



DAYTON *BAR BRIEFS*

Advertising Media Kit

Dayton Bar Association's Official Publication

600 Performance Place, 109 N. Main St., Dayton, OH 45402-1129

937.222.7902 FAX: 937.222.1308 Web: www.daybar.org eMail: publications@daybar.org ATTN: Shayla

Display Advertising

Circulation:

The *DAYTON BAR BRIEFS* magazine is a professional high-quality, full-color publication distributed to all Dayton Bar Association members, which includes over 1,500 attorneys and legal professionals throughout the Miami Valley and tri-state area. 10 issues are published annually (September through June-August "Summer" issue).

Advertising Rates:

All ad rates are listed on a monthly basis. Discounts offered for multi-month consecutive contracts include 10% for five months and 15% for one year (10 issues). Please see our ad rates for specific discounts.

Specifications:

Advertising material must be received by the first (1st) day of the month preceding the month of publication. For example, August 1 is the deadline for the September publication. *DAYTON BAR BRIEFS* ads may be published in full color (CMYK) or black and white. Artwork and photos must be furnished by advertiser. PDF is the preferred format. All PDF files must be created with Acrobat 4 (PDF 1.3) compatibility. Images should have a resolution of no less than 300 dpi. All fonts must be embedded. Digital files must be emailed to publications@daybar.org.

Contact Information:

For further information, contact DBA Communication & Publications Manager, Shayla M. Eggleton at publications@daybar.org or via phone 937.222.7902 with questions or to submit your advertisement.

Bar Briefs Classified Advertising

Members: \$20 per 25 words

Non-members: \$30 per 25 words

Additional \$5 for DBA reply box

Classified ads of greater length are allowed.
Fee will be prorated.

Classified ads will be accepted each month, September through Summer=June-August. Copy and payment must be received by the first (1st) day of the month preceding the month of publication. Tear sheets only will be provided upon request. *BAR BRIEFS* reserves the right to refuse any ad.

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Advertising Rates & Sizes



Inside Cover
7.625" x 9.9375"
B/W: \$700
Color: \$800

5 Ads B/W: \$630
 5 Ads Color: \$720
 10 Ads B/W: \$595
 10 Ads Color: \$680



Full Page
7.625" x 9.9375"
B/W: \$600
Color: \$700

5 Ads B/W: \$540
 5 Ads Color: \$630
 10 Ads B/W: \$510
 10 Ads Color: \$595



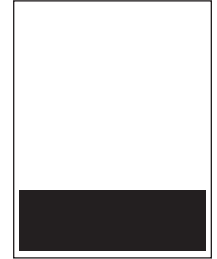
Half Page
7.625" x 4.75"
B/W: \$325
Color: \$375

5 Ads B/W: \$290
 5 Ads Color: \$335
 10 Ads B/W: \$275
 10 Ads Color: \$315



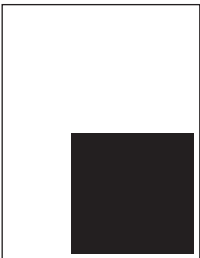
Third Page
7.625" x 3"
B/W: \$225
Color: \$275

5 Ads B/W: \$200
 5 Ads Color: \$245
 10 Ads B/W: \$190
 10 Ads Color: \$230



Quarter Page
7.625" x 2.375"
B/W: \$175
Color: \$225

5 Ads B/W: \$155
 5 Ads Color: \$200
 10 Ads B/W: \$145
 10 Ads Color: \$190



Two Column, 1/2
5" x 4.75"
B/W: \$225
Color: \$275

5 Ads B/W: \$200
 5 Ads Color: \$245
 10 Ads B/W: \$190
 10 Ads Color: \$230



Two Column, 1/3
5" x 3"
B/W: \$175
Color: \$225

5 Ads B/W: \$155
 5 Ads Color: \$200
 10 Ads B/W: \$145
 10 Ads Color: \$190



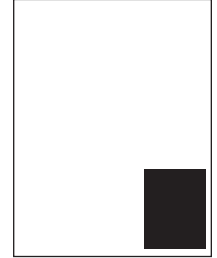
Two Column, 1/4
5" x 2.375"
B/W: \$125
Color: \$150

5 Ads B/W: \$110
 5 Ads Color: \$135
 10 Ads B/W: \$105
 10 Ads Color: \$125



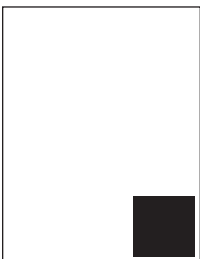
One Column, 1/2
2.375" x 4.75"
B/W: \$125
Color: \$150

5 Ads B/W: \$110
 5 Ads Color: \$135
 10 Ads B/W: \$105
 10 Ads Color: \$125



One Column, 1/3
2.375" x 3"
B/W: \$100
Color: \$125

5 Ads B/W: \$90
 5 Ads Color: \$110
 10 Ads B/W: \$85
 10 Ads Color: \$105



One Column, 1/4
2.375" x 2.375"
B/W: \$75
Color: \$100

5 Ads B/W: \$65
 5 Ads Color: \$90
 10 Ads B/W: \$60
 10 Ads Color: \$85

All rates are listed on a monthly basis

Place 5 consecutive ads and receive a 10% discount!
Place 10 consecutive ads and receive a 15% discount!

An ad placed in the *DAYTON BAR BRIEFS* magazine will:

- Grant you access to a targeted market with spending power
- Deliver your message directly to over 1,500 influential members of the Miami Valley legal community
- Give you the most for your advertising dollars
 (our rates are among the most economical in the region)

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Date: _____

Advertising Agreement

The undersigned hereby applies for and requests an advertisement to be placed in the *DAYTON BAR BRIEFS*, official publication of the Dayton Bar Association, on the following terms and conditions:

Page Options	B/W Color	Two Column Options	B/W Color	Single Column Options	B/W Color
<input type="checkbox"/> Inside Cover [7.625"x9.9375"]	\$700 \$800	<input type="checkbox"/> Two Column, 1/2 [5"x4.75"]	\$225 \$275	<input type="checkbox"/> One Column, 1/2 [2.375"x4.75"]	\$125 \$150
<input type="checkbox"/> Full Page [7.625"x9.9375"]	\$600 \$700	<input type="checkbox"/> Two Column, 1/3 [5"x3"]	\$175 \$225	<input type="checkbox"/> One Column, 1/3 [2.375"x3"]	\$100 \$125
<input type="checkbox"/> Half Page [7.625"x4.75"]	\$325 \$375	<input type="checkbox"/> Two Column, 1/4 [5"x2.375"]	\$125 \$150	<input type="checkbox"/> One Column, 1/4 [2.375"x2.375"]	\$75 \$100
<input type="checkbox"/> Third Page [7.625"x3"]	\$225 \$275				
<input type="checkbox"/> Quarter Page [7.625"x2.375"]	\$175 \$225				

Please reserve ad space in the following issues:	Classified Ad Priced per word-count	
	DBA Member	DBA Non Member
<input type="checkbox"/> Summer	<input type="checkbox"/> Up to 25-words	\$20 \$30
<input type="checkbox"/> September	<input type="checkbox"/> 26-50 words	\$40 \$60
<input type="checkbox"/> October	<input type="checkbox"/> 51-75 words	\$60 \$90
<input type="checkbox"/> November	<input type="checkbox"/> 76-100 words	\$80 \$120
<input type="checkbox"/> December	<input type="checkbox"/> 101-125 words	\$100 \$150
<input type="checkbox"/> January	<input type="checkbox"/> 126-150 words	\$120 \$180
<input type="checkbox"/> February		
<input type="checkbox"/> March		
<input type="checkbox"/> April		
<input type="checkbox"/> May		

Please submit your camera ready ad as a high resolution pdf to publications@daybar.org

BONUS OFFER! Place your ad in ten (10) issues and receive a 15% discount or five (5) issues earns a 10% discount! As always, the deadline is the 5th of the month prior to the month of publication.

ADS MUST CONFORM TO THE SIZES DEFINED ABOVE

Publication Rights: The Dayton Bar Association reserves the right to refuse, place or edit all advertisements

The fee to be paid to the Dayton Bar Association for said advertisement in *DAYTON BAR BRIEFS*, in accordance with above advertising rates, will be:

Ad Type: Color or B/W

Method of payment: Check Enclosed Check #: _____

Rate Per Issue: \$ _____

Charge my: VISA MASTERCARD AMEX DISCOVER

With Discount: \$ _____ (See advertising rates for specific discount information)

Expiration Date: ____ | ____ (MONTH | YEAR)

TOTAL DUE: \$ _____

TO BE INVOICED MONTHLY: \$ _____

Payment Amount: \$ _____

Signature: _____
 (AS SHOWN ON CREDIT CARD)

Advertiser's Signature _____

Name of Company _____ Phone _____

Address _____ Fax _____

City / State / Zip _____

Contact Name _____ Email _____