

2011 Bar Directory Advertising Contract

Bill To:

Company/Firm Name: _____
Contact Name: _____
Billing Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____

Advertisement Placed By: Same as billing address

Company/Firm Name: _____
Contact Name: _____
Address: _____
City/State/Zip: _____
Phone: _____ Fax: _____

Premium Placement: _____

Legal Services (Yellow Pages) Ad Size: Listing Only 1/3 Page 2/3 Page Full Page

Category Listing(s): _____

Category Listing to Place Advertisement Under: _____

Ad Production: No Yes- Pick up and change - \$25 or New ad for 2011 - \$75

Special Instructions: _____

Terms:

1. This contract is your invoice. Payment is due at time contract is signed or by **August 20, 2010**. Advertiser will be held for sums due/payable to the publisher.
2. This contract is non-cancelable by Advertiser and contains Advertiser's full and complete understanding of its terms.
3. Advertiser acknowledges upon signing of contract that Advertiser has read this contract and has not relied upon any promise, statement or representation other than contained herein and hereby acknowledges receipt of a copy of this contract.
4. Final acceptance of this contract shall be made by KCMBA.
5. The KCMBA bar directory is the exclusive property of KCMBA. The information contained in the directory is confidential and proprietary. Advertiser shall not reproduce, disclose, or disseminate any such information without the express written consent of KCMBA. Further, advertiser shall not use the member information contained in the directory to solicit members or for any other commercial purposes.

Payment Information:

Invoice Check # _____

American Express MasterCard VISA

Card # _____

Expiration Date _____

Advertiser Name, Company Name

Advertiser Signature _____ Date _____

Vendor/Member Relations Coordinator

Complimentary Directories _____

Ad Cost:

Advertising Rate \$ _____

- 10% Member Discount \$ _____

+ Production Charge \$ _____

Amount Due \$ _____

All Checks Must Be Made Payable To:
Kansas City Metropolitan Bar Association

KCMBA Bar Directory

Kansas City Metropolitan Bar Association

Serving Greater Kansas City's Legal Community – Kansas and Missouri

Why Advertise in the 2011 KCMBA Bar Directory?



Reach the Legal Community

If you provide a product or service to Kansas City's Legal Community, or if you are looking to expand into the market, here is your best opportunity to reach the area's exclusive group of attorneys and judges.

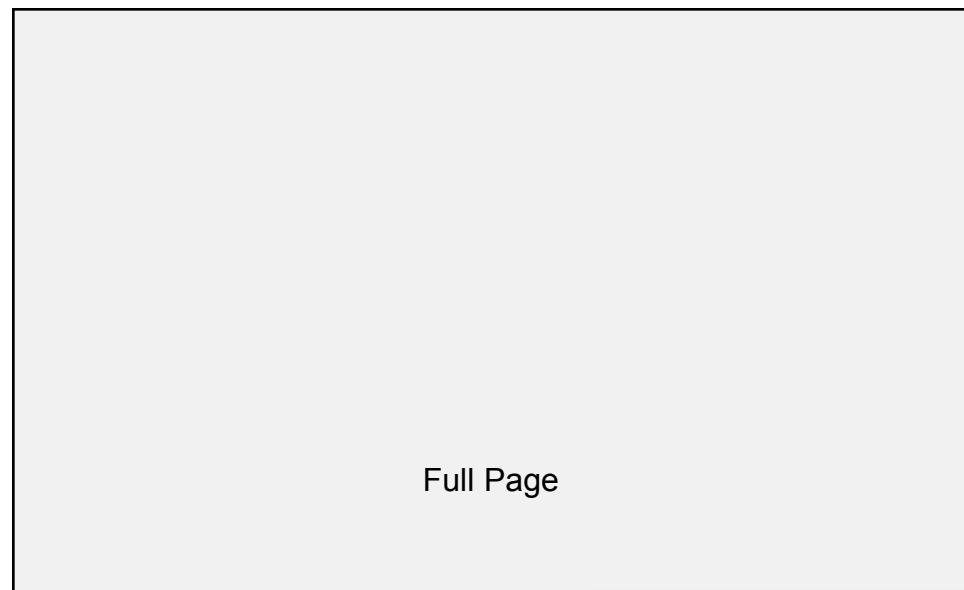
KCMBA members say the Bar Directory is their **Number 1** tangible benefit! Many will purchase a Bar Directory for EVERY attorney in their firm. The Bar Directory is an invaluable resource for government offices, judges, attorneys and their legal staff on a daily basis.

The Bar Directory offers a full year of visibility for you and your company and is a highly effective vehicle through which your advertising message can be specifically targeted.

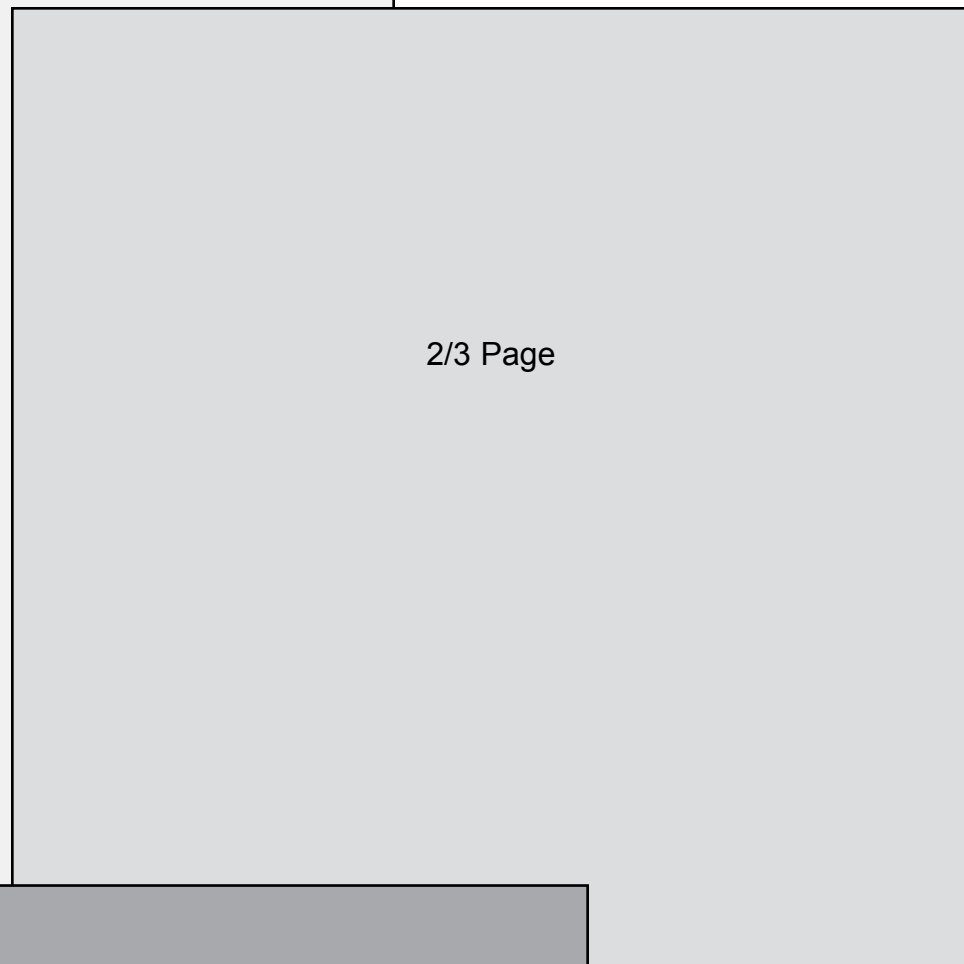
KCMBA publishes approximately **9,000** copies of the KCMBA Bar Directory annually. Distributed in the late fall, the Directory includes information that the legal community relies upon each and every day throughout the year.

For Advertising Information:
Evan Whitefield
Vendor/Member Relations Coordinator
Phone: (816) 474-4322 • Fax: (816) 474-0103
ewhitefield@kcmba.org

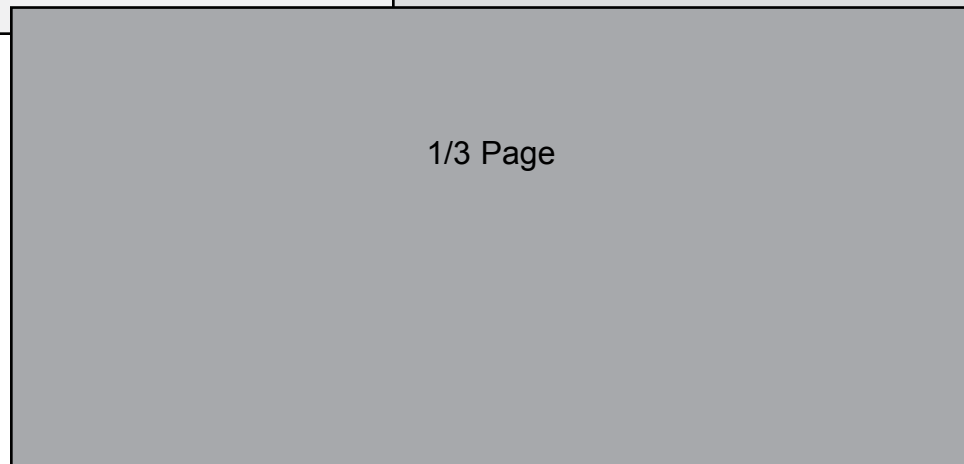
advertising • • • rate card



Full Page



2/3 Page



1/3 Page

Advertise Now!

Legal Services Advertising (Yellow Pages) –

Divided into categories by the services or goods provided and printed in yellow, this section is known as the “Legal Yellow Pages.” It has been one of the major factors in solidifying the Directory’s status as the most comprehensive legal directory in the area. Advertisers are listed alphabetically in the Index at the beginning of the respective advertising section.

In the Yellow Pages, your ad will appear under one main category and receive additional listings based on the size of your ad. Full-page advertisers will receive a maximum of four category listings, 2/3-page advertisers will receive a maximum of three category listings and 1/3-page advertisers will receive a maximum of two category listings. Requests for additional category listings will be \$25 each.

Premium Ad Spots –

(Past premium advertisers have the first right of refusal for 2011 premium ads. Deadline for first refusal is June 16, 2010.) All premium advertisers (who spend at least \$1,000) in the 2011 Bar Directory will receive a **FREE** full page ad in the Yellow Page section, as well as 10 index listings at no additional charge.

Premium positions may be available. Please ask about availability, rates and sizes.

- Directory Spine
- Back Cover
- Inside Front Cover
- Inside Back Cover
- Full Page Color and B&W Ads
- Taglines/Rotating Ads
- Tabs – Full page ads - back of tabs
- Tabs – Various size ads - front of tabs



**For Advertising Information:
Evan Whitefield**

Vendor/Member Relations Coordinator
Phone: (816) 474-4322 • Fax: (816) 474-0103
ewhitefield@kcmba.org

Technical Information

Display Ad Rates and Sizes (Yellow Pages):

(KCMBA members receive a 10% discount off their rate. Maximum discount is \$100.)

Size	Dimensions	Rate	Complimentary Directories
Full Page	5 x 7¾	\$800	6
2/3 Page	5 x 5	\$600	4
1/3 Page	5 x 2-2/5	\$425	2
Yellow Page Listing	Max. 3 lines	\$225	1

Acceptable Digital Formats:

JPEG, EPS, PDF, TIF or .PNG. All files must be in high resolution at 300 dpi. Advertisements submitted in Microsoft Word, PowerPoint or Publisher are not acceptable formats - ads will need to be composed by KCMBA and will be charged the appropriate composition fees.

Composition Fees:

If we compose your ad, the one time rate will be \$75. To update an ad used in a previous directory a \$25 production charge will be applied.

Publisher’s Approval:

All advertisements are accepted and published upon the representation that the Advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher’s acceptance of such advertisements for publication, the Advertiser will indemnify and hold the Publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism or copyright infringement.

Copy Responsibility:

The Advertiser is responsible for copy submission to Sales Agent. Previous insertion will be run if copy is not received by closing date. If no previous insertion is available, client is liable for the cost of contracted space not used, and space will be allocated by the Publisher.

Copy Acceptance:

Publisher reserves the right to reject any advertising considered objectionable. Any advertising resembling editorial material will be marked “Advertisement” by the Publisher.

Artwork Deadline:

Space reservation contract and ad artwork are due to KCMBA by July 14, 2010. Full payment is due by August 20, 2010.

Ad Proof Deadline:

Advertising proofs are due back to KCMBA no later than 5 p.m. on July 28, 2010 (two weeks after the artwork deadline).