



This is page 2 of a two-page form.

CLOSING DATE

The Cleveland Metropolitan's Bar Journal's closing date for advertising space reservations is the first day of the month preceding the issue's cover date. Cancellations will not be accepted after closing date.

DISCLAIMER

Acceptance of all advertising is subject to the CMBA approval and agreement by the advertiser to indemnify and protect the CMBA from loss or expense on claims of suits based upon content of the subject matter of such advertisements. This includes, but is not limited to, suits for libel, plagiarism, copyright infringement and unauthorized use of a person's name or photograph. CMBA shall not be liable for failure to publish an ad. The purchase of advertising automatically constitutes agreement with these terms.

DISCOUNTS

Frequency Discount

Advertising must be inserted within one year of first insertion to earn frequency discount rates. Within a contract year, multiple insertions of 1/3 or larger within a single issue count toward frequency discount. An advertiser must run units of 1/3 or larger to earn the frequency discount on mixed schedules.

INSERTS, MULTI-PAGE, ROP, CARDS

Rates quoted on request

SHORT RATE

An advertiser who does not fulfill a contract will be billed for the difference between the earned rate and the contract rate for space already run (a short rate). CMBA reserves the right to cancel a contract and short rate if an advertiser's account falls beyond 90 days.

INCREASED FREQUENCY

Billing credits earned by increasing frequency during a contract year will be applied to future space at the time the higher frequency rate is actually earned.

Please initial and date this page.

Initials: _____ Date: _____



If you have questions or need more information, please contact:
 Greg Osborn, Graphic Designer, at (216) 696-3525 ext.4012, gosborn@clemetrobar.org.
 Visit us online at www.clemetrobar.org.

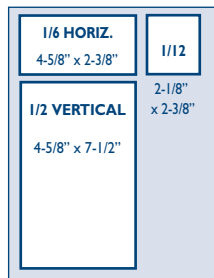
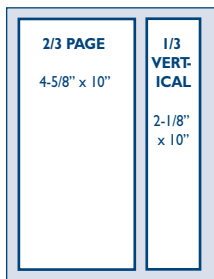
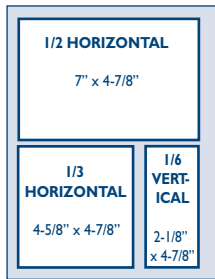
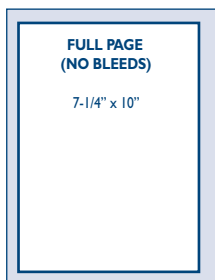
ACCEPTABLE DIGITAL FORMATS

- **Quark Xpress** (version 6.0 or lower) with all fonts and art included
- **Illustrator** (version CS or lower) with fonts converted to outlines
- **Photoshop** (version CS or lower)
- **Acrobat PDF** with fonts embedded

****NOTE:** To ensure accuracy of your published ad, we request a laser copy of your ad, in color if applicable, as it should appear.

SIZES, RATES AND FREQUENCY

All ads on the inside pages of the *Cleveland Metropolitan Bar Journal* are printed in black and white; however, certain inside pages are available for color ads (see rates below). All covers are available for full color ads, as indicated below.



AD	DIMENSIONS	FREQUENCY			
		1x	3x	6x	11x
Full Page (b/w)	7-1/4" x 10"	\$1600	\$1420	\$1380	\$1300
2/3 (b/w)	4-5/8" x 10"	\$1150	\$1075	\$1030	\$960
1/2 V (b/w)	4-5/8" x 7-1/2"	\$1040	\$1010	\$940	\$835
1/2 H (b/w)	7" x 4-7/8"	\$980	\$930	\$870	\$820
1/3 V (b/w)	2-1/8" x 10"	\$780	\$750	\$700	\$650
1/3 H (b/w)	4-5/8" x 4-7/8"	\$780	\$750	\$700	\$650
1/6 V (b/w)	2-1/8" x 4-7/8"	\$590	\$550	\$540	\$510
1/6 H (b/w)	4-5/8" x 2-3/8"	\$590	\$550	\$540	\$510
1/12 (b/w)	2-1/8" x 2-3/8"	\$410	\$400	\$380	\$370
***Add COLOR to any b/w ad above	any placement of these color ads is limited to inside pages 1-6, or page 44.	\$560	\$520	\$500	\$470
Back Cover (4C)	8" x 8-1/2"	\$2640	\$2430	\$2350	\$2210
Inside Front Cover (4C)	7-1/4" x 10"	\$2600	\$2340	\$2270	\$2130
Inside Back Cover (4C)	7-1/4" x 10"	\$2290	\$2060	\$2000	\$1880
		1x	3x	6x	11x