



Bar Beat is the official publication of the Genesee County Bar Association. It is published quarterly and distributed to more than 700 members and friends of the legal profession in the Genesee County area. To further your advertisement each issue is posted on the Genesee County Bar Association website at <http://www.gcbalaw.org/barbeat.cfm>.

Advertising Specifications

Display Advertising (black & white) rates are per insertion

Ad size (w x h)	1 Issue	4 Issues
Full page—7.5" x 10"	\$425	\$395
1/2 page (Horizontal only) 7.5" x 4.9"	\$240	\$220
1/3 page—7.5" x 3.25"	\$195	\$165
1/4 page—3.75" x 4.9"	\$165	\$135
Business Card 3.75" x 2"	\$90	\$80
Back cover (4-color) 7.5" x 5"	\$395	\$365
Inside front cover (4-color) 7.5" x 10"	\$520	\$495
Inside back cover (4-color) 7.5" x 10"	\$520	\$495

Classified Advertising

The flat rate is \$50 per insertion for a classified ad less than 100 words. If you elect to advertise in six issues you are entitled to a 20% discount.

Deadlines

Issue	Deadline
March.....	January 15
June	April 15
September	July 15
December	October 15

Deadlines are subject to change without notice. Please call to confirm.

General Information

Payment Policy

All advertising is on a prepaid basis unless prior written arrangements are made and approved in advance. Ads that are not prepaid will not be published. Visa, MasterCard, American Express, or checks made payable to the Genesee County Bar Association are accepted.

Electronic Submission

- PDFs should be CMYK or grayscale, minimum 300 dpi no spot colors, all fonts 100 percent embedded.
- EPS, JPEG, TIF or GIF (minimum 300 dpi at repro size).
- All color files should be converted to CMYK.
- Submit ad copy by e-mail (10 MB file limitation).

Publisher's Copy Protective Clause

All copy is subject to publisher's approval. No liability is assumed to any instructions received after closing dates. Please verify closing dates with the sales manager. The contents of advertisements that appear in any publication of the Genesee County Bar Association are solely the responsibility of the advertisers. Advertisers assume liability for all content (including text, representations and illustrations) of advertisements, and also assume responsibility for any claims arising there of made against the publisher. We do not guarantee the clarity of your ad if not submitted in a required format.

Appearance of an advertisement does not constitute a recommendation or endorsement by the Genesee County Bar Association of goods or services offered. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any errors will not exceed the cost of the space occupied by the error or the erroneous ad.

Mailing Address and Contact Information

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