

# Insertion Order for Connecticut Lawyer magazine

Date: \_\_\_\_\_

Connecticut Lawyer Display  Connecticut Lawyer Classified

Company (Advertiser)	Advertising Agency (if applicable)
Contact Person	Contact Person
Address	Address
City State Zip	City State Zip
Phone	Phone
Fax	Fax
E-mail	E-mail

Title of Advertisement: \_\_\_\_\_

New Art  Ad Enclosed  Ad to Come  Pick Up As Is  Typed Copy (Classified Ads)  
(E-mail artwork to [advertise@ctbar.org](mailto:advertise@ctbar.org))

Special Instructions \_\_\_\_\_

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

### Issue(s) of insertion(s)

Vol. 1 (Sept/Oct)  Vol. 2 (Nov/Dec)  Vol. 3 (Jan/Feb)  
 Vol. 4 (March/April)  Vol. 5 (May)  Vol. 6 (Summer)  All 6 issues\*

### Frequency

1x  3x  6x (A 3x insertion order for a **display ad** entitles the advertiser to a free listing in the CBA Online Vendor Directory).

### Display Ads Only

#### Ad Size

Full  1/2 (V or H)  1/3 (V-1 or V-2 or H-1)  1/4  1/9 (V or H)

Special Position (Add 20%):  Inside Front Cover  Inside Back Cover  Outside Back Cover

(Please call (860)612-2000 to verify availability)

Black & White  Color  PMS Color \_\_\_\_\_

### Classified Ads Only

Classified ad text: (Please attach additional sheet if needed. You may also e-mail copy to [classifieds@ctbar.org](mailto:classifieds@ctbar.org).)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Insertion Order for *Connecticut Lawyer* magazine

## Terms and Conditions

Contract space must be used within one year from the first insertion. An advertiser or agency may cancel an order for advertising in writing only. If the advertiser or agency cancels, the advertiser will pay the publisher a short rate equal to the difference between the rate earned under the contract and the rate applicable to the actual frequency of publication.

The publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by the deadline. The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason an advertisement is not published. The publisher is not responsible for any errors in key numbers or other type set by the publisher.

**Agency Commission:** 15% of gross to recognized agencies if paid within 30 days of invoicing.

**Preferred Position:** (IFC, IBC, OBC) 20% premium—subject to availability. Preprinted Inserts: Rates available upon request.

**Ad Prep:** Charges will be billed to advertiser at cost and are not commissionable.

**Terms:** Net 30 days. Payment with order required of new advertisers.

**Ad Rates:** Advertising rates are for space only and are based on receipt of acceptable materials sized to our mechanical specifications. Alterations will be charged to the advertiser at cost.

## Circulation

Paid circulation of more than 10,000 lawyers, judges, and legal professionals—men and women representing large, small, and mid-size law firms in every part of the state as well as corporate and government lawyers and members of the judiciary.

## Method of Payment

Check  Visa  Mastercard  Amex

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

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

\_\_\_\_\_

Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

Rate Per Insertion\* \_\_\_\_\_

### For display ad only

Less: \_\_\_\_\_

10% prepaid ads (Applies to full contract payment only.)

15% agency discount

20% nonprofit discount (copy of 501(c)(3) required)

**Total Amount Due:** \_\_\_\_\_

### Mail

Connecticut Bar Association  
30 Bank Street  
PO Box 350  
New Britain, CT 06050-0350  
Att: Advertising Department

### Phone

(860)223-4400

### Fax

(860)223-0538

### Online

Visit [www.ctbar.org](http://www.ctbar.org)

\*See Advertising Rate Sheet for pricing.

