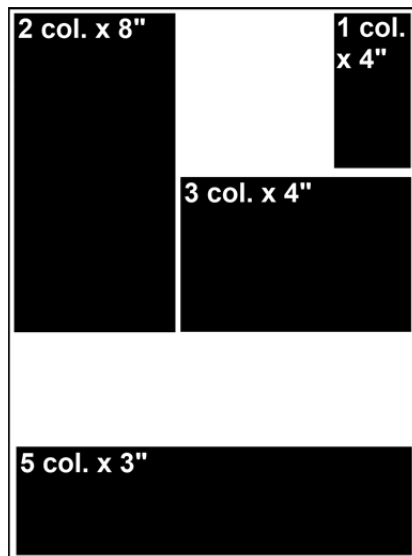
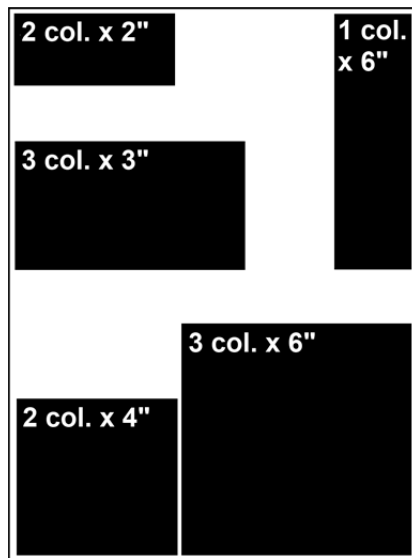




Display Advertising Brochure

Example Ad Dimensions



Contact

Please direct all inquiries and new contracts to Ryan Mosier at ryan@mbabar.org, 503.222.3275 (phone) or 503.243.1881 (fax).

Why Advertise with the MBA?

The *Multnomah Lawyer* is the official publication and newsletter of the Multnomah Bar Association and is a timely and well-read source of information for the Portland metropolitan legal community. The newsletter has a circulation of more than 4,500 lawyers, judges and other legal professionals. All newly licensed Oregon attorneys are offered a complimentary subscription to the *Multnomah Lawyer*.

Publication Specifications and Circulation

The *Multnomah Lawyer* is a newsletter measuring 11 1/2" wide by 17 1/2" high. The publication ranges from 16-20 pages and is published 11 times a year, including a combined July/August issue.

Sizing and Dimensions

Ad width is determined in columns; e.g. one-column 1 7/8", two-columns 3 7/8", three-columns 5 7/8", four-columns 7 7/8", five-columns 9 7/8". Ad height is measured in inches.

All advertisements must be sized exactly to the dimensions specified. The MBA reserves the right to reject outright or resize art that does not fit the given dimensions.

No ad larger than 18" of total advertising in a single issue will be accepted without prior approval. Rates are subject to change without notice.

File Format

Artwork must be supplied in PDF, meet a minimum resolution of 300 dpi, be contained within a border to the correct dimensions, and have all fonts and images embedded. Remove all passwords associated with the file.

Member Discount

MBA members receive a 10% discount when purchasing ad space. For contracts of 70 inches or more, members receive an additional 10% discount on purchased ad space.

Color Advertising

Four-color/full-color is available for an additional \$50 per ad per issue and is not subject to any discounts.

Submission Deadlines

The deadline for submitting advertisements is the 12th of the month prior to publication, unless that day happens to fall on a weekend or holiday. Example: the November deadline is Friday, October 10, 2014. **A signed contract, payment, and an approved PDF file of the ad must be received before any ad will be placed.**

Design Services

The MBA does not design ads. However, our newsletter layout designer Cyrano Marketing Solutions may be available for contract work. Contact at 503.708.6949 or doralisa@cyranomarketing.com.

Restrictions

The MBA reserves the right to reject any ad determined to be in conflict with any of our standards. Advertisers are responsible for submitting ads with accurate spelling, information, dimensions and file format. Art substitutions welcome, but must be received by the deadline. The advertiser assumes liability for all claims or suits arising by reason of publication of any ad furnished by advertiser.

mba 2014 Display Advertising Contract
 Multnomah Bar Association

This contract is for the following issue(s) of the *Multnomah Lawyer* (please check all that apply):

- January February March April May June
 July/August September October November December

Figuring the Total Advertising Inches in Contract

(Please note: If you plan to change ad sizes during the contract, contact the MBA for assistance before completing this section.)

Ad size per issue: _____ column(s) *TIMES* _____ high = _____ advertising inches per issue
 Example: 2 column(s) *TIMES* 4" high = 8" total advertising inches per issue.

Total amount of advertising inches: _____ advertising inches per issue *TIMES* _____ number of issues you are contracting for = _____ Total number of advertising inches.
 Example: 8" advertising inches per issue *TIMES* 6 issues = 48" total number of advertising inches.

Contract Price: The price per advertising inch is \$26.50 for a one-issue contract; \$24 for a three-issue contract; \$21 for a six-issue contract; and \$18 for an eleven-issue contract. Contracts for 70 or more total advertising inches receive a 10% discount. MBA members receive a 10% discount on all ads. For contracts of 70 inches or more, members receive an additional 10% discount, e.g. non-member ad is \$300; member price is \$270; if contract is over 70 inches, price is \$270 LESS 10% = \$243. Prices are subject to change without notice.

Non-Member Formula: _____ total advertising inches *TIMES* _____ rate per inch for # of issues = _____ contract price
 Example: 48 total advertising inches *TIMES* \$21 rate per inch for 6 issues = \$1008 contract price.

Member Formula:

_____ total advertising inches *TIMES* _____ rate per inch for # of issues = _____ contract price LESS 10% = _____.
 Example: 48 total column inches *TIMES* \$21 rate per inch for # of issues = \$1008 contract price LESS 10% = \$908.

Discount for Contracts of 70 or more total advertising inches:

_____ your above contract price LESS 10% discount = _____ final contract price.

Four-Color/Full-Color Option: \$50 additional per issue

\$50 per issue *TIMES* _____ issues + contract price from above = _____.

Method of Payment (Please check one of the following three options.)

1. Enclosed is a check payable to "Multnomah Bar Association."
 2. Please charge my: MasterCard VISA American Express
 Card Number: _____
 Exp. Date _____ Security Code _____
 Name on Card: _____ Signature for charge: _____
 Billing Address (if different from address below): _____
 3. Please invoice me. I understand that the invoice must be paid prior to publication.

I agree to abide by all terms and conditions on all two pages of this contract.

Signed _____ Please Print Name _____ Date _____
 Contact: _____ Firm/Company: _____
 Address: _____ City, State, Zip: _____
 Phone: _____ Fax: _____ Email: _____

Please return contract and payment to Multnomah Bar Association, 620 SW 5th Ave., Suite 1220, Portland, OR 97204.
 If paying by MasterCard or VISA, you may fax to 503.243.1881.