

# CONTRACT/INSERTION FORM

## Advertiser:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

## Display Ad Specifications:

Size \_\_\_\_\_

Frequency \_\_\_\_\_

Please circle the month(s) you wish your ad published:

January	February	March
April	May	June
July/August	September	October
November	December	

Rate per insertion \_\_\_\_\_

## Classified Advertising:

Please type your classified ad of 50 words or less:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The Riverside County Bar Association (Publisher) reserves the right to reject advertising copy which it deems inappropriate to the publication for any reason.

All advertisements for *Riverside Lawyer* are published on the representation that the advertiser and/or agency are authorized to publish the entire content and subject matter thereon. The RCBA shall not be responsible for the accuracy or reliability of any information provided by the advertiser.

Payment for new ad is due at time of placement. Renewals are due upon receipt of invoice. Publisher reserves the right to stop inserting the advertisement in the publication if the payment is not received when due. In case of advertising placed by an agency, the agency and the client in whose name the agency is placing the ad are jointly liable for the payment.

Publisher shall not be liable for damages if for any reason it fails to publish an advertisement.

Any production charges incurred by the RCBA to correct a submitted advertisement will be billed additionally to the advertiser.

\_\_\_\_\_  
Signature of Advertiser Date

Copy this form as needed. **Mail this form, your check/payment authorization (see below) and digital artwork to:**

**Riverside County Bar Association  
4129 Main Street, Suite 100  
Riverside, CA 92501**



I authorize the Riverside County Bar Association to charge \$ \_\_\_\_\_ to my **MasterCard** or **Visa** account. (No other credit cards will be accepted.)

Account #: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Cardholder's name (print as it appears on card):  
\_\_\_\_\_

Cardholder's signature:  
\_\_\_\_\_



*The official publication of the  
Riverside County Bar Association*

**Advertising Rates  
Digital Requirements  
Insertion Contract**

**RIVERSIDE COUNTY BAR ASSOCIATION**  
4129 Main Street, Suite 100  
Riverside, CA 92501  
phone (951) 682-1015 • fax (951) 682-0106  
email: [rcba@riversidecountybar.com](mailto:rcba@riversidecountybar.com)  
[www.riversidecountybar.com](http://www.riversidecountybar.com)



is published 11 times per year (includes a combined July/August issue). Distribution is to all active and retired members in good standing, Superior Court Judges, Clerks and others involved in the legal and judicial systems of Riverside County, and to our advertisers.

*Riverside Lawyer* is an excellent vehicle for reaching the legal community in Riverside County.

### Advertising Rates

(Effective February 2005)

Advertisement Size	1x	3x	6x	11x
Back Cover (colors)	\$690	\$670	\$655	\$635
Front Inside Cover	400	380	365	345
Back Inside Cover	385	365	350	330
Full Page	375	355	340	320
2/3 Page	340	320	305	285
1/2 Page	270	250	235	220
1/3 Page (square)	210	190	175	160
1/3 Page (vertical)	200	180	165	150
1/6 Page	130	120	110	100
1/12 Page	90	80	70	60
Classified	40	35	35	35

The *Riverside Lawyer* is available online at RCBA's website: [www.riversidecountybar.com](http://www.riversidecountybar.com). If you wish your ad to be included on the online version, there is an additional 50% increase to the above ad rates. If any questions, please call 951-682-1015 or email [rcba@riversidecountybar.com](mailto:rcba@riversidecountybar.com).

### Digital Requirements

The *Riverside Lawyer* magazine is printed offset from advertiser-supplied digital art, scaled to advertisement size as listed below. (Minimum resolution for black & white photos is 300 dpi and for color photos, minimum is 600 dpi.)

Ads may be submitted on floppy, CD, Jaz/Zip disks, or via email. Acceptable software programs include QuarkXpress, PageMaker, Adobe PhotoShop or Illustrator, Freehand, Corel Draw, or saved in .EPS and .PDF formats. Files can be submitted in native program but fonts must be converted to paths or curves or included with document.

Also, a printed copy of your ad should be provided via fax or mail. This allows us to identify which graphics to expect and where, text placement and flow.

Advertisement Size	Dimensions of Ad	
	width	depth
Back Outside Cover	7 ½"	7 ½"
Full Page and Inside Cover	7 ½"	10"
Bleed Page	8 ¾"	11 ½"
2/3 Page (vertical)	4 ½"	10"
2/3 Page (horizontal)	7 ½"	7 ½"
1/2 Page (horizontal)	7 ½"	4 ½"
1/3 Page (square)	4 ½"	4 ½"
1/3 Page (vertical)	2 ¼"	10"
1/6 Page (horizontal)	4 ½"	2 ¼"
1/6 Page (vertical)	2 ¼"	4 ½"
1/12 Page	2 ¼"	2 ¼"
Classified	(up to 50 words)	

### Issuance & Closing Dates

*Riverside Lawyer* is published monthly (except for the month of August). We make every effort to distribute within the first week of the publication month. However, occasional unforeseen circumstances will delay distribution.

Space reservations are secured by insertion contracts and are due the 5th day of the month preceding publication. Materials and payment may follow the contract and must arrive by the 10th day of the preceding month. (For example, for advertising in the June issue, the space must be secured by May 5th, and all art work delivered by May 10th.) Publisher reserves the right to repeat last insertion if new material is not received by deadline.

If you have any questions, call the Riverside County Bar Association at (951) 682-1015 and ask for the advertising coordinator, or email [rcba@riversidecountybar.com](mailto:rcba@riversidecountybar.com).

### Production Services

For your convenience, we can arrange for the production of digital artwork for your advertisement in the *Riverside Lawyer*.

For more information, call (951) 682-1015 and ask for the advertising coordinator.

