

1 MSBA WEBSITE

www.mnbar.org

The online resource of the MSBA. Reach **20,000*** visitors with **125,000*** pageviews monthly. Roataing ads appear on every page of www.mnbar.org.

(max. 4 advertisers)

2 NEWSLETTER

Legal News Digest (LND)**

The e-newsletter of the MSBA. Delivered to **10,500*** subscribers weekly. Average open rate – 30%.

(max. 4 advertisers)

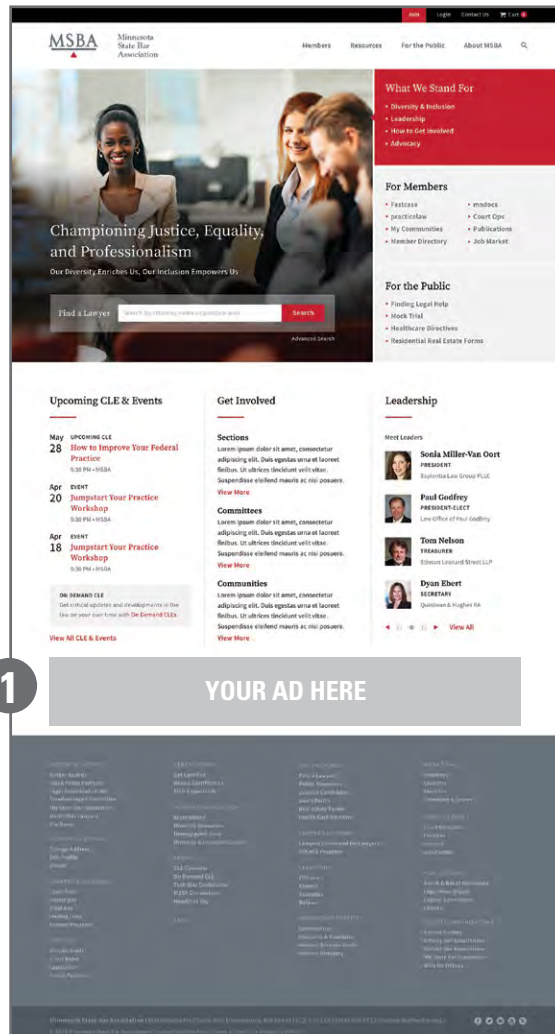
AD SIZES & FORMATS (WxH)

mnbar.org.....2195 x 280 pixels

LND.....170 x 170 pixels

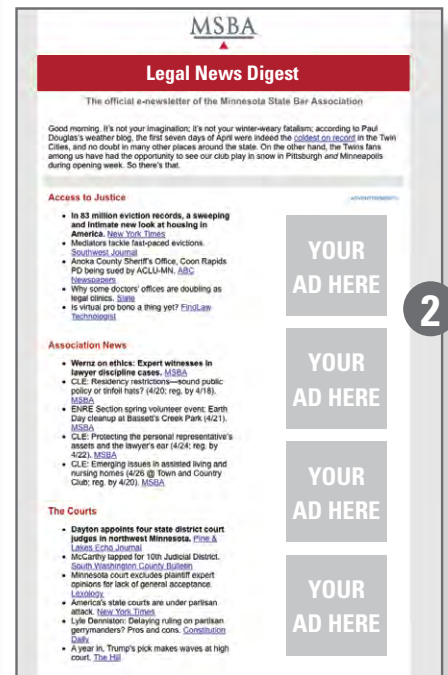
72 dpi JPG or GIF files, no larger than 100 KB

AD DESIGN/CHANGES: \$60 per hour



1

2



e-newsletters may also be accessed by members online

ELECTRONIC ADVERTISING RATES

	12x	6x	1x
www.mnbar.org	486	536	589
Legal News Digest +	349	376	399

All rates are net per insertion. Effective: September 2019

+ Legal News Digest does not go out the weeks of Thanksgiving or Christmas.

* Approximately

** Bench & Bar advertisers with a half page ad size or greater are eligible for a 15% discount on www.mnbar.org and Legal News Digest advertisements during the month(s) they are running in Bench & Bar.

*** Ads appear in each issue during the month they run.



Minnesota State Bar Association

600 Nicollet Mall
Suite 380
Minneapolis, MN 55402

To Advertise Call: (763) 497-1778

Erica Nelson, Sales Representative: erica@pierreproductions.com

Betsy Pierre, Sales Manager: (763) 295-5420 or betsy@pierreproductions.com

Fax: (763) 497-8810 • www.mnbar.org

ELECTRONIC ADVERTISING INSERTION ORDER



Advertiser: _____

Contact: Name: _____ **Bill To:** Name: _____

Company: _____ Company: _____

Address: _____ Address: _____

City/State/Zip: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Phone: _____ Fax: _____

Email: _____ Email: _____

Bill to email is UserID for online billing

Please reserve the following ad placements:

Please refer to the current rate card for rates & specifications

# of Insertions: _____	Base Rate: \$ _____ per Insertion <i>(Invoiced upon publication)</i>
Link to web address: http://_____	

<input type="checkbox"/> mnbar.org <i>2195 x 280 pixels</i>	<input type="checkbox"/> January 20 _____	<input type="checkbox"/> May 20 _____	<input type="checkbox"/> September 20 _____
	<input type="checkbox"/> February 20 _____	<input type="checkbox"/> June 20 _____	<input type="checkbox"/> October 20 _____
	<input type="checkbox"/> March 20 _____	<input type="checkbox"/> July 20 _____	<input type="checkbox"/> November 20 _____
	<input type="checkbox"/> April 20 _____	<input type="checkbox"/> August 20 _____	<input type="checkbox"/> December 20 _____

<input type="checkbox"/> Legal News Digest (LND) <i>170x170 pixels</i>	<input type="checkbox"/> January 20 _____	<input type="checkbox"/> May 20 _____	<input type="checkbox"/> September 20 _____
	<input type="checkbox"/> February 20 _____	<input type="checkbox"/> June 20 _____	<input type="checkbox"/> October 20 _____
	<input type="checkbox"/> March 20 _____	<input type="checkbox"/> July 20 _____	<input type="checkbox"/> November 20 _____
	<input type="checkbox"/> April 20 _____	<input type="checkbox"/> August 20 _____	<input type="checkbox"/> December 20 _____

By my signature, below, I understand and agree that this order will be governed by the rates and terms of the *Bench & Bar of Minnesota rate card* in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

Name: _____ Title: _____

Authorized Signature

Date

<p align="center">Send this order to: Erica Nelson, Sales Representative Email: erica@pierreproductions.com Fax: (763) 497-8810 Phone: (763) 497-1778</p>



Minnesota
State Bar
Association

600 Nicollet Mall
Suite 380
Minneapolis, MN 55402

POLICIES AND REQUIREMENTS

ADVERTISING POLICIES

Frequency

- **Bench & Bar** is published monthly 11 times per year. Combined May/June issue published in June.
- **Electronic ads** are displayed for one calendar month. Except no issue of LND is distributed the weeks of Christmas and Thanksgiving.

Deadlines

Space & Materials: First of the month preceding the month of publication; for example, February 1 for the month of March. If new materials are not submitted or the order canceled by the deadline, MSBA is authorized to fulfill the order by picking up and publishing ad materials previously published for the advertiser. Should the advertisement not appear due to the advertiser's failure to supply correct materials, the advertiser shall remain liable for the cost of the insertion.

Payment Terms

Insertions invoiced upon publication. Net 30 days. No cash discount. No third ad will be run unless the two preceding placements are paid in full.

Advertising Agencies

All rates quoted are net. No cash discount. Advertiser and/or its advertising agency are jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered if the order is not canceled prior to the closing date (first of month preceding the month of publication).

Contract Advertising

Advertising must be inserted within one year of the first insertion to qualify for frequency discounts. Advertisers who terminate a schedule prior to fulfillment will be billed at the earned rate.

Indemnification

All advertisements are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject matter thereon, as confirmed by the authorized signature on the insertion order. The advertiser agrees to indemnify and hold the Minnesota State Bar Association and its agents harmless from any and all liability, demands or damages arising out of the advertising or on behalf of the advertiser. Such indemnity includes the provision of a defense to any actions or claims and the payment of costs and attorneys fees in connection therewith.

ADVERTISING REQUIREMENTS

Advertising rates are for space only and are based on receipt of acceptable materials sized to our mechanical specifications. All ads must be submitted in digital format according to the following guidelines:

Print Ads

- Camera ready ads must be print-ready PDF files. SWOP standards apply.
- Image Resolution: 300 dpi
- Ink Coverage: Limit of 300%
- Color: Process/CMYK

Electronic Ads

- www.mnbar.org: 2195 x 280 pixels
- e-newsletters: 170 x 170 pixels
- Image Resolution: 72 pixels/inch
- File Type: jpg or gif no larger than 100 KB

Ad Composition

Ad composition and production services (e.g., type changes, resizing, color conversion) are in addition to space charges and are billed at \$60 per hour with a minimum charge of \$30.

Copy Acceptance

The publisher reserves the right to accept or reject all advertising at its discretion for any reason or no reason. Acceptance does not constitute endorsement. Materials will be stored at the advertiser's risk by the publisher for three months following the final insertion under contract.



Sales/Insertion Orders: Erica Nelson

(763) 497-1778 • Fax: (763) 497-8810
erica@pierreproductions.com

Sales Manager: Betsy Pierre

(763) 295-5420 • Fax: (763) 295-2550
betsy@pierreproductions.com

Production/Art Work: Jennifer Pickles

(612) 278-6311 • jpickles@mnbar.org