

ICBA BRIEFS Advertising Rates & Requirements

Rates

Rate Per Issue	Ad Size
\$100.00	Quarter Page
\$200.00	Half Page Horizontal
\$200.00	Half Page Vertical
\$375.00	Full Page
\$ 25.00	Link

Issue	Publication Schedule*	Submit Copy
Sep	Sept. 1 - 30	Aug 15
Oct	Oct 1 – 31	Sept 15
Nov	Nov 1 – Dec. 15	Oct 15
Dec /Jan	Dec. 15 - Jan. 31	Nov 15
Feb	Feb 1- 28 or 29	Jan 15
March	March 1 – 31	Feb 15
April	April 1 – 30	Mar 15
May	May 1 – 31	April 15
June	June 1- 30	May 15

**All BRIEFS past issues remain viewable online even after the next issue comes out.*

Classified ads will be published for **FREE** for ICBA Members in good standing. Non - ICBA Members will be charged the “Law Firm/Business Link” advertising rate.

A Classified ad includes an advertisement of office space for rent/lease/sale, an employment opportunity, and/or a request for employment.

Member Announcements:

BRIEFS will accept announcements for Super Lawyers designation (along with other similar awards, like Michigan Lawyers Weekly Leaders in the Law, etc), with the following conditions:

1. BRIEFS will only publish announcements for members of the ICBA.
2. The announcement will appear in the In Brief Raising the Bar section of BRIEFS along with other announcements, and will be limited to 50-75 words.
3. The submission for the announcement must comply with the applicable copyright/trademark requirements of the Super Lawyer or other publication and ICBA takes no responsibility for the announcements.

Multiple-Issue Rates – Full Payment in advance.

¼ page ad -----	\$100/1 issue	\$340/4 issues	\$560/9 issues
½ page ad -----	\$200/1 issue	\$780/4 issues	\$1120/9 issues
Full page ad -----	\$375/1 issue	\$1275/4 issues	\$2100/9 issues
Law firm/Business links --	\$25/1 issue	\$85/4 issues	\$140/9 issues

Distribution

ICBA BRIEFS is distributed electronically (not printed) to all ICBA members, justices, Court of Appeals judges, and local judges. The September issue of BRIEFS is sent to ICBA prospects. ICBA members also have access to archived issues of BRIEFS as well as bi-weekly updates from the ICBA president. Color is not extra given publication is only produced and distributed electronically (not printed).

Mechanical Requirements

Graphics should be in JPG or GIF format, and provided as a separate file (not just included in the document.) Special fonts needed for the advertising should be provided. Please have text size 12 font or higher.

Contact Roberta M. Gubbins at rmgubbins@yahoo.com or (734) 255-9119 regarding ad placement questions.

Advertising payments must be submitted with contract for the selected term.

Full payment is required in advance.

Cancellations: Cancellations of any part of a contract voids all rate and position agreements. No changes or cancellations 1 (one) week after published deadline.

Terms and Agreements: Advertiser and agencies are liable for all content and are responsible, without limitation, for any and all claims made there of against the ICBA, its board members or contracted service providers. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by the published deadline. The word advertisement will appear on any ad that resembles editorial content. All advertisements remain property of the ICBA. BRIEFS committee chairs and editor reserves the right to revise, reject or omit any advertisement at any time without notice.

Entire Agreement: This contract constitutes the entire agreement and understanding between the parties relating to the subject matter of the contract. The terms of this contract and publication schedule set forth above may be changed.

BRIEFS Advertising Contract

Please publish the advertising checked below in ICBA BRIEFS.

Size

- | | |
|---|---|
| <input type="checkbox"/> ¼ page (4" x 4.5") | <input type="checkbox"/> Full Page (8.5 x 9.33) |
| <input type="checkbox"/> ½ page (8.5" x 4.5") | <input type="checkbox"/> Links |
| <input type="checkbox"/> ½ page (4" x 9.33") | <input type="checkbox"/> |

Placement:

- One issue (please select month) Sept Oct Nov Dec/Jan Feb Mar April May June
- Four Issues (please select months) Sept Oct Nov Dec/Jan Feb Mar April May June
- Nine Issues (please select months) Sept Oct Nov Dec/Jan Feb Mar April May June

Advertiser

Company		
Address		
City	State	Zip
Phone	Fax	
E-mail address	Web Site	
Authorized by (Name)	(Title)	

Please return to ICBA : P.O. Box 66, Grand Ledge, MI 48837

Phone 517-627-3938 Fax 517-627-3950

Email: info@inghambar.org

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- Use copy enclosed Copy mailed separately Check enclosed Paying by credit card (complete information)

- Visa MasterCard
- ** We do not accept American Express**

Expiration Date

Credit Card Number	Authorized Signature
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