

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 Ads that are not prepaid will not be published, unless arrangements have been discussed and approved in writing by our management complete with a signed contract. 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 Display Rates

Full page with bleed	8.625 x 11.125
Publication trim size	8.375 x 10.875
Live matter	7.986 x 10.486
4-color process	\$660
2 color	\$330

BLACK AND WHITE

	Size	(W x H)	1x	3x	6x	12x
Monthly	2 pg spread	16.75 x 10.875	\$2,400	\$2,290	\$2,180	\$2,050
<i>April</i>	2 pg spread	16.75 x 10.875	\$3,380	\$3,220	\$3,015	\$2,845
Monthly	full page	7.986 x 10.486	\$1,210	\$1,155	\$1,095	\$1,025
<i>April</i>	full page	7.986 x 10.486	\$1,700	\$1,625	\$1,525	\$1,450
Monthly	2/3 page	4.833 x 9.861	\$945	\$890	\$845	\$800
<i>April</i>	2/3 page	4.833 x 9.861	\$1,310	\$1,250	\$1,190	\$1,120
Monthly	1/2 page	7.333 x 4.792	\$755	\$715	\$675	\$640
<i>April</i>	1/2 page	7.333 x 4.792	\$1,045	\$1,000	\$955	\$895
Monthly	1/3 page H	4.833 x 4.792	\$565	\$540	\$510	\$480
<i>April</i>	1/3 page H	4.833 x 4.792	\$785	\$755	\$710	\$675
Monthly	1/3 page V	2.333 x 9.861	\$565	\$540	\$510	\$480
<i>April</i>	1/3 page V	2.333 x 9.861	\$785	\$755	\$710	\$675
Monthly	1/4 page	4.833 x 3.333	\$490	\$475	\$450	\$380
<i>April</i>	1/4 page	4.833 x 3.333	\$685	\$665	\$625	\$600
Monthly	1/6 page H	4.833 x 2.25	\$380	\$370	\$340	\$330
<i>April</i>	1/6 page H	4.833 x 2.25	\$525	\$515	\$480	\$460
Monthly	1/6 page V	2.333 x 4.792	\$380	\$370	\$340	\$330
<i>April</i>	1/6 page V	2.333 x 4.792	\$525	\$515	\$480	\$460
Monthly	1/9 page	2.333 x 3.125	\$305	\$295	\$275	\$260
<i>April</i>	1/9 page	2.333 x 3.125	\$430	\$400	\$390	\$365
Monthly	1/12 page	2.333 x 2.25	\$225	\$220	\$210	\$205
<i>April</i>	1/12 page	2.333 x 2.25	\$320	\$310	\$290	\$275
Front Cover	- Not Available					
Inside Cover Monthly			\$1,500	\$1,430	\$1,350	\$1,280
Inside Cover April			\$2,090	\$1,995	\$1,885	\$1,780
Back Cover Monthly			\$1,755	\$1,680	\$1,585	\$1,505
Back Cover April			\$2,460	\$2,355	\$2,220	\$2,105

Closing dates—Deadline for orders, ad copy, and prepayment is the 1st of the month prior to month of publication (i.e. January 1 for the February issue). For the Annual April Directory issue the deadline is February 1st of every year.

Distribution—Subscription is mailed at periodical rate.

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Agency commission—15% commission to recognized agencies for space only. No agency commission on classified ads or on mechanical costs.

Frequency rate—Frequency rate is based on the total number of space units purchased within a 12-month period. Advertising units purchased in the April Directory issue will count toward earned rate; i.e., advertisements in five regular issues plus the April issue will earn the six-time rate.

Special placements—Requested positions are dependent upon space availability. Guaranteed positions are \$100 per issue plus the earned rate.

Stipulations—Paid advertisements will not be accepted for publication in the President's Page or Executive Director's Viewpoints column.

Submission data

- Quark Express 6.0 for Mac—with all fonts and links
- InDesign CS or above for PC/Mac—with all fonts and links.
- EPS, JPEG, TIF or GIF (minimum 300 dpi at repro size).
- Illustrator and Freehand files should be converted to EPS. Convert all type to outline.
- PDFs should be CMYK or grayscale, minimum 300 dpi, no spot colors, all fonts 100 percent embedded.
- All color files should be converted to CMYK.
- Submit on CD, by email, or post to ftp site.

Production charges

Advertisements not provided digitally in the programs specified, with a hard copy proof, are subject to additional charges for design, typesetting and pagination. Photocopies, tear sheets, or laser printed copy will not be accepted.

Michigan Bar Journal Display Space Contract

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 _____

For Michigan Bar Journal advertising rates and specifications, please refer to the rate sheet. The April Directory display rates are higher due to the retention value.

Ad size: _____ **Month(s) of publication:** _____

Monthly Display Base Rate: _____

Less 15% agency discount (if applicable): **-** _____

Space subtotal: _____

Guarantee placement surcharge (if applicable) **+** _____

Color surcharge (if applicable) **+** _____

Final Total: _____

Number of insertions multiplied by total: **X** _____

Prepayment due: _____

April Display Base Rate: _____

Less 15% agency discount (if applicable): **-** _____

Space subtotal: _____

Guarantee placement (if applicable) **+** _____

Color surcharge (if applicable) **+** _____

Prepayment due: _____

Add both columns (if applicable) for Total prepayment due with signed contract: **\$** _____

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 _____