

# rates and sizes

Rate Card #24 / Effective July 1, 2009

## Four Color Advertising Rates

SIZE	11x	6x	3x	1x
FULL PAGE	1267	1341	1451	1549
2/3 PAGE	1095	1133	1170	1255
1/2 PAGE	900	937	959	1022
1/3 PAGE	787	834	882	929
1/4 PAGE	684	720	758	794
1/6 PAGE	595	620	645	682
2 PG SPREAD	1970	2123	2354	2560
BACK COVER (4)	1672	1763	1794	1855
INSIDE COVERS (2, 3)	1362	1417	1563	1732

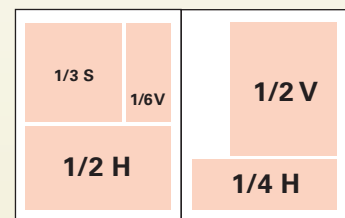
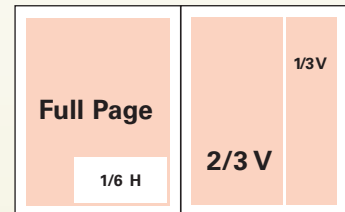
*All rates are net per insertion*

**Black & White:** Earned rate less \$325

**Preferred Position:** Plus \$100

**Spot Color:** Same as four color

**Inserts:** Rates available on request



## Ad Sizes & Formats

Trim Size = 8 3/8" x 10 7/8"

### FULL PAGE

Live Area = 7" x 10"

Bleed Area = 8 1/2" x 11"

### 2-Page Spread

Live Area = 15" x 10"

Bleed Area = 17" x 11"

### 2/3 PAGE

Vertical = 4 5/8" x 10"

### 1/2 PAGE

Vertical = 4 5/8" x 7 3/8"

Horizontal = 7" x 4 7/8"

### 1/3 PAGE

Vertical = 2 1/4" x 10"

Square = 4 5/8" x 4 7/8"

### 1/4 PAGE

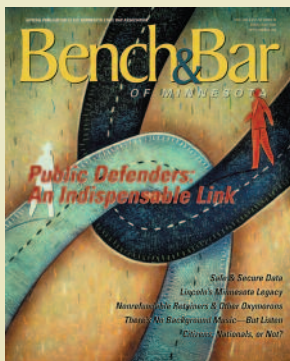
Horizontal = 7" x 2 3/8"

### 1/6 PAGE

Vertical = 2 1/4" x 4 7/8"

Horizontal = 4 5/8" x 2 3/8"

**Printing:** Web offset, saddle stitched binding.



Official Publication of  
The Minnesota State Bar  
Association

**MSBA**

## ADVERTISING POLICIES

### Frequency

Published monthly 11 times per year except in May. Combined May/June issue published in June.

### Deadlines

**Space & Materials:** First of the month preceding the month of publication; for example, February 1 for the March issue. If new materials are not submitted or the order canceled by the deadline, Bench & Bar is authorized to fulfill the order by picking up and publishing ad materials previously published for the advertiser. Should the advertisement not appear in the publication due to the advertiser's failure to supply correct materials, the advertiser shall remain liable for the cost of the insertion.

### Payment Terms

Net 30 days. No cash discount. **Advance payment of first insertion required on initial ad placements.** No third ad will be run unless the two preceding placements are paid in full.

### Advertising Agencies

**All rates quoted are net.** No cash discount. Advertiser and/or its advertising agency are jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered if the order is not canceled prior to the closing date (first of month preceding the month of publication).

### Contract Advertising

Advertising must be inserted within one year of the first insertion to qualify for frequency discounts. Advertisers who terminate a schedule prior to fulfillment will be billed at the earned rate.

**Indemnification:** All advertisements are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject matter thereon, as confirmed by the authorized signature on the insertion order. The advertiser agrees to indemnify and hold the Minnesota State Bar Association and its agents harmless from any and all liability, demands or damages arising out of the advertising or on behalf of the advertiser. Such indemnity includes the provision of a defense to any actions or claims and the payment of costs and attorneys fees in connection therewith.

## ADVERTISING REQUIREMENTS

Advertising rates are for space only and are based on receipt of acceptable materials sized to our mechanical specifications. All ads must be submitted in digital format according to the following guidelines:

### Production

- SWOP standards apply
- Image Resolution: 300 pixels/inch
- Include all necessary graphics, logos, and fonts
- Convert all Pantone colors to CMYK (process color)
- No Microsoft Publisher, Pagemaker, PowerPoint, or Word files accepted
- PDF files must be "press quality" PDFs (e.g., PDF-X1a)

### Ad Composition

Ad composition and production services (e.g., type changes, resizing, color conversion) are in addition to space charges and are billed at \$60 per hour with a minimum charge of \$15.

### Copy Acceptance

The publisher reserves the right to accept or reject all advertising at its discretion for any reason or no reason. Acceptance does not constitute endorsement. Materials will be stored at the advertiser's risk by the publisher for three months following the final insertion under contract.

### CONTACTS:

#### Sales/Insertion Orders

Betsy Pierre and Erica Nelson

Ph: (952) 903-0505

Fax: (763) 295-2550

[betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

[erica@pierreproductions.com](mailto:erica@pierreproductions.com)

#### Production/Art Work

Karol Engstrom Narum

Publications Manager

600 Nicollet Mall #380

Minneapolis, MN 55402

Ph: (612) 278-6311

Fax: (612) 333-4927

[knarum@mnbar.org](mailto:knarum@mnbar.org)

# Advertising Insertion Order



Please print information, check off choices, and sign where requested

Advertiser Name: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please reserve space for the *advertising of* \_\_\_\_\_ according to the schedule below within the next twelve months in *Bench & Bar of Minnesota*.

**Ad Size & Format:** \_\_\_\_\_ **# of Insertions:** \_\_\_\_\_ **Base Rate:** \$ \_\_\_\_\_ per Insertion  
(See reverse for rates & specifications)

**Ink:** \_\_\_\_\_ Four Color Process\* \_\_\_\_\_ Black & White \_\_\_\_\_ Bleed

**Position:** \_\_\_\_\_ Back Cover\* \_\_\_\_\_ Inside Front Cover\* \_\_\_\_\_ Inside Back Cover\*  
\_\_\_\_\_ Other (specify requested placement): \_\_\_\_\_ (+\$100)

\* Cover placements require four color and are noncancelable; see reverse for cover rates

## Schedule:

Issue	Deadline	Issue	Deadline
____ Jan. 20 _____	Dec. 1, 20 _____	____ Aug. 20 _____	July 1, 20 _____
____ Feb. 20 _____	Jan. 1, 20 _____	____ Sept. 20 _____	Aug. 1, 20 _____
____ Mar. 20 _____	Feb. 1, 20 _____	____ Oct. 20 _____	Sept. 1, 20 _____
____ Apr. 20 _____	Mar. 1, 20 _____	____ Nov. 20 _____	Oct. 1, 20 _____
____ May/June 20 _____	May 1, 20 _____	____ Dec. 20 _____	Nov. 1, 20 _____
____ July 20 _____	June 1, 20 _____		

By my signature, below, I understand and agree that this order will be governed by the rates and terms of the *Bench & Bar rate card #24* in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_  
*Authorized Signature*

\_\_\_\_\_  
*Date*

**FAX THIS ORDER TO: (763) 295-2550**

**Betsy Pierre** (952) 903-0505 Ext. 1  
*Sales Manager* [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

**Erica Nelson** (952) 903-0505 Ext. 3  
*Sales Representative* [erica@pierreproductions.com](mailto:erica@pierreproductions.com)

**Payment:** (Prepayment required for first insertion; subsequent insertions invoiced upon publication)

**Check** is enclosed with order. Please invoice for subsequent insertions upon publication.

**Invoice** all insertions; use purchase order # \_\_\_\_\_ (funds have been designated for this purchase).

**Charge** \_\_\_\_\_ first insertion only; \_\_\_\_\_ all insertions to my credit card:

\_\_\_\_ Visa \_\_\_\_\_ MasterCard # \_\_\_\_\_ Expires \_\_\_\_\_

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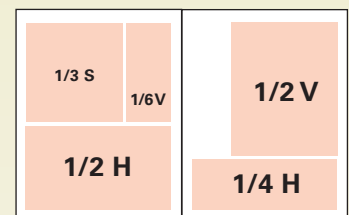
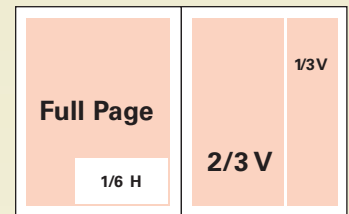
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