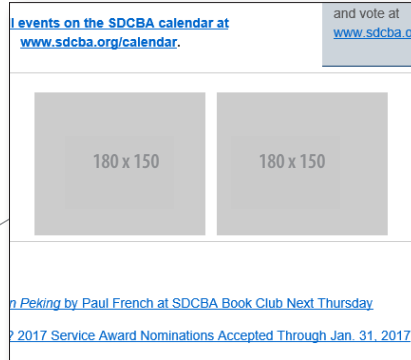


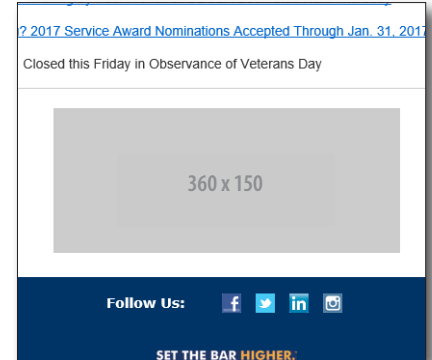
Get in front of the thousands of attorneys, judges, law students and other professionals who comprise the SDCBA membership by placing an advertisement in the SDCBA's weekly e-publication, *This Week at the Bar*. *This Week at the Bar* is distributed to the entire Bar membership via e-mail the first business day of each week.



Button



Banner



Ad	Size (w x h)	Cost
Button	180 x 150 px	\$300 per ad, per run
Banner	360 x 150 px	\$600 per ad, per run

Space limitations: Only four buttons, two banners, or two buttons plus one banner available per week.

2019 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 19
February	January 17
March	February 21
April	March 20
May	April 17
June	May 22
July	June 19
August	July 24
September	August 21
October	September 18
November	October 23
December	November 20

Premium Spots

Advertisers must pay a 25% premium to secure guaranteed placement in *This Week at the Bar*. 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*.

For more information or to place an advertisement contact
 Laura Tarabini at (760) 415-7030 or ltarabini@yahoo.com.

www.sdcba.org/thisweek

SD CBA 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%)	= \$
		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 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 Laura Tarabini at (760) 415-7030 or e-mail ltarabini@yahoo.com.

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.

2019 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 1	December 18, 2018
<input type="checkbox"/>	January 7	December 26, 2018
<input type="checkbox"/>	January 14	January 1
<input type="checkbox"/>	January 21	January 7
<input type="checkbox"/>	January 28	January 14
<input type="checkbox"/>	February 4	January 21
<input type="checkbox"/>	February 11	January 28
<input type="checkbox"/>	February 18	February 4
<input type="checkbox"/>	February 25	February 11
<input type="checkbox"/>	March 4	February 18
<input type="checkbox"/>	March 11	February 25
<input type="checkbox"/>	March 18	March 4
<input type="checkbox"/>	March 25	March 11
<input type="checkbox"/>	April 1	March 18
<input type="checkbox"/>	April 8	March 25
<input type="checkbox"/>	April 15	April 1
<input type="checkbox"/>	April 22	April 8
<input type="checkbox"/>	April 29	April 15
<input type="checkbox"/>	May 6	April 22
<input type="checkbox"/>	May 13	April 29
<input type="checkbox"/>	May 20	May 6
<input type="checkbox"/>	May 27	May 13
<input type="checkbox"/>	June 3	May 20
<input type="checkbox"/>	June 10	May 27
<input type="checkbox"/>	June 17	June 3
<input type="checkbox"/>	June 24	June 10
<input type="checkbox"/>	July 1	June 17
<input type="checkbox"/>	July 8	June 24
<input type="checkbox"/>	July 15	July 1
<input type="checkbox"/>	July 22	July 8
<input type="checkbox"/>	July 29	July 15
<input type="checkbox"/>	August 5	July 22
<input type="checkbox"/>	August 12	July 29
<input type="checkbox"/>	August 19	August 5
<input type="checkbox"/>	August 26	August 12
<input type="checkbox"/>	September 2	August 19
<input type="checkbox"/>	September 9	August 26
<input type="checkbox"/>	September 16	September 2
<input type="checkbox"/>	September 23	September 9
<input type="checkbox"/>	September 30	September 16
<input type="checkbox"/>	October 7	September 23
<input type="checkbox"/>	October 14	September 30
<input type="checkbox"/>	October 21	October 7
<input type="checkbox"/>	October 28	October 14
<input type="checkbox"/>	November 4	October 21
<input type="checkbox"/>	November 11	October 28
<input type="checkbox"/>	November 18	November 4
<input type="checkbox"/>	November 25	November 11
<input type="checkbox"/>	December 2	November 18
<input type="checkbox"/>	December 9	November 25
<input type="checkbox"/>	December 16	December 2

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. 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.
- E. 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.
- F. 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.
- G. 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.
- H. 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).
- I. 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.
- J. The SDCBA does not offer any commissions for advertising agencies or marketing firms placing ads on behalf of their clients.
- K. 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.
- L. 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.
- M. 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.
- N. 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.