



# Display Advertising

2012

## Why Advertise with the MBA?

The *Multnomah Lawyer* is the official publication and newsletter of the Multnomah Bar Association (MBA) and is a timely and well-read source of information for the entire Portland metropolitan region legal community. All new lawyers in Oregon are offered a first-year, free membership in the MBA, which includes a complimentary subscription to the *Multnomah Lawyer*.

## Circulation

The newsletter has a circulation of more than 4,600 lawyers, judges and other legal professionals, both in and outside Multnomah County.

## Ad Specifications and Guidelines

The overall size of the *Multnomah Lawyer* is 11½" wide x 17½" high. The publication ranges from 16-20 pages and is published 11 times a year, including a combined July/August issue. **The deadline for submitting advertisements is the 12<sup>th</sup> of the month prior to publication.** If the 12<sup>th</sup> falls on a weekend, the ad is due the Friday before. Example: the June deadline is Friday, May 11, 2012.

**Graphics/Format:** Ads must be supplied via email in either PDF (all fonts and images must be embedded, outlined or included with file), Illustrator EPS, packaged (files must include all fonts and images), Quark Xpress or InDesign format. Please indicate software and version used and a contact number. Either Mac or PC platforms are acceptable. Artwork must be 120 line screen, 300 dpi minimum and be contained within a border to the correct dimensions. Remove all passwords associated with the ad.

**Design Assistance:** The MBA does not design ads. We suggest that you contact Doralisa Palomares, of Cyrano Marketing Solutions, to design your ad. She designs each issue of the *Multnomah Lawyer* and can be contacted at 503.708.6949 or [doralisa@cyranomarketing.com](mailto:doralisa@cyranomarketing.com).

**Column Widths:** One-column is 1⅞"; two-columns 3⅞"; three-columns 5⅞"; four-columns 7⅞"; five-columns 9⅞". Ads of various designs and sizes may be used during the contract. However, no ad will be changed from one issue to the next unless the MBA is provided with both a new electronic file and hard copy by the ad deadline.

## Advertising Rates and Payment

All advertising is sold by the following formula: Multiply the number of columns by the number of vertical inches, e.g. **1 column x 4 inch high ad = 4 inches of advertising; 2 column x 4 inch high ad = 8 inches of advertising.** All advertisements must be sized exactly to the column widths specified. Any ad that exceeds a column size will be charged at the next larger column price. Any ad that exceeds the five-column size will either be rejected outright or resized to fit within the 9⅞" width, solely upon the Editor's discretion. Rates are effective for 2012. No ad larger than 18" of advertising in a single issue will be accepted without prior approval by the Editor.

Charges per column inch are \$26.50 for a one-issue contract; \$24 for a three-issue contract; \$21 for a six-issue contract; and \$18 for an eleven-issue contract.\* A 10% discount will be applied to all contracts for 70 or more total inches of advertising. All contracts must be paid in advance. The MBA will invoice advertisers who have a payment history with us, but no ads will be placed until payment of the invoice is received. Please make checks payable to the "Multnomah Bar Association" or you may use a MasterCard or VISA charge card. **A signed contract, payment and an electronic file of the ad must be received before any ad will be placed.**

*\*Prices are subject to change without notice.*

## Member Discount

MBA members receive a 10% discount on all ads. For contracts of 70 inches or more, members receive an additional 10% discount, e.g. non-member ad is \$300; member price is \$270; if contract is over 70 inches, price is \$270 less 10% = \$243. Amounts are rounded to the nearest dollar.

## Color Advertising

Four-color/full-color is available for an additional \$50 per issue and is not subject to any discounts.

## Restrictions

Editor reserves the right to reject any ad that she alone determines is in conflict with any standard of the MBA. Advertisers are responsible for submitting ads with accurate spelling, information and in the acceptable format described under Specifications. The advertiser assumes liability for all claims or suits arising by reason of publication of any ad furnished by advertiser.

## Contact

Please direct all inquiries and new contracts to Ryan Mosier at [ryan@mbabar.org](mailto:ryan@mbabar.org), 503.222.3275 (phone) or 503.243.1881 (fax).

**mba** 2012 Display Advertising Contract  
Multnomah Bar Association

This contract is for the following issue(s) of the *Multnomah Lawyer* (please check all that apply):

- January       February       March       April       May       June  
 July/August       September       October       November       December

**Figuring the Total Advertising Inches in Contract**

(Please note: If you plan to change ad sizes during the contract, contact the MBA for assistance before completing this section.)

**Ad size per issue:** \_\_\_\_\_ column(s) *TIMES* \_\_\_\_\_ high = \_\_\_\_\_ advertising inches per issue  
 Example: 2 column(s) *TIMES* 4" high = 8" of advertising inches per issue.

**Total amount of advertising inches:** \_\_\_\_\_ advertising inches per issue *TIMES* \_\_\_\_\_ number of issues you are contracting for = \_\_\_\_\_ Total number of advertising inches.  
 Example: 8" advertising inches per issue *TIMES* 6 issues = 48" Total number of advertising inches.

**Contract Price:** The price per advertising inch is \$26.50 for a one-issue contract; \$24 for a three-issue contract; \$21 for a six-issue contract; and \$18 for an eleven-issue contract. Contracts for 70 or more total advertising inches receive a 10% discount. MBA members receive a 10% discount on all ads. For contracts of 70 inches or more, members receive an additional 10% discount, e.g. non-member ad is \$300; member price is \$270; if contract is over 70 inches, price is \$270 LESS 10% = \$243. Prices are subject to change without notice.

**Non-Member Formula:** \_\_\_\_\_ total advertising inches *TIMES* \_\_\_\_\_ rate per inch for # of issues = \_\_\_\_\_ contract price  
 Example: 48 total advertising inches *TIMES* \$21 rate per inch for 6 issues = \$1008 contract price.

**Member Formula:**

\_\_\_\_\_ total advertising inches *TIMES* \_\_\_\_\_ rate per inch for # of issues = \_\_\_\_\_ contract price LESS 10% = \_\_\_\_\_.  
 Example: 48 total column inches *TIMES* \$21 rate per inch for # of issues = \$1008 contract price LESS 10% = \$908.

**Discount for Contracts of 70 or more total advertising inches:**

\_\_\_\_\_ your above contract price LESS 10% discount = \_\_\_\_\_ final contract price.

**Four-Color/Full-Color Option: \$50 additional per issue**

\$50 per issue *TIMES* \_\_\_\_\_ issues + contract price from above = \_\_\_\_\_.

**Method of Payment (Please check one of the following three options.)**

1. Enclosed is a check payable to "Multnomah Bar Association."  
 2. Please charge my  MasterCard  VISA Card Number: \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Signature for charge: \_\_\_\_\_  
 Billing Address (if different from address below): \_\_\_\_\_  
 3. Please invoice me. I understand that the invoice must be paid prior to publication.

**I agree to abide by all terms and conditions on all two pages of this contract.**

Signed \_\_\_\_\_ Please Print Name \_\_\_\_\_ Date \_\_\_\_\_  
 Contact: \_\_\_\_\_ Firm/Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Please return contract and payment to Multnomah Bar Association, 620 SW 5th Ave., Suite 1220, Portland, OR 97204. If paying by MasterCard or VISA, you may fax to 503.243.1881.**