

2012 Advertisement Form

Bench & Bar

Company/Organization _____

Contact Name _____

Job Title _____

Address _____

City _____

State _____

Zip _____

Daytime Phone Number _____

Fax Number _____

Email Address _____

Issue Choice(s):

- January 2012
- March 2012
- May 2012
- July 2012
- September 2012
- November 2012

Refer to the closing dates listed in the brochure for individual issue deadlines.

Standard Advertisement Size Choice(s):

Ad Size	Horizontal	Vertical	Square	Price per Issue up to Three	Four (+) Times
Full Page	N/A	N/A	N/A	<input type="checkbox"/> \$1,050.00	<input type="checkbox"/> \$893.00
2/3 Page	N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$808.00	<input type="checkbox"/> \$687.00
1/2 Page	<input type="checkbox"/>	<input type="checkbox"/>	N/A	<input type="checkbox"/> \$630.00	<input type="checkbox"/> \$536.00
1/3 Page	N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> \$473.00	<input type="checkbox"/> \$402.00
1/4 Page	<input type="checkbox"/>	N/A	N/A	<input type="checkbox"/> \$420.00	<input type="checkbox"/> \$357.00
1/6 Page	<input type="checkbox"/>	<input type="checkbox"/>	N/A	<input type="checkbox"/> \$357.00	<input type="checkbox"/> \$303.00
Inside Front Cover	(4-Color process is included in price)			<input type="checkbox"/> \$1,900.00	<input type="checkbox"/> \$1,713.00
Inside Back Cover	(4-Color process is included in price)			<input type="checkbox"/> \$1,900.00	<input type="checkbox"/> \$1,713.00
Back Cover	(4-Color process is included in price)			<input type="checkbox"/> \$2,500.00	<input type="checkbox"/> \$2,100.00

Standard advertisement prices listed are for black and white ads. See below for color options.

Classified Ad

- \$30.00 ad with up to 20 words
- .50 cents for each additional word

Process Color Options

(For Standard Advertisements Only)

- 4-Color process (add \$650.00)
- 1-3 Color process (add \$250.00 per color)
 - 1-Color process
 - 2-Color process
 - 3-Color process

Return Completed form to:

Shannon H. Roberts
 Publications and Advertising Manager
 Kentucky Bar Association
 514 West Main Street
 Frankfort, Kentucky 40601
 (502) 564-3795 ext. 224

You may also email it to: sroberts@kybar.org
 Or fax it to: (502) 564-3225

An invoice will be mailed after the advertisement has been published. Please select the billing method you would prefer below.

- Pay full amount of advertisement in one invoice
- Pay the per issue amount of advertisement in separate invoices

Spotlight Ad

- Member (\$75.00 per issue)
- Non-Member (\$85.00 per issue)
- 15% discount on one-year ad paid in advance
- Screen or Reverse (\$25.00 per issue)
- Heading in larger typeface (\$20.00 per issue)

Signature _____

Date _____



Advertising Opportunities

Bench & Bar

2012 Advertising Brochure



KENTUCKY BAR ASSOCIATION
 514 WEST MAIN STREET
 FRANKFORT, KY 40601-1812
 (502) 564-3795
 WWW.KYBAR.ORG

Circulation

Readers: Legal Professionals throughout Kentucky.

Circulation: 16,800 +

Frequency: Six issues per calendar year.

January March May
July September November

The *Bench & Bar* is the official publication of the Kentucky Bar Association. With a circulation of more than 16,800 lawyers, judges and legal professionals, the *Bench & Bar* is the most effective advertising medium to reach Kentucky's growing legal community. The *Bench & Bar* is retained permanently by most lawyers as authoritative reference material.

The *Bench & Bar* provides real value by allowing you to target your advertising message to a highly selective group of readers who are excellent prospects for your products and services.

Spotlight Ads

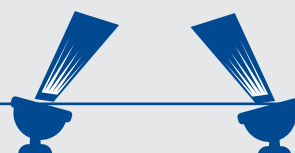
2 1/4" x 2"

\$75 Members

\$85 Non-Members

15% Discount for one-year ad paid in advance

Actual Ad Size



Optional:

\$25 Screens and Reverses

\$20 for initial Headings in large type

Classified Ads

Classified Ads: categorized; standard classified advertising in our regular typeface format.

\$30 for first 20 words

.50 cents for each additional word

Color Options

Standard Process \$250.00 per color

4-Color Process \$650.00

Ad/Artwork Submissions

All display and ads submitted must be final camera-ready artwork. There is an additional charge for resizing ads that do not meet the ad size requirements.

Terms of Payment

The Kentucky Bar Association reserves the right to hold advertiser and/or its agency jointly and severally liable for any monies as are due and payable.

Policies

Refusal of Ads: The Kentucky Bar Association for the mutual protection of its publications, advertisers and readers, reserves the right to revise or reject any advertisement which it, in its sole discretion, considers to be objectionable or offensive in subject matter, illustration or phraseology.

Errors: The Kentucky Bar Association will not be liable for any error in advertisement to a greater extent than the cost of the space occupied by the error. This does not apply to advertisers who provided camera-ready artwork or who have proofed copy. Claims for adjustment of errors must be made no later than 30 days after publication date upon which said error occurred.

Advertising: Advertising, including advertorials, set to resemble news matter, must comply with the Supreme Court Rules on Attorney Advertising and the Attorneys' Advertising Commission Regulations.

Publication and Closing Dates

Deadlines: The publisher's schedule of insertion order and copy deadlines must be observed in order to assure publication.













Proofs: Proofs, when requested, will be for typographical corrections only. All changes to original copy will be charged on the basis of time occupied in making such changes. Typographical accuracy shall be at the risk of the advertiser on copy received for publication after copy and art deadline.

Cancellation: Advertising may be cancelled only by written notice received prior to insertion order closing date.

Closing Dates

Issue	Materials by
January	December 1
March	February 1
May	April 1
July	June 1
September	August 1
November	October 1

Advertising Sizes/Rates

Ad Size	Dimensions (W X H in inches)	Per Issue up to Three	Four (+) Times
Full Page	7 1/2" x 10" 	\$1,050.00	\$893.00
2/3 Page Square	7 1/2" x 7 1/2" 	\$808.00	\$687.00
2/3 Page Vertical	4 15/16" x 10" 		
1/2 Page Horizontal	7 1/2" x 4 15/16" 	\$630.00	\$536.00
1/2 Page Vertical	4 15/16" x 7 1/2" 		
1/3 Page Square	4 15/16" x 4 15/16" 	\$473.00	\$402.00
1/3 Page Vertical	2 3/8" x 10" 		
1/4 Page Horizontal	4 15/16" x 3 5/8" 	\$420.00	\$357.00
1/6 Page Horizontal	4 15/16" x 2 3/8" 	\$357.00	\$303.00
1/6 Page Vertical	2 3/8" x 4 15/16" 		
Inside Covers (Front & Back)	8 1/2" x 11" - Color Only Bleed: 8 1/4" x 10 5/8" Live: 8" x 10 3/8" 	\$1,900.00	\$1,713.00
Back Cover	8 1/2" x 8 1/2" - Color Only Bleed: 8 1/4" x 8 1/4" Live: 8" x 8" 	\$2,500.00	\$2,100.00