



**LOUISVILLE BAR  
ASSOCIATION**

**Find all your advertising needs in *Bar Briefs!***

*Bar Briefs* is the National Award Winning monthly publication of the Louisville Bar Association.

# BAR*briefs*

Louisville Bar Association

## TARGET YOUR MARKET

When you advertise in *Bar Briefs*, you reach a select group of professionals. More than 2,700 Louisville area attorneys and judges receive this monthly publication of the Louisville Bar Association (LBA). It is also read by paralegals, allied professionals, law students and their faculty. Many members make copies of *Bar Briefs* available for their clients to peruse.

*Bar Briefs* readers are a diverse audience. Many are young attorneys embarking on their legal careers. Others have been in practice more than 25 years. Our members practice in large and small firms, corporate offices, county and state offices, and the private sector.

### ***Bar Briefs is:***

- a monthly publication of the LBA
- issued the first week of each month
- circulated to more than 2,700 with digital and print options available
- distributed to attorneys, judges, paralegals, allied professionals, law students and their faculty, universities, libraries and more
- a national award winning publication

### ***Bar Briefs offers:***

- informative articles on current issues of interest in the law
- updated information about what is going on at the LBA
  - news and timely information
- a balance of hard news & people-oriented pieces, making it widely and well-read among an elite audience

## General Policies

- Advertising copy is carefully reviewed, but publication herein does not imply LBA endorsement of any product or service.
- The publisher accepts advertisements with the understanding that the advertiser and/or agency is responsible for the contents of the advertisements and absolves the publisher from all claims.
- Advertisers who do not complete contracts within one year of their first insertion will be short-rated and billed at the actual frequency rate earned.
  - Advertisers will be protected at their contracted rates for the duration of their contracts.
  - The agency and/or advertiser will indemnify and save the publisher harmless from any loss or expense resulting from claims or suits for defamation, libel, violation of right of privacy, plagiarism or copyright infringement.
- Advertisements are interspersed and rotated. Special placement requests are not accepted at this time.
- **The publisher reserves the right to reject any advertisement of questionable taste or exaggerated claims or which competes with LBA products, services or educational offerings.**

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## DISPLAY ADS

### ADVERTISING RATES

Ad Size	12 runs	6 runs	1 run
1/8 page	\$145/run	\$160/run	\$180
1/4 page	\$240/run	\$265/run	\$290
1/3 page	\$325/run	\$350/run	\$380
1/2 page [wide or tall]	\$410/run	\$440/run	\$480
3/4 page	\$580/run	\$630/run	\$675
Full page	\$725/run	\$770/run	\$835

*COLOR: Add full color for an additional \$150 per run.*

Dimensions in inches (width x height)

The DEADLINE for all display advertising materials is the 1st business day of the month prior to the month of publication.

### Payments

There are no upfront costs. Once the issue comes out advertisers will receive a digital edition along with an invoice. Payment can then be made by check or credit card\*.

\*Due to the rising costs of credit card acceptance fees, all credit card transactions will be charged a 2.95% + \$0.20 fee, effective January 1, 2023.

### Advertising Specifications

Set all ads to the following specs:

- Ads must be in PDF format;
- All fonts, photographs and/or art must be embedded;
- All graphics should be a minimum of 300 dpi.

*Disclaimer: Advertiser will be billed design fee for time spent by the publisher to alter ads of unsupported dimensions or specifications (see Let Us Design Your Ad for pricing details).*

### Design Services

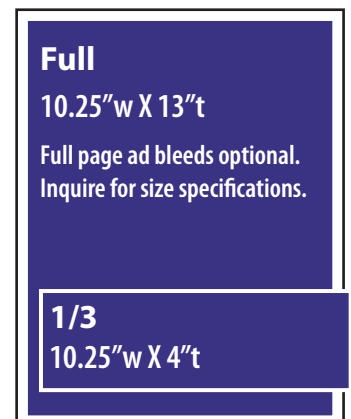
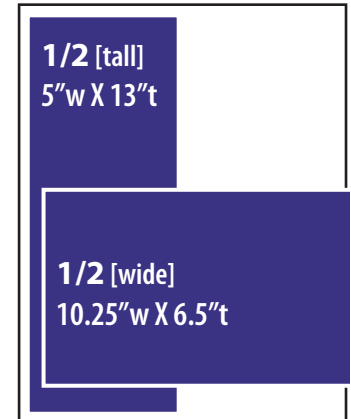
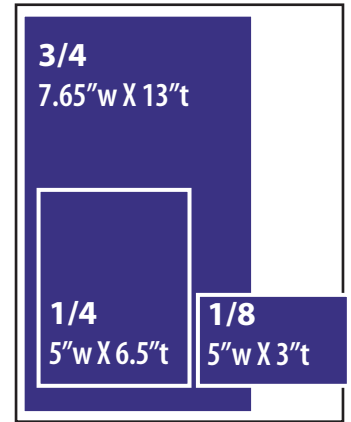
Experienced staff will gladly work with you to design your ad. Competitive rates are only \$90/hour (one-hour minimum charge). Please don't forget the deadline is the 1st of the month prior to the month of publication, so contact the Communications Department today to get started!

### Placement Requests

Requests for specific position of ads can be made for an additional 15% of the total cost of the ad(s). Premium Placement can be made for an additional 25% of the total cost of the ad(s).

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For ad submissions and additional information, please contact Kim Kasey at [kkasey@loubar.org](mailto:kkasey@loubar.org) or (502) 583-5314 x106.



**CURRENTLY UNAVAILABLE**

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## CLASSIFIED ADS

### ADVERTISING RATES

\$7 per line for LBA members

\$9 per line for non-members

### ADDITIONAL INFO

- Ad length formula:  
42 characters, including spaces = 1 line  
*This provides an estimate length. The exact number of lines may vary slightly once final layout is complete.*
- Headline is free
- Five (5) line minimum charge
- Publisher reviews but does not edit text
- Frequency discounts do not apply to classified ads
- Special formatting requests (borders, bold lettering, italicized lettering, underlined lettering, all caps, etc.) will not be granted.
- Ads will run in one issue unless other arrangements are made between the publisher and advertiser. Advertisers will be contacted before the deadline of the next issue to verify continuation.

### PAYMENTS

There are no upfront costs. Once the issue comes out advertisers will receive a digital edition along with an invoice. Payment can then be made by check or credit card\*.

\*Due to the rising costs of credit card acceptance fees, all credit card transactions will be charged a 2.95% + \$0.20 fee, effective January 1, 2023.



**Help Wanted Ads:** due to the fact that the LBA has a Placement Service, we are unable to run Help Wanted ads in Bar Briefs as it would be in direct competition with this service. If you would like to contact our Placement Service for details and pricing, please call David Mohr at (502) 583-5314. Exceptions may apply to non-profit organizations, please contact Kim Kasey at [kkasey@loubar.org](mailto:kkasey@loubar.org) for details.

The **DEADLINE\*** for classified advertising is the 12<sup>th</sup> day of the month prior to the month of publication.

Please submit classified ads to Kim Kasey via e-mail: [kkasey@loubar.org](mailto:kkasey@loubar.org)

\*Deadlines during the months of November and December are earlier due to the holidays—please contact Kim Kasey (info above) if you plan on submitting an ad during these two months.

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## ADVERTISING AGREEMENT

Louisville Bar Briefs is hereby authorized to insert an ad for \_\_\_\_\_

Advertisement will run \_\_\_\_\_ time(s) in the following issue(s): \_\_\_\_\_

Ad Size: \_\_\_\_\_

Special:  Page Placement: \_\_\_\_\_ Standard (add 15% per run) \_\_\_\_\_ Premium (add 25% per run)

Color (add \$150 per run)  Ad Design (\$90/hour)

Cost: \_\_\_\_\_ insertions x frequency rate of \$ \_\_\_\_\_ per ad = contract total\* due of \$ \_\_\_\_\_

Other: \_\_\_\_\_

Billing Instructions: \_\_\_\_\_

\*Due to the rising costs of credit card acceptance fees, all credit card transactions will be charged a 2.95% + \$0.20 fee, effective January 1, 2023. Payments in the form of checks are gladly accepted at no additional cost.

If advertiser cancels any part of contract, advertiser will be billed the difference between the frequency rate earned and the contract rate. No ad may be cancelled after the closing date of the respective issue. Ads requiring prepress adjustments will be billed to advertiser at publisher's cost. If publisher does not receive the ad for the upcoming issue by closing date, the most recently published ad will be repeated. If there is no previously published ad, advertiser's name and address will be typeset and run in the reserved space.

Name of Advertiser \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

**Indemnity:** It is understood and agreed that the customer shall indemnify and save harmless the publisher, its respective officers, directors, agents and employees from, and against, all loss, cost, damage, liability and expense—including attorneys' fees arising out of or in connection with any and all claims for libel or the infringement of rights pertaining to or arising out of privacy, plagiarism, piracy and/or copyright, or claims of any other rights legal or equitable that have been infringed by any other matter included in material published hereunder for the customer.

The publisher reserves the right to reject any advertisement of questionable taste or exaggerated claims or which competes with LBA products, services or educational offerings.

Advertiser \_\_\_\_\_ Date Signed \_\_\_\_\_

Bar Briefs Representative \_\_\_\_\_ Date Signed \_\_\_\_\_