



Display Advertising Rates and Specifications

PUBLICATION SPECS

Trim Size: 8.5" x 11" Circulation: 6,300
 Binding: Saddle Stitch Published: 9 Issues per year.

Advocate Positions Available

Cost per insertion

Premium Advocate Pages	1 Issue	3 Issues	6 Issues	9 Issues
Back Cover	\$1,000	\$950	\$900	\$850
Inside Front Cover	\$800	\$750	\$700	\$650
Inside Back Cover	\$800	\$750	\$700	\$650
Interior Advocate Pages	1 Issue	3 Issues	6 Issues	9 Issues
Full Page (Color)	\$750	\$650	\$600	\$550
1/2-Page (Color)	\$500	\$450	\$400	\$350
Full Page (B&W)	\$500	\$450	\$400	\$350
1/2-Page (B&W)	\$400	\$350	\$300	\$250
1/4-Page (B&W)	\$300	\$250	\$200	\$150
1/8-Page (B&W)	\$250	\$200	\$150	\$100



Covers
Full Page
7.5" x 9.5"

Covers and full page ads may bleed.

Bleed: 1/8"
If a bleed is intended, indicate with crop marks.

1/2 Horiz.
7.5" x 4.0"

Bleed: 1/8"
If a bleed is intended, indicate with crop marks.

1/4 Vert.
3.5" x 4.0"

1/8 Horiz.
3.5" x 2"

DeskBook Directory Positions Available

Cost per insertion

Premium DeskBook Directory Pages	
Outside Back Cover (Color)	\$2,000
Inside Front Cover (Color)	\$1,000
Inside Back Cover (Color)	\$1,000
Interior DeskBook Directory Pages	
Full Page (B&W)	\$800
1/2-Page (B&W)	\$600
1/4-Page (B&W)	\$300
1/8-Page (B&W)	\$200

2017 Ad Deadlines

Issue	Ad space & Copy
Jan.	Dec. 1
Feb.	Jan. 2
Mar./Apr.	Feb. 1
DeskBook	Jan. 2
May	April 3
June/July	May 1
Aug.	July 3
Sep.	Aug. 1
Oct.	Sep. 1
Nov./Dec.	Oct. 2

HOW DO I SEND MY AD?

- Email ad as a tiff or pdf file to rstrauser@isb.idaho.gov or send on a CD.
- Only the following graphic design formats are acceptable: Encapsulated PostScript (EPS) and Tagged Image File Format (TIFF).
 - All graphics within a file must have a resolution of 300 dpi at 100% with the fonts fully embedded and must adhere to the measurements of the ad.
 - When submitting an ad that includes graphics include the graphics as separate files in addition to your ad file.
 - Allow for 1/8" bleed on all full and 1/2 page ads.
 - Allow enough room for text away from all edges of the page. A 1/2" border from the page edges is recommended to prevent text from being accidentally cut during printing process.
 - Color ads must be CMYK.

TO ADVERTISE

Please contact:

Bob Strauser
 525 West Jefferson
 Boise, ID 83701
 Direct: (208) 230-0524
 Office: (208) 955-8865
 Fax: (208) 334-4515
 Email: rstrauser@isb.idaho.gov

***The Advocate and
The Advocate Desk Book Directory***
2017 Advertising Space Contract

Advertiser/Company Name: _____

Representative: _____ Telephone: _____ Fax: _____

Address: _____ E-mail: _____

City/State: _____ Zip Code: _____

Deadlines for *The Advocate* and *The Advocate Desk Book Directory*

Ad Copy deadline for <i>The Advocate</i>	First working day preceding the month of publication.
Space Reservation deadline for <i>The Advocate Desk Book Directory</i>	January 2, 2017
Ad Copy deadline for <i>The Advocate Desk Book Directory</i>	January 2, 2017

Return form to: Advertising, *The Advocate*, and P. O. Box 895, Boise ID 83701

Payment Terms:

- The publisher requires all new advertisers to prepay for their first insertion. For all other display advertisers payment is due and payable within 30 days from the invoice date.

Terms and Conditions:

- The Idaho State Bar (publisher) reserves the right at any time to decline any advertising it feels to be inappropriate.
- Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card.
- The advertiser is responsible for notifying the publisher of any changes regarding the advertising copy or space contract no later than the first of the month preceding month of publication.
- There are no frequency discounts available on classified advertising.
- Advertiser agrees to indemnify and hold the publisher wholly harmless from any suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims arising from the advertising referred to in this contract. The publisher has made no independent evaluation of the content of the offers made in the advertising or of any product warranties made therein. Therefore, the advertiser agrees to indemnify and hold the publisher wholly harmless from any suits arising from any representations made in the advertising.
- Because of the page flow *The Advocate* cannot guarantee, or be held responsible for location of any ads on any given page.
- Publisher makes every attempt to print and mail *The Advocate* by the end of the first week each month and *The Advocate Desk Book Directory* by late April. However, publisher does not guarantee date of printing, date of mailing, or date of receipt of any issue.

METHOD OF PAYMENT-ADVERTISERS

PLEASE COMPLETE

Mail form and payment to:

Idaho State Bar
P.O. Box 895
Boise, ID 83701-0895

Make checks payable to: Idaho State Bar

For credit card payments, please complete:

() Visa () MasterCard Amount: _____

Cardholder's Name as imprinted on the card: _____

Account Number: _____

Expiration Date: _____

Credit card billing address: _____

Phone Number: _____

Signature: _____

For office use only:

Authorization No: _____

Taken by: _____ Date: _____

() Cash

() Check Number: _____ (___ Personal ___ Firm)

Firm Name: _____

Date: _____ Amount: _____

2017 Advocate Rate Contract (Please fill out form below.)

Month	Display Ad	Ad Size	Color	Black & White	Classified Ad	Cost
January						
February						
March/April						
<i>Desk Book Directory</i>						
May						
June/July						
August						
September						
October						
November/December						