

For the Record is the SDCBA's publication for attorneys in their first few years of law practice. With articles on topics such as legal ethics, tips from seasoned practitioners, career advisors and more, For the Record provides invaluable insight for newer lawyers as well as all attorneys interested in continuing to develop their careers. See the latest issue at www.sdcba.org/fortherecord.

540 x 200
1x \$225 4x \$500 6x \$475

540 x 100
1x \$320 4x \$305 6x \$290

260 x 200
1x \$260 4x \$248 6x \$235

160 x 100
1x \$140 4x \$133 6x \$127

2020 DEADLINES		
Issue	Distribution Date	Ad Deadline
JAN	January 16	January 2
FEB	February 20	January 29
MAR	March 19	February 26
APR	April 16	April 2
MAY	May 21	April 30
JUN	June 18	June 4
JUL	July 16	July 2
AUG	August 20	July 30
SEP	September 17	September 3
OCT	October 15	October 1
NOV	November 19	October 29
DEC	December 17	December 3

AUDIENCE & DISTRIBUTION

For the Record (FTR) is distributed via e-mail to all SDCBA attorney members within their first full four years of practice, all law student members, the SDCBA Board of Directors, the SDCBA's Council on the Integration of Emerging Lawyers, and all SDCBA members who opt to receive the publication. It is posted on the third Thursday of every month.

The SDCBA promotes each issue of FTR on the SDCBA's social media outlets, and all FTR issues remain on the SDCBA website after each issue is published.

Contact Ron Marcus, SDCBA Director of Marketing, at (619) 321-4116 or rmarcus@sdcba.org.



22nd Annual An Evening in La Jolla
Bring your favorite picnic foods, your favorite pool and relax with friends and colleagues.

5th Annual International Animal Law Summit
Don't miss this annual two-day legal education and networking summit.



You're Invited

September
19
8:30 a.m. - 1:30 p.m.

Please Meet us
New Lawyer Division Chili Cook-off
Show off your best chili recipe for a chance to win prizes. Enjoy provided beer and wine.

REGISTER

September
20
12 p.m. - 1 p.m.

Fundamental Facts
Diss and Don'ts from the Bench and Bar
Learn the differences between challenging a bench case decision versus an environmental review determination.

REGISTER

Don't miss



Letter from the Chair of the New Lawyer Division
By Heidi Johnson, Clerk of the Board
As we head into the election season, I want to remind everyone how important it is to take the time to cast your votes and make your voices heard! [READ](#)



Keep An Eye Out
By Heidi Johnson, Clerk of the Board
ISO Endorsements CG 22 14 and CG 22 15 - Writing out the Rule Exception/Exception to the Completed Work Exclusion [READ](#)



What is the Tripartite Relationship of Insurance Defense Counsel and Who is the Client?
By Heidi Johnson, Clerk of the Board
Insurance defense counsel is a tripartite dual client relationship defense counsel must be especially alert for conflicts and potential conflicts. [READ](#)



Scene At



If you have photos of new attorney members at recent events, submit them to lad@sdcba.org.

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Stephanie Johnson, ERIC C. DRETT, Kevin B. Hanley,
Alicia M. Powers, Paul A. C. Galbraith, Andrew A. Serres



Premium positions may be secured for an additional 25% of the standard price of an ad. Please ask about availability.

ADVERTISER INFORMATION

Advertiser Company Name:		Date:	
Authorized Representative for Company Placing Order:			
Address:			<input type="checkbox"/> Check here if billing address is the same
City:		State:	Zip:
Phone:		Email:	

AGENCY

Advertising Agency (if applicable):			
Agency Contact:			
Address:			
City:		State:	Zip:
Phone:		Email:	

SIZE & RATE

<input type="checkbox"/> Banner	<input type="checkbox"/> Button
Rate:	

MONTHS TO RUN

<input type="checkbox"/> January	<input type="checkbox"/> July
<input type="checkbox"/> February	<input type="checkbox"/> August
<input type="checkbox"/> March	<input type="checkbox"/> September
<input type="checkbox"/> April	<input type="checkbox"/> October
<input type="checkbox"/> May	<input type="checkbox"/> November
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Note: In the interest of accommodating all *For the Record* (FTR) advertisers, all FTR contracts will be limited to no more than 6 runs.

POSITION

<input type="checkbox"/> Above the Fold (Banner); 25% Placement Fee Applies	<input type="checkbox"/> Run Of Page
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URL (TO LINK AD TO)

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BILLING

Number of Runs: (1x, 4x, 6x)	Rate:	Subtotal:
	x \$	= \$
	x \$	= \$
Additional Charges	x \$	= \$
TOTAL=		\$

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 SDCBA to process my credit card each time my advertising is placed in the publication for the length of this contract.</i>			
Signature:			

**Questions? Please contact
Ron Marcus at (619) 321- 4116
or e-mail 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.

I have read the advertising policy on the second page of this agreement and hereby authorize advertising to be placed in the *For the Record*.

Print name _____

Authorized Signature _____ Date _____

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.
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 - 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.