



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

of Insertions: _____ Base Rate: \$ _____ per Insertion

Link to web address: http://_____

<input type="checkbox"/> mnbar.org <small>248x90 pixels</small>	<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____

<input type="checkbox"/> practicelaw.org <input type="checkbox"/> Home Page <input type="checkbox"/> Real Property <small>170x170 pixels</small>	<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____

<input type="checkbox"/> Legal News Digest <small>170x170 pixels</small>	<input type="checkbox"/> January 20____	<input type="checkbox"/> May 20____	<input type="checkbox"/> October 20____
	<input type="checkbox"/> February 20____	<input type="checkbox"/> June 20____	<input type="checkbox"/> Nov/Dec 20____
	<input type="checkbox"/> March 20____	<input type="checkbox"/> July/August 20____	
	<input type="checkbox"/> April 20____	<input type="checkbox"/> September 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; _____ full total of all insertions to my credit card:

Visa MasterCard Amex # _____ Expires _____

Credit card numbers will not be saved for future payments.



ADVERTISING POLICIES

Frequency

- **Bench & Bar** is published monthly 11 times per year. Combined May/June issue published in June.
- **Electronic ads** are displayed for one calendar month. July/August LND combined – only two issues of LND will run each month for a combined total of four issues.

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:

Print Ads

- Camera ready ads must be print-ready PDF files. SWOP standards apply.
- Image Resolution: 300 dpi
- Ink Coverage: Limit of 300%
- Color Ads: Must be converted to Process/CMYK color.
- B&W Ads: Must be grayscale, no rich black.

Electronic Ads

- 170x170 pixels (LND & practicelaw.org)
- 248x90 pixels (mnbar.org)
- Image Resolution: 72 pixels/inch
- File Type: jpg or gif no larger than 100 KB

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 \$30.

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.



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