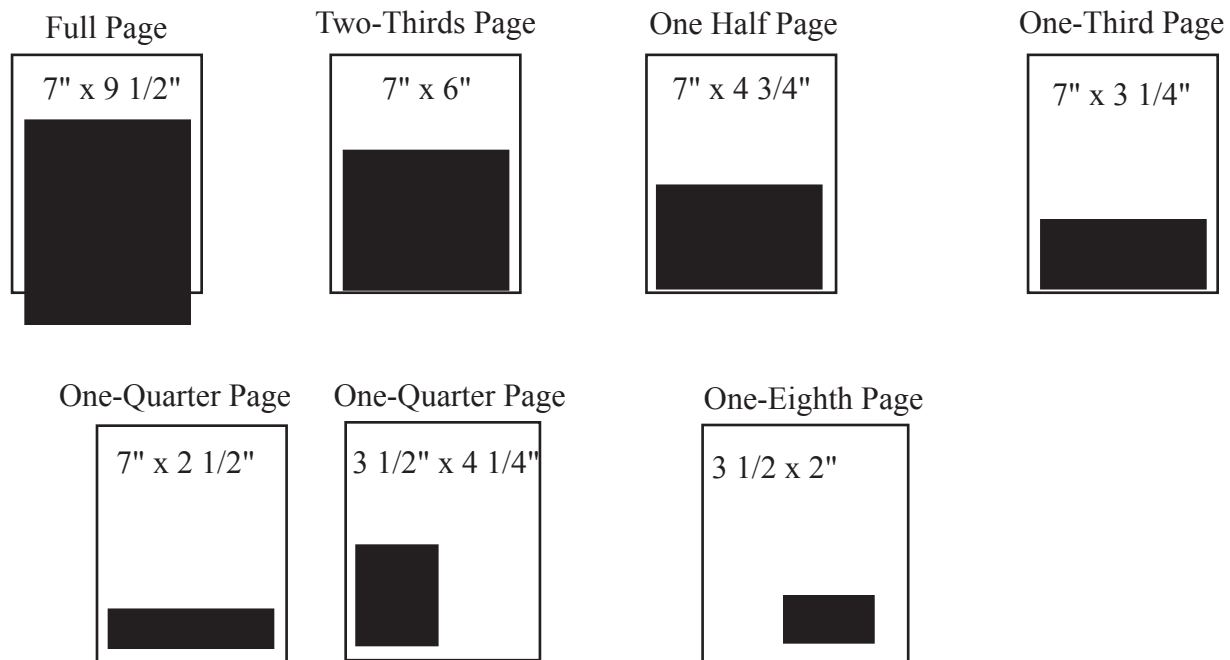


## ADVERTISING RATES AND GUIDELINES

Size	Rates (per insertion)				Typesetting
	1 - 2	3 - 5	6 - 10	11 - 12	
Full Page	\$ 395	\$ 325	\$ 265	\$ 230	\$ 40
2/3 Page	295	275	235	210	30
1/2 Page	245	210	190	160	20
1/3 Page	195	168	140	110	20
1/4 Page	145	125	110	95	18
1/8 Page	95	85	75	65	12



**CAMERA READY:** All advertisements must be camera ready; otherwise, an additional typesetting charge will be imposed and the closing date for receipt is the **10th of the month preceding publication.**

**CANCELLATION:** Written notice of cancellation must be received by the 10th of the month preceding the month for which the notice of cancellation is to be effective, i.e., a six month ad commencing with the January issue which is to be cancelled effective with the May issue will require written notice to be received by April 15th.

**CLASSIFIED ADS:** Classified ads are \$3.50 per printed column line (approximately 4 words/line). Ads for employment opportunities are printed free of charge.

**CLOSING DATE:** All advertisements must be received no later than the **10th of the month preceding publication.**

**DISCOUNTS:** A 15% discount will be given to all members of the NCBA in good standing.

**MISCELLANEOUS:** All advertisements are accepted and published upon the representation that the advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the advertiser indemnifies and holds the publisher harmless from and against any loss or expense arising out of publication of such advertisements. The publisher shall not be liable for failure to publish any advertisement except to the extent of refunding any prepaid fees. The publisher reserves the right to reject any advertisement with or without cause.

**PAYMENT:** Payments should be made to: **NCBA, Post Office Box 2381, Vista, California 92085-2381.** Following is the percentage of the total advertising charge which must accompany the signed contract upon placement of the initial advertisement (**1 insertion - 100% due with contract; 2 to 12 insertions - 50%; due with contract. The remaining balance is due within 30 days of the date of first publication.** Any advertiser who cancels a contract prior to its completion will be billed according to the number of times the advertisement actually ran in accordance with the *Advertising Rates and Guidelines*.

## ADVERTISING CONTRACT

### NORTH COUNTY *Lawyer Magazine*

.....  
**ADVERTISER:**

Business Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_ E-Mail: \_\_\_\_\_

**AD SPECIFICATIONS:**

Size: \_\_\_\_\_ # Of Insertions: \_\_\_\_\_

Ad to run: Consecutively, beginning with \_\_\_\_\_ issue, **OR;**

Specific months (please list) \_\_\_\_\_

**AD RATE:**

Rate per insertion \$ \_\_\_\_\_ X # of insertions \_\_\_\_\_ = Total Gross \$ \_\_\_\_\_, less membership

discount (if applicable) \$ \_\_\_\_\_ = Total Net: \$ \_\_\_\_\_. Down Payment Enclosed \$ \_\_\_\_\_

(based on percentage identified in PAYMENTS). Balance due 30 days from first publication: \$ \_\_\_\_\_

All other specifications and conditions are as stated in *Advertising Rates and Guidelines*, incorporated herein as part of this contract. This contract constitutes an insertion order. The North County Bar Association is a nonprofit corporation and a bar association recognized by the State Bar of California.

**ACCEPTED BY:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Signature