

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.

RATES & SIZES				
Ad ¹	Size ² (w x h)	1x	4x	6x
Banner	580 x 100 px	\$500	\$475	\$451
Button	130 x 100 px	\$300	\$285	\$270

¹ Only two banner ads and two button ads are available per issue.

² As it appears on desktop computers. When viewing on mobile devices, size will vary depending on the device. Image quality and proportions will not be affected.

2018 DEADLINES		
Issue	Distribution Date	Ad Deadline
JAN	January 18	January 2
FEB	February 15	January 30
MAR	March 15	February 27
APR	April 19	April 3
MAY	May 17	May 1
JUN	June 21	June 5
JUL	July 19	July 3
AUG	August 16	July 31
SEP	September 20	September 4
OCT	October 18	October 2
NOV	November 15	October 30
DEC	December 20	December 4

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.

The screenshot shows the homepage of the 'For the Record' website. At the top, it features the SDCBA logo and the title 'FOR THE RECORD' with the subtitle 'THE SDCBA PUBLICATION FOR EMERGING LAWYERS'. The date 'May 2017' is displayed. The main article is 'Asking for a Friend' with a photo of hands typing on a keyboard. Below the article is a yellow banner. The 'Spotlight' section highlights the 'Nuts & Bolts Series' with a 'Learn Basics of Working with Opposing Counsel Tomorrow' article. To the right, a calendar lists events for May 19, 20, 23, and 24. Below the spotlight is another yellow banner. The 'Coming Up Next Month' section lists events for June 5 and 6. At the bottom, there is a 'Letter from the Chair of the Forum' by Ashley Peterson, Attorney at Law, with a photo of her and a 'MORE' link.

For questions and SDCBA advertising package proposals contact Laura Tarabini at (760) 415-7030 or e-mail ltarabini@yahoo.com.

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
<input type="checkbox"/> June	<input type="checkbox"/> December

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
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.

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.
 - 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.