

Get in front of the thousands of attorneys, judges, law students and other professionals who comprise the SDCBA membership by placing an advertisement in the SDCBA's weekly e-publication, *This Week at the Bar*. *This Week at the Bar* is distributed to the entire Bar membership via e-mail the first business day of each week. View the latest issue here: [www.sdcba.org/thisweek](http://www.sdcba.org/thisweek).

### Premium Spots

Premium positions may be secured for an additional 25% of the standard price of an ad. Please ask about availability. Position requests are only guaranteed for a one-month run and then will be moved to run of site.

### Discounts

- A 10% discount will be extended to SDCBA members.
- A 10% discount will be given to advertisers who purchase three or more ads.
- A 10% discount will be given to advertisers who have annual contracts to run ads in *San Diego Lawyer* and/or on the SDCBA website.

Animation ads are not permitted to run in *This Week at the Bar*.

### 2020 Submission Deadlines

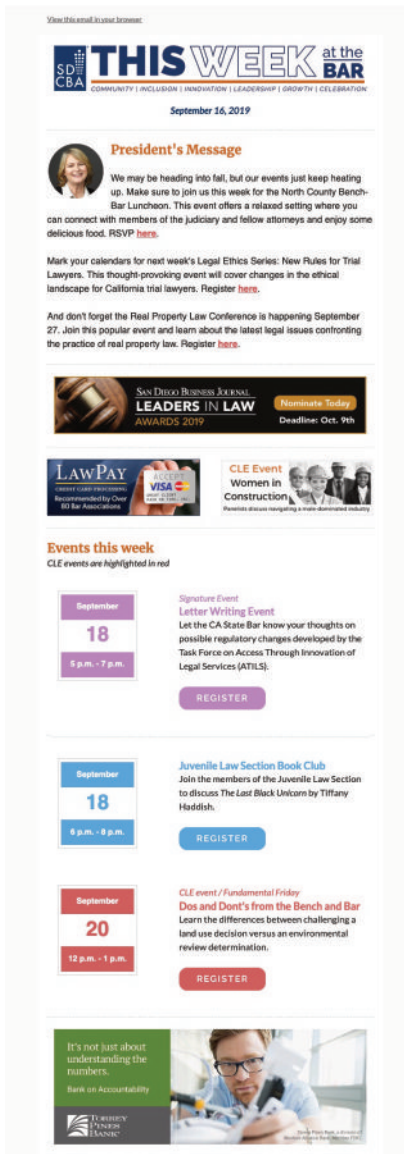
Monthly run deadlines are as follows. Ads will appear in the first issue of the month and each issue thereafter within that month, or for the length of the contract. Contact the SDCBA for individual publication dates and deadlines to customize your run schedule.

| Month     | Deadline     |
|-----------|--------------|
| January   | December 17  |
| February  | January 21   |
| March     | February 18  |
| April     | March 18     |
| May       | April 15     |
| June      | May 20       |
| July      | June 17      |
| August    | July 22      |
| September | August 19    |
| October   | September 16 |
| November  | October 21   |
| December  | November 18  |

For more information or to place an advertisement contact Ron Marcus, SDCBA Director of Marketing, at (619) 321-4116 or [rmarcus@sdcb.org](mailto:rmarcus@sdcb.org).

### Sizes & Rates

|           |       |
|-----------|-------|
| 540 x 200 | \$650 |
| 540 x 100 | \$400 |
| 260 x 200 | \$325 |
| 260 x 100 | \$175 |





# THIS WEEK AT THE BAR DISPLAY ADVERTISING INSERTION ORDER

## ADVERTISER INFORMATION

|  |        |        |      |
|--|--------|--------|------|
| Advertiser Company Name:                                       |        | Date:  |      |
| Authorized Representative for Company Placing Order:           |        |        |      |
| Address:   |        |        |      |
| <input type="checkbox"/> Check here if same as billing address |        |        |      |
| City:  |        | State: | Zip: |
| Phone:   | Email: |        |      |
| URL for website link:  |        |        |      |

## BILLING

Sizes/Rates: Banner (360 x 150 px) \$600 per run | Button (180 x 150 px) \$300 per run

| Ad Size                       | Number of Runs | Rate             | Subtotal |
|-------------------------------|----------------|------------------|----------|
|                               |                | x \$             | = \$     |
|                               |                | x \$             | = \$     |
| 25% Premium Placement:        |                | (Subtotal + 25%) | = \$     |
| 10% Discount (if applicable): |                | (Subtotal - 10%) | = \$     |
|                               |                | <b>TOTAL=</b>    | \$       |

## PAYMENT INFORMATION

|   |  |                               |                             |                               |
|---|--|-------------------------------|-----------------------------|-------------------------------|
| <input type="checkbox"/> Check Enclosed   |  | <input type="checkbox"/> AmEx | <input type="checkbox"/> MC | <input type="checkbox"/> Visa |
| Credit Card No.   |  |                               |                             |                               |
| Expiration Date:  | Cardholder's Name (as it appears on card): |                               |                             |                               |
| Billing Address:  |  |                               |                             |                               |
| <i>I authorize the SDCBA to process my credit card each time my advertisement runs for the length of this contract.</i> |  |                               |                             |                               |
| Signature:  |  |                               |                             |                               |

**I have read the terms and conditions on the second page of this agreement and the SDCBA's general advertising policy, and hereby authorize advertising to be posted on the SDCBA website.**

|                       |       |
|-----------------------|-------|
| Print name:           |       |
| Authorized Signature: | Date: |

**Questions? Please contact Ron Marcus at (619) 321 - 4116 or email [rmarcus@sdcba.org](mailto:rmarcus@sdcba.org)**

**THIS CONTRACT SERVES AS AN INVOICE/RECEIPT FOR YOUR RECORDS.**

This contract is subject to the terms and conditions on the reverse side hereof. Please read carefully.

Return copy of contract with check made payable to:

The San Diego County Bar Association  
401 West A Street, Suite 1100  
San Diego, CA 92101

Payment must be made in advance by credit card, check, or money order. Checks must be payable in U.S. funds and be drawn on a U.S.-based bank.

## 2020 RUN SCHEDULE

Mark your start date below. Ads will run each issue after the start date for the length of the contract. To customize your schedule, check the individual dates you would like to run.

| ✓                        | RUN DATES    | ART DEADLINES     |
|--------------------------|--------------|-------------------|
| <input type="checkbox"/> | January 6    | December 18, 2020 |
| <input type="checkbox"/> | January 13   | December 26, 2020 |
| <input type="checkbox"/> | January 21   | January 2         |
| <input type="checkbox"/> | January 27   | January 8         |
| <input type="checkbox"/> | February 3   | January 16        |
| <input type="checkbox"/> | February 10  | January 22        |
| <input type="checkbox"/> | February 18  | January 29        |
| <input type="checkbox"/> | February 24  | February 5        |
| <input type="checkbox"/> | March 2      | February 12       |
| <input type="checkbox"/> | March 9      | February 20       |
| <input type="checkbox"/> | March 16     | February 26       |
| <input type="checkbox"/> | March 23     | March 5           |
| <input type="checkbox"/> | March 30     | March 12          |
| <input type="checkbox"/> | April 6      | March 19          |
| <input type="checkbox"/> | April 13     | March 26          |
| <input type="checkbox"/> | April 20     | April 2           |
| <input type="checkbox"/> | April 27     | April 9           |
| <input type="checkbox"/> | May 4        | April 16          |
| <input type="checkbox"/> | May 11       | April 23          |
| <input type="checkbox"/> | May 18       | April 30          |
| <input type="checkbox"/> | May 26       | May 7             |
| <input type="checkbox"/> | June 1       | May 14            |
| <input type="checkbox"/> | June 8       | May 21            |
| <input type="checkbox"/> | June 15      | May 29            |
| <input type="checkbox"/> | June 22      | June 4            |
| <input type="checkbox"/> | June 29      | June 11           |
| <input type="checkbox"/> | July 6       | June 18           |
| <input type="checkbox"/> | July 13      | June 25           |
| <input type="checkbox"/> | July 20      | July 2            |
| <input type="checkbox"/> | July 27      | July 9            |
| <input type="checkbox"/> | August 3     | July 16           |
| <input type="checkbox"/> | August 10    | July 23           |
| <input type="checkbox"/> | August 17    | July 30           |
| <input type="checkbox"/> | August 24    | August 6          |
| <input type="checkbox"/> | August 31    | August 13         |
| <input type="checkbox"/> | September 8  | August 20         |
| <input type="checkbox"/> | September 14 | August 27         |
| <input type="checkbox"/> | September 17 | September 4       |
| <input type="checkbox"/> | September 21 | September 10      |
| <input type="checkbox"/> | September 28 | September 17      |
| <input type="checkbox"/> | October 5    | September 24      |
| <input type="checkbox"/> | October 13   | October 1         |
| <input type="checkbox"/> | October 19   | October 9         |
| <input type="checkbox"/> | October 26   | October 15        |
| <input type="checkbox"/> | November 2   | October 22        |
| <input type="checkbox"/> | November 9   | October 29        |
| <input type="checkbox"/> | November 16  | November 5        |
| <input type="checkbox"/> | November 23  | November 13       |
| <input type="checkbox"/> | November 30  | November 19       |
| <input type="checkbox"/> | December 7   | November 26       |

## SDCBA General Advertising and Online Display Advertising Policy

- A. All advertisements, including all text and graphics, submitted for publication, whether in print, on the SDCBA Website or in one of the SDCBA's e-publications are subject to the approval of the SDCBA. The SDCBA reserves the right to reject or cancel any advertising contract for any reason.
  - B. All advertisers must adhere to published advertising deadlines. Cancellations are not accepted after closing. If space reservation is received and materials do not arrive before published closing date (also referred to as 'art deadline'), advertiser will be billed for space. A signed, dated insertion order or contract must be received by the closing date for each issue.
  - C. Position of advertisement will be guaranteed only when premium is paid. Special requests will be acknowledged and courtesy extended when possible.
  - D. Premium positions may be secured by advertiser for up to one year only, at the discretion of the SDCBA, and placement is not guaranteed from year to year or contract to contract. Available premium positions will be determined by the SDCBA and offered to advertisers accordingly.
  - E. Publisher will not be bound by any conditions printed or otherwise appearing on any insertion order or contract when they conflict with the terms and conditions of SDCBA's policies for accepting advertising. The SDCBA's insertion order serves as a binding contract.
  - F. The SDCBA will not be responsible for errors in ad copy or artwork furnished by advertiser. Prints ads must be submitted in high resolution PDF format. Ads must meet the specifications outlined on published insertion order. If corrections, edits, or adjustments need to be made by the SDCBA, the advertiser will be charged for edits at a rate of \$60.00 per hour or fraction thereof. Online ads and ads published in e-publications must meet specifications outlined by the SDCBA.
  - G. The inclusion of advertising materials in SDCBA's publications, on the SDCBA website or in the SDCBA's e-publications does not constitute an endorsement of advertisers, or their products or services.
  - H. Though reviewed by the SDCBA, the advertiser assumes complete responsibility for the contents of all advertising copy and artwork submitted, printed, and published pursuant to this agreement.
  - I. Advertiser represents and warrants that it owns or otherwise has rights to publish all copyrights, trademarks and content for publishing advertisement in medium selected (either print or electronic).
  - J. Advertiser shall defend and indemnify the SDCBA, its agents, affiliates and employees from all claims arising from and related to the content of its advertisements and its publications, including without limitation claims of defamation, slander and libel.
  - K. The SDCBA does not offer any commissions for advertising agencies or marketing firms placing ads on behalf of their clients.
  - L. All first time advertisers must submit payment or provide a valid credit card number to keep on file with the SDCBA prior to publication close date.
  - M. All new advertisements submitted to the SDCBA for publication will be reviewed by the organization's Executive Director and/or Communications Director and will be included in SDCBA publications, e-publications and website at the SDCBA's sole and absolute discretion. This policy includes but is not limited to advertisers with products, services, educational opportunities or publications that conflict or compete with products, services, educational opportunities or publications offered by the SDCBA. The SDCBA's Executive Director and Communications Director reserve the right to review and accept advertisements that offer products, services, opportunities or publications that conflict or compete with products, services, educational opportunities or publications offered by the SDCBA on a case by case basis.
  - N. The SDCBA has the authority to reject any advertisement, or rescind any advertising contract that conflicts with the interests of the SDCBA. All published advertising deadlines will be strictly adhered to, in order to ensure adequate time for review by the SDCBA.
  - O. The rate cards for San Diego Lawyer, SDCBA website display advertising, For the Record and This Week at the Bar are updated annually and available from the Communications Department.
- In Addition:**
- Advertising is only permitted on pages accessible by the general public, with the exception of pages designated by the SDCBA.
  - Website advertising placement is secured for one month only. Website advertisements with multi-month contracts can be moved to run of site following their first month.
  - Advertising linking to another site will open the new site in a separate window.
  - The SDCBA reserves the right to place ads for its sponsors and its own events and purposes on any page.