

The San Diego County Bar Association’s website – [www.sdcba.org](http://www.sdcba.org) – is the information hub for San Diego’s legal community. All online advertising is placed within website locations that are accessible to anyone who visits the website – members and non-members alike – giving you the greatest visibility.

## Display Advertising Size Offerings

Ad	Size	Cost
Double-button <sup>1</sup>	268 x 180 px	\$600
Skyscraper ads <sup>2</sup>	160 x 600 px	\$500
Leaderboard (banner) ads	728 x 90 px	\$400
Button ads	180 x 150 px	\$300

<sup>1</sup> Only available on portal pages. <sup>2</sup> Not available on portal pages.

**Website display ads appear online on or before the 1st of each month.**

## Website Premium Spots

Advertisers must pay a 25% premium to secure guaranteed placement on a particular page. A page request is only guaranteed for a one-month run and then will be moved to run of site.

## Portal Pages

Accessible from the SDCBA’s home page are “portal pages” designed to direct every type of [sdcba.org](http://sdcba.org) visitor to the services that pertain to them the most. Attract practitioners from small/solo, mid-sized and large firms, government/public attorneys, new lawyers and law students. Note: Positions only guaranteed with 25% premium placement charge.

## Discounts

A 10% discount will be extended to:

- SDCBA members.
- Advertisers who purchase 3 or more months of website display ads.
- Advertisers who have annual contracts to run ads in *San Diego Lawyer*.

Website display advertising is limited to particular pages. Ask about available positions.

Flash animation ads are not permitted on the SDCBA website.

**General advertising will not be permitted on the following web pages:**

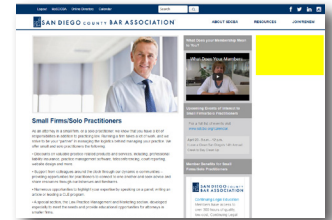
- SDCBA Calendar Page
- Member Benefits Page
- Join/Renew Membership Pages
- Legal Career Center
- Legal Ethics Page
- SDCBA Home Page
- Campaign Pages
- Online Marketplace

## 2019 Ad Submission Deadlines

December 18	March 18	June 17	September 16
January 21	April 22	July 22	October 21
February 18	May 20	August 19	November 18

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

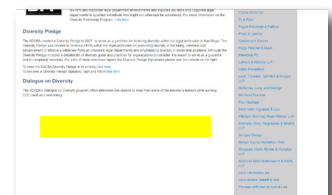
**[www.sdcba.org](http://www.sdcba.org)**



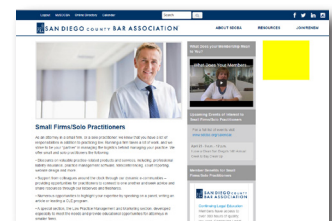
Double-button \$600 per ad



Skyscraper \$500 per ad



Leaderboard \$400 per ad



Button \$300 per ad

## 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:		

## RATES & SIZES

Ad:	Size (pixels):	Run:
<input type="checkbox"/> Double-button ad <small>Only available on portal pages.</small>	268w x 180h	\$600 per ad, per month
<input type="checkbox"/> Skyscraper ad <small>Not available on portal pages.</small>	160w x 600h	\$500 per ad, per month
<input type="checkbox"/> Leaderboard (banner) ad <small>Leaderboard ads appear on the bottom of pages</small>	728w x 90h	\$400 per ad, per month
<input type="checkbox"/> Button ad	180w x 150h	\$300 per ad, per month

## MONTH TO BEGIN 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
<input type="checkbox"/> June	<input type="checkbox"/> December

## WEBSITE DISPLAY AD PLACEMENT

Run of site     Premium: \_\_\_\_\_

Note: Flash animation advertisements are not permitted on the SDCBA website.

**Website display ads appear online on or before the 1st of each month.**

## BILLING

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

## Check any and all that apply (to receive 10% discount):

You are an SDCBA member.

You are purchasing 3 or more consecutive ads.

You are committing to a month run in *This Week at the Bar*.

You have an annual contract to run ads in *San Diego Lawyer*.

## PAYMENT INFORMATION

Check Enclosed     AmEx     MC     Visa

Credit Card No. \_\_\_\_\_

Expiration Date: \_\_\_\_\_    Cardholder's Name (as it appears on card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_  
I authorize the SDCBA to process my credit card each time my advertisement runs for the length of this contract.

Signature: \_\_\_\_\_

**Questions? Please contact  
Laura Tarabini at (760) 415-7030 or  
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.

**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: \_\_\_\_\_

## 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.