

Classified Advertising

CCBA Member Rate:

\$25 for the first 30 words
plus \$.50 per additional word.

Non-Member Rate:

\$35 for the first 30 words
plus \$.75 per additional word.

Classifieds are noncommissionable and must be paid in advance.

Any element surrounded by spaces is a word. Any word commonly found in the dictionary counts as one word, as do abbreviations, phone numbers, portions of an address, e-mail addresses, Web sites and URLs. Punctuation is free. You may suggest a category; however, classification of all ads is at the editor's discretion and may be changed without notice. Please check your ad for accuracy. *Communiqué* is not responsible for errors that appear after the first edition is distributed.

Deadline for submissions of classified ads is the 10th of the month preceding cover (e.g. January 10 for February issue.)

To submit a classified ad, simply follow these steps:

- 1) Type out your ad on firm or personal letterhead;
- 2) Fax to (702) 387-7867 or e-mail to stephaniea@clarkcountybar.org or mail to CCBA,

725 S. Eighth St., Las Vegas, NV 89101;
- 3) CCBA will assess the cost and respond back;
- 4) Submit copy of CCBA response with payment by deadline.

Types of payment accepted for all CCBA advertising are check, money order, or credit card. The following credit cards are accepted: Mastercard and VISA.

Format

Content: *Communiqué* publishes timely articles to keep attorneys abreast of current events and trends, scholarly articles, CCBA news, features and event calendars. Space is available for businesses to showcase their services or products.

Circulation: Approx. 2,200 attorneys, judges & legal professionals and paid subscribers in Clark County, Reno, the Southwest and several states across the country.

Publication & Format: Published in second week of the month, 11 times a year unless otherwise notified. There will be an issue released combining two months; for 2004, this issue will be the June/July issue. Call Stephanie Abbott at (702) 387-6011 for current editorial calendar and information. Magazine trim size: 8 1/2" width by 11" height and saddle-stitched. Paper: 80 lb. gloss book.

Advertising Policy

All advertisers (display and classified) must adhere to size specification, standards and policies contained on this official rate card. The publisher's schedule of insertion order and copy deadlines must be observed in order to assure publication.

Appearance of an advertisement in *Communiqué* does not constitute a recommendation nor an endorsement of that product or service by the Clark County Bar Association.

Liability of the publisher for any error for which it may be held legally responsible is limited to the cost of the advertisement. All advertising is subject to publisher's approval. We reserve the right to reject advertising which, in the opinion of the publisher, is not in keeping with its publication standards. Costs incurred by the publisher for production work done on advertisements will be charged to the advertiser. When change of copy is not received by the closing date, copy run in the previous issue will be inserted. Cancellation of any advertisement must be made in writing at least ninety (90) days in advance of the publication date. A cancellation fee in the equivalent to three (3) months of advertising will be due upon the cancellation of the contract. In the case of advertising placed by an agency, the agency and the advertiser are jointly and severally liable for the price of the advertising space. All orders are non-cancellable after the closing date.



2004 Advertising Information

Communiqué is published by:
Clark County Bar Association
725 S. Eighth Street, Las Vegas, Nevada 89101
Phone: (702) 387-6011, Fax: (702) 387-7867

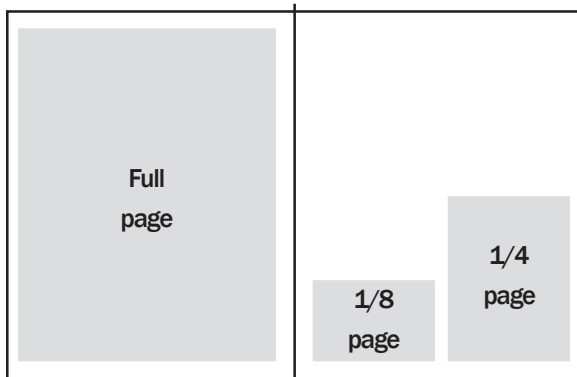
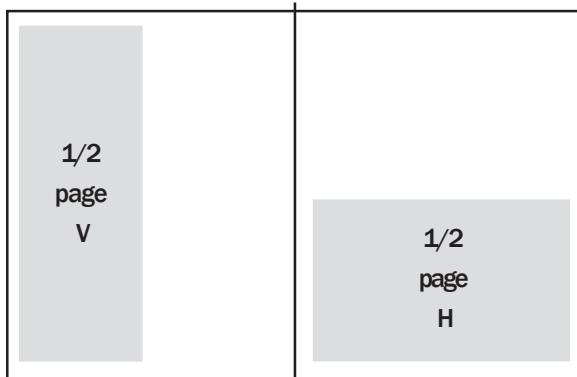
COMMUNIQUÉ

OFFICIAL JOURNAL OF THE CLARK COUNTY BAR ASSOCIATION



CLE Calendar • Court Information
Member Watch • News & Notes
From the Chief Judge • Tips & Comments
Substantive Legal Articles
Marketplace

DISPLAY ADVERTISING



Live Matter Dimensions

DIMENSIONS	Wide	Deep
Back Cover	7.5"	8.375"
Inside Covers/Full page	7.5"	9.375"
1/2 page vertical	3.625"	9.375"
1/2 page horizontal	7.5"	4.625"
1/4 page	3.625"	4.625"
1/8 page	3.625"	2.25"

Display Ad Rates - Black & White

Covers	1x	3x	6x	12x
Inside	\$665	631.75	598.50	565.25
Inside	1x	3x	6x	12x
1/8 page	\$135	128.25	121.50	114.75
1/4 page	\$265	251.75	238.50	225.25
1/2 page	\$370	351.50	333.00	314.50
Full page	\$575	546.25	517.50	488.75

Display Ad Rates - Full Color

Covers	1x	3x	6x	12x
Back	\$1100	1045	990	935
Inside	\$1000	950	900	850
Inside	1x	3x	6x	12x
1/8 page	- not available for color at this time			
1/4 page	\$550	522.50	495.00	467.50
1/2 page	\$750	712.50	675.00	637.50
Full page	\$900	855.00	810.00	765.00

Agency Discount: Recognized advertising agencies ONLY receive a 15% discount.

CCBA Member Discount: Choice of either 10% off of ad rate or free ad design available.

Artwork Requirements

Artwork must be submitted at the correct size and must be submitted as an electronic graphic file in the following accepted electronic formats on disk or via e-mail to stephaniea@clarkcountybar.org: EPS, TIFF, or JPEG. NO PDFs please. EPS files are preferred. Image resolution of artwork must be a minimum of 300 DPI (Dots Per Inch). Live matter dimensions must be observed; no bleeds. All files must have fonts converted to outlines & graphics embedded. Vector images should include fonts or their outlines. All electronic file formats must be formatted for a PC. We cannot scale your artwork to fit the ad space. No films, prints, or Mac formatted files will be accepted.

Closing Dates

Space must be reserved with signed insertion order and payment, one month prior to publication (cover) date. Final artwork & payment due the 10th of the month preceding cover date unless otherwise noted. Clients requiring artwork design and built to requirements, must submit copy and any graphics by the 1st of the month preceding cover date. * All orders not cancelable after the closing date. When change of copy is not received by the closing date, copy run in the previous issue will be inserted. ***Due the holiday season, the closing date is October 23 for the December 2004 issue and November 20 for the January 2005 issue.**

Billing & Payment

Costs incurred by the publisher for production work done on advertisements will be charged to the advertiser.

Charges for advertising plus any artwork and/or typesetting are billed with tear sheets upon publication. Payment is due and payable within 30 days from invoice date. Amounts outstanding more than 30 days after invoice date will be subject to a late charge of 1.5% per month.

A first-time display ads must be paid in advance. All classifieds must be paid in advance.

Send payment, together with advertising agreement and artwork to: Clark County Bar Association, 725 S. Eighth Street, Las Vegas, NV 89101.

Design Costs

Typesetting and design are available should you require assistance producing a camera-ready ad. Clients requiring artwork design and built to requirements, must submit copy and any graphics by the 1st of the month preceding cover date. Fee: \$50 and up.

For CCBA members only, this fee can be waived in exchange for discounted rate.