

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.