

Negligence Law Section Quarterly Advertising

Mechanical Requirements

- The Negligence Law Section Quarterly is printed offset. Electronic copy (high resolution PDF, EPS or JPEG) is preferred. Camera-ready copy is acceptable, but resolution may be compromised. Typesetting, art, photographs, halftones and other production charges will be billed at cost.
- If the file is created in Illustrator or FreeHand, convert all type fonts to paths/outlines.
- Include ALL fonts and graphics linked to or included in file.
- Media accepted via email
- Include a hard-copy printout of your file. If the file is being transmitted via email, please fax a copy of the printout to Negligence Law Section at: 517-627-3950.

Mini-Ads

Negligence Law Section Quarterly mini ads are especially for the smaller advertiser. Standard categories include: Expert Witness Opportunities, Equipment for Sale, Equipment Wanted, Lawyer to Lawyer Referral, Employment Opportunities, Employment Wanted, and Miscellaneous. Rate for mini ads is .50¢ per word; \$5.00 minimum.

Rates

- One-time only advertisers add 15 percent to rates.
- Back cover (1/2 page horizontal) – add 25 percent to rates
- Inside covers – add 15 percent to rates
- Two pages – 15 percent discount on second page
- Other guaranteed position – add 10 percent to rate

Rate Per Issue	Ad Size
\$450.00	Back cover – 7.5" x 10.5"
\$350.00	Full page – 7.5" x 10.5"
\$200.00	1/2 page – 7.5" x 5.5"
\$175.00	1/4 page – 3.5" x 4.75"

Issue	Publication Schedule	Submit Copy
August	Summer 2010	July 15
October	Fall 2010	September 15
January	Winter 2011	December 15
April	Spring 2011	March 15

Updated 3/31/10

Advertising Order Form

Please publish the advertising checked below in Negligence Law Section Quarterly.

Size

- 1/4 page \$175 Full page \$350
 1/2 page \$200 Back cover \$450

Indicate the issue(s) you will advertise in

- August 2010
 October 2010
 January 2011
 April 2011

Negligence Law Section Quarterly is published by the State Bar of Michigan. Copy and advertisements are accepted at the discretion of council members of the section.

Advertiser

Company		
Address		
City	State	Zip
Phone	Fax*	
E-mail address	Web Site	
Authorized by (Name)	(Title)	

Advertising payments must be received prior to ad placement.

Please make checks payable to: State Bar of Michigan & Mail to address below

I understand that by providing my fax number and email I consent to receive faxes and emails sent by or on behalf of the Michigan Defense Trial Counsel and its subsidiaries and affiliates ("the association"). I understand that the association will not share my fax number or email with other organizations.

Use copy enclosed Copy mailed separately

Signature

Date

Mail or Fax

Completed Form to:

**Negligence Law Section
PO Box 66
Grand Ledge MI 48837
Phone: 517-712-4389
Fax: 517-627-3950**

Email Ad Copy to:

Neglawsection@comcast.net

Cancellations: Cancellations of any part of a contract voids all rate and position agreements. No changes or cancellations 1 (one) week after published deadline.

Terms and Agreements: Advertiser and agencies are liable for all content and are responsible, without limitation, for any and all claims made there of against the Negligence Law Section, its council members or employees. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by the published deadline. The word advertisement will appear on any ad that resembles editorial content. All advertisements remain property of the Negligence Law Section. Publisher reserves the right to revise, reject or omit any advertisement at any time without notice.

Entire Agreement: This contract constitutes the entire agreement and understanding between the parties relating to the subject matter of the contract. The terms of this contract and publication schedule set forth above may be changed only by written agreement signed by both parties.