

Bar Beat is the official publication of the Genesee County Bar Association. It is published bi-monthly and distributed to more than 850 members 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	6 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.

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 Ads that are not prepaid will not be published.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, 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 (5mg 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 thereof 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.

Deadlines

Issue	Deadline
January/February	January 1
March/April	March 1
May/June	May 1
July/August	July 1
September/October	September 1
November/December	November 1

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

Mailing address and contact information

c/o Bar Beat
 Attn: Stacy Marciniak, Sales Manager
 State Bar of Michigan
 306 Townsend Street
 Lansing, MI 48933-2012
 Fax (517) 372-1139
 (517) 346-6315
 e-mail: smarciniak@mail.michbar.org

Date: _____

ADVERTISING CONTRACT

Please publish our advertisement in the next available issue of *Bar Beat* subject to all specifications and conditions set forth in the rate card. I understand a confirmation will be emailed to me as receipt and specific issue.

Name: _____

Co./Firm: _____

Address: _____

Phone: _____ **Fax:** _____

e-Mail: _____

Insertion Details

Size description _____

Month(s) of insertion _____

Requested placement _____

Index listing _____

Base Rate _____

Discount (if applicable) - _____

Subtotal: _____

Multiply by # of insertions (if applicable): **X** _____

***Prepayment Due** _____

Ad copy submitted

_____ e-Mail (5mg file limitation)

_____ Ad copy to come by required deadline
(see requirements listed)

_____ Please create, copy is attached
(charges to be determined)

***All advertising is on a prepaid basis** unless prior written arrangements are made and approved in advance. Mail or fax this completed contract to c/o Bar Beat, attn: Stacy Marciniak, Sales Manager, State Bar of Michigan, 306 Townsend Street, Lansing, MI 48933-2012, Fax (517) 372-1139. Questions please contact Stacy at (517) 346-6315, 800-968-1442, ext 6315, or by e-mail: smarciniak@mail.michbar.org.

Enclosed is check # _____ made payable to the Genesee County Bar Association in the amount of \$ _____

Charge the below credit card in the amount of \$ _____:

VISA _____ Exp. _____ 3 digit sec code _____

MC _____ Exp. _____ 3 digit sec code _____

AmEx _____ Exp. _____ 3 digit sec code _____

Credit card billing address and zip code _____

Authorized signature for credit card _____

Print authorized signature from credit card _____

e-Mail address for confirmation _____