

# Ingham County Bar Association BRIEFS Advertising Rates & Policies

## Advertising Rates:

Rate Per Issue	Member Rates:	Ad Size
\$100.00	\$75.00	Quarter Page
\$200.00	\$150.00	Half Page Horizontal
\$200.00	\$150.00	Half Page Vertical
\$375.00	\$281.25	Full Page
\$25.00	\$18.75	Classified Ad

Issue	Publication Schedule	Submit Deadline
Sept	Sept 15	Aug 15
Dec	Dec 15	Nov 15
March	March 15	Feb 15
June	June 15	May 15

**Discounts for Members and Sponsors:** All ICBA members in good standing receive a 25% discount on the Advertising Rates. For the discount to apply, all lawyers mentioned in the advertisement must be members of ICBA, or the law firm must be a sponsor of ICBA.

ICBA Champion Package sponsors will receive one free half-page ad in BRIEFS. This half-page ad will also include the designation as a Champion sponsor.

Classified ads (text only) will be published for free for ICBA members in good standing. A classified ad includes an advertisement of office space for rent/lease/sale, an employment opportunity, and/or a request for employment.

Due to rising costs associated with publication, ICBA will no longer be offering free Press Releases. Instead, all publication requests besides Classified Ads will be charged at the Advertising Rates in this policy.

## Multiple-Issue Rates: – **Full payment is required in advance**

Non-Member Rates	1 Issue	2 Issues	4 Issues
<b>¼ Page ad</b>	\$100	\$170	\$300
<b>½ Page ad</b>	\$200	\$380	\$680
<b>Full Page ad</b>	\$375	\$630	\$1100
<b>Classified ads</b>	\$25.00	\$42.50	\$75

Member Rates	1 Issue	2 Issues	4 Issues
<b>¼ Page ad</b>	\$75.00	\$127.50	\$225
<b>½ Page ad</b>	\$150.00	\$285	\$510
<b>Full Page ad</b>	\$281.25	\$472.50	\$825
<b>Classified ads</b>	FREE	FREE	FREE

**Distribution:** BRIEFS is distributed electronically (not in print format) to ICBA members, Michigan Supreme Court justices, Court of Appeals judges, and local judges. Previous issues of BRIEFS are always [accessible online](#). The September issue of BRIEFS is sent to prospective ICBA members. ICBA members can always access archived issues of BRIEFS and also receive bi-weekly member updates from the ICBA president.

**Advertisement Requirements:** Graphics must be in .jpg (JPEG) or .gif (GIF) format. Graphics must be provided as a separate file and not just included in the document. Special fonts needed for advertising should be provided. Please use a minimum 12-point text size. Color does not cost extra because BRIEFS is only produced and distributed electronically.

**Payment:** Advertising payments must be submitted with the 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 can be made if 1 (one) week has passed after the published Submit Copy deadline.

**Terms and Agreements:** The advertiser is solely liable for all content and advertisements and is responsible, without limitation, for any and all claims made regarding any advertisement or the content thereof against the ICBA, its board members, or contracted service providers. The publisher reserves the right to publish materials from a previous advertisement if new materials are received after the published deadline. The word “advertisement” will appear on any ad that resembles editorial content. All advertisements remain the property of the ICBA. BRIEFS committee chairs and the editor reserve the right to revise, reject, or omit any advertisement at any time without notice. Any fee paid will be refunded.

**QUESTIONS?** Contact the Editor at [briefs@inghambar.org](mailto:briefs@inghambar.org) with ad placement questions.

New policies adopted at the 2/16/222 Board Meeting

# BRIEFS Advertising Contract

Please publish the advertising checked below in ICBA BRIEFS.

## Size

- |   |   |
|---|---|
| <input type="checkbox"/> ¼ page (3.75" W x 4" H)              | <input type="checkbox"/> Full Page (7.875" W x 8.35" H) |
| <input type="checkbox"/> ½ page Horizontal (7.87" W x 4" H)   | <input type="checkbox"/> Law Firm/Business Links        |
| <input type="checkbox"/> ½ page Vertical (3.875" W x 8.35" H) |   |

## Placement:

- |   |                              |                              |                              |                               |
|---|------------------------------|------------------------------|------------------------------|-------------------------------|
| <input type="checkbox"/> One issue (please select month)    | <input type="checkbox"/> Oct | <input type="checkbox"/> Feb | <input type="checkbox"/> May | <input type="checkbox"/> July |
| <input type="checkbox"/> Two Issues (please select months)  | <input type="checkbox"/> Oct | <input type="checkbox"/> Feb | <input type="checkbox"/> May | <input type="checkbox"/> July |
| <input type="checkbox"/> Four Issues (please select months) | <input type="checkbox"/> Oct | <input type="checkbox"/> Feb | <input type="checkbox"/> May | <input type="checkbox"/> July |

## 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](mailto:info@inghambar.org)

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

**Terms and Agreements:** The advertiser is solely liable for all content and advertisements and is responsible, without limitation, for any and all claims made regarding any advertisement or the content thereof against the ICBA, its board members, or contracted service providers. The publisher reserves the right to publish materials from a previous advertisement if new materials are received after the published deadline. The word "advertisement" will appear on any ad that resembles editorial content. All advertisements remain the property of the ICBA. BRIEFS committee chairs and the editor reserve the right to revise, reject, or omit any advertisement at any time without notice. Any fee paid will be refunded.

**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.

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

**Full payment is required in advance.**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Use copy enclosed | <input type="checkbox"/> Copy mailed separately | <input type="checkbox"/> Check enclosed |
|--|---|---|