

Michigan Bar Journal



The *Michigan Bar Journal* is the official publication of the State Bar of Michigan and is published monthly, with the April issue dedicated to the Annual Directory. The *Michigan Bar Journal* is the only legal journal received by every member of the State Bar of Michigan.

The regular monthly issues are dedicated to theme related topics. The April Annual Directory issue is a comprehensive resource for everyone connected with the State Bar of Michigan. It includes alphabetical and geographical listings of every Michigan licensed attorney and judge, active and inactive, along with complete contact information. It also contains information for the Michigan court system, local, state, and federal offices, Michigan lawyer distribution data, a section dedicated to Lawyer Fields of Practice, as well as a listing for the affiliate members. The Directory is used on a daily basis by attorneys and support staff, and offers a full year of visibility (April through April). The Directory is a highly effective vehicle through which your advertising message can be specifically targeted to thousands of attorneys, court personnel, legal support staff, and many other professionals in and outside Michigan.

Clearly, the *Michigan Bar Journal* offers you access to a very important and influential client base of more than 38,000 monthly, and more than 80,000 for the April Annual Directory. Don't miss this opportunity. Place your ad today.

Michigan Bar Journal Advertising Policy/Disclaimer

Payment Policy—All advertising is on a prepaid basis. Ads that are not prepaid will not be published, unless arrangements have been discussed and approved in writing. Purchase orders and insertions orders are accepted for ad placements. A 15% commission to recognized agencies for space only. No agency commission on classified ads or on mechanical costs. All invoices must be paid within 30 days of billing or commission will be lost, and a 1.5% per month service charge will be added. Advertising will be suspended by publisher when payment is 60 days past due. Visa, MasterCard, and American Express payments are accepted in writing, as well as checks made payable to the State Bar of Michigan. Confirmation that your advertising request has been received will be sent via e-mail within two business days after processing. If you do not receive a confirmation please contact an advertising sales representative.

Joint liability—Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

Publisher's copy protective clause—Appearance of an advertisement does not constitute a recommendation or endorsement by the State Bar of Michigan of goods or services ordered. The opportunity to advertise in any publication is contingent upon available space, and publication is at the discretion of the editor. The publisher reserves the right to reject any advertising not in keeping with the publisher's standard. The contents of an advertisement are solely the responsibility of the advertisers and advertising agencies. Advertisers and advertising agencies assume liability for all content (including text, representations and illustrations, and any material on a website to which the advertisement provides a link or reference) of advertisements printed, and also assume responsibility for any claims arising thereof made against the publisher. Advertisers represent and warrant that they possess the necessary rights to permit the use of the advertisement and of any content on any website referenced or linked to in the advertisement, for the purpose of this Agreement, and that the content complies with all relevant laws and regulations. Advertisers further

represent and warrant that the use, reproduction, distribution, or transmission of the advertisement will not violate any criminal laws, regulations, or the rights of third parties. Such violations include, but are not limited to, infringement or misappropriation of a copyright, patent, trademark, trade secret, music, image, or other proprietary or property right; false advertising; unfair competition; defamation; slander of the title; invasion of privacy or rights of celebrity; violation of any antidiscrimination law or regulation; or any other right of any person or entity. Advertisers agree to indemnify and to keep indemnified the State Bar of Michigan, its directors, employees and agents, without limitation, and to hold them harmless from any and all liability, loss, damages, claims, or causes of action, including legal fees and expenses, that may be incurred by the State Bar of Michigan arising out of the publication of the advertiser's material. At the discretion of the Publisher, advertisers may be required to provide proof of insurance of coverage for any of the foregoing forms of liability and to list the State Bar of Michigan as an additional insured on the policy.

The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the error or the erroneous ad.

Advertising terms—Advertisements that have been accepted and are later found to be fraudulent or misleading in the judgment of the Publisher, and advertisements that are the subject of a lawsuit, will be removed from the State Bar publication. The State Bar will not provide a refund for advertisements removed under those conditions. Fraudulent or misleading ads include, but are not limited to, advertisements that order a product or service that is not delivered, and advertisements that are judged to mislead readers into buying something other than the advertised product or service, and advertisements from companies subject to unresolved complaints to the Better Business Bureau.

This policy applies to all State Bar of Michigan publications.

Michigan Bar Journal Classified Space Contract

Classified advertising rates are based on 50 words or less; \$1 for every word over 50. Blind box service is an additional \$25 per month. With any 6 or 12-month contract, the same classified ad will automatically be published on the State Bar of Michigan website for the same duration as in the *Michigan Bar Journal* (unless otherwise directed) for no additional cost. **Member rates** are \$75 per insertion. 6-month contracts are entitled to a 10% discount; 12-month contracts are entitled to a 15% discount. **Nonmember rates** are \$100 per insertion. 6-month contracts are entitled to a 5% discount; 12-month contracts are entitled to a 10% discount. Please attach a separate sheet with your proposed ad language and submit with this form.

Date submitted with prepayment: _____

_____ SBM Member number or advertising account number (if known)

_____ Advertiser contact name Agency name (if applicable)

_____ Company name

_____ Address

_____ City State Zip

_____ Phone Fax

_____ e-mail

_____ Authorized signature for this request Please print name

Month(s) of publication: _____

Monthly Classified Base Rate: _____
 Extra word surcharge (if applicable) **±** _____
 Blind box surcharge (if applicable): **±** _____
Space subtotal: _____
 Less contract discount (if applicable): **-** _____
Final total: _____
 Number of insertions multiplied by total: **X** _____
Prepayment due: _____

Mail or fax with prepayment to State Bar of Michigan, Attn: Finance Department, 306 Townsend Street, Lansing, MI 48933-2012, or fax to (517) 346-6365. Questions? Please call (517) 346-6315.

Enclosed is check # _____ made payable to the State Bar of Michigan for \$ _____

Charge the below credit card in the amount of \$ _____:

_____ Visa or MasterCard#: _____ Exp. _____

_____ Authorized signature for credit card