

2010 Advertising Rates – Attorney/Courts Directory

Inside Front & Back Cover (B&W)	3.75 x 7.5	\$1,500
Divider (two available)	3.75 x 7.5	\$1,250
Full Page	3.75 x 7.5	\$1,050
Half Page	3.75 x 3.75	\$ 600

*** Ads must be designed to meet **exact** size specifications

Digital Advertising Specifications

The MCBA is unable to provide layout and/or design services for advertisements. All advertising materials submitted must be camera/printer ready. All ads must be in final, electronic format (see below) by **December 1, 2008** and accompanied by a signed agreement.

ACCEPTABLE FORMATS:

- Electronic, digital ad materials must be provided in high-res PDF, JPG, Quark XPress, Adobe Illustrator or Adobe/Macromedia Freehand format.
- Preferred format is Adobe Acrobat PDF with fonts 100% embedded and no subsets.

WE CANNOT ACCEPT ELECTRONIC AD FILES CREATED IN ANY MICROSOFT PROGRAMS, AS THEY DO NOT PRODUCE USABLE GRAPHIC FILES.

IMAGES:

- Ads are black only; artwork for ads must contain no RGB, CMYK or spot-color elements.
- All scanned halftone images should be sized at a resolution of at least 600 dpi at 100% of the size used in the file.
- 1-bit bitmap images such as logos require an image resolution of 600 dpi.

MEDIA TRANSFER:

- We accept materials via CD, Zip, or e-mail.
- A full size proof must accompany all ads submitted.

Please note: Business cards, letterhead or newspaper ads are not acceptable as camera/print ready art. Similarly, a logo or any artwork captured from your Web site is low resolution and is not camera ready art. It is necessary for you to obtain the original file from the company that designed the business card, newspaper ad or Web site.

Attorney Courts Directory Advertising Agreement

Inside Back Cover @ \$1,500
 Full Page @ \$1,050

Divider Full Page @ \$1,250
 Half Page @ \$600

Company Name _____

Address _____

City, State, Zip Code _____

Contact Name _____

Telephone Number _____ Fax Number _____

E-mail Address _____

Payment Type: **Credit Card** or **Check**

MasterCard **Visa** **AmEx**
Circle one

Expiration Date: _____

VIN # _____
(3 digit pin on the back of your credit card)

Card Number _____ Signature _____

Payment terms: payment for all Ads must accompany the Attorney & Courts Directory Agreement.

All ads are due by January 15, 2009. If paying by check, please make check payable and send to:

Monroe County Bar Association
Attn: Liz Novak
One West Main St., 10th Floor
Rochester, NY 14614

Questions? Contact Liz Novak, (585) 402-7193 or lnovak@mcba.org.