**Insertion Order** for *Connecticut Lawyer* magazine

Date: ________________________________

☐ *Connecticut Lawyer* Display  ☐ *Connecticut Lawyer* Classified

<table>
<thead>
<tr>
<th>Company (Advertiser)</th>
<th>Advertising Agency (if applicable)</th>
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<tbody>
<tr>
<td>Contact Person</td>
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<td>Address</td>
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**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)

**Special Instructions** ________________________________

**Authorized Signature** ________________________________

**Issue(s) of insertion(s)**


☐ 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.)

________________________________________________________________________

________________________________________________________________________

Please see next page.
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

*See Advertising Rate Sheet for pricing.