

2012 Media Kit

The Colorado Lawyer
and
The Docket

As an advertiser, you want results.

By advertising in *The Colorado Lawyer* and *The Docket*, you can reach a targeted and affluent audience in editorially superior magazines with confirmed readerships. As a result, you achieve the greatest market coverage and maximize the return on your investment.

Every issue of *The Colorado Lawyer* and *The Docket* is an opportunity for you to deliver your message to Colorado's legal community—smart, simple, and effective. Let *The Colorado Lawyer* and *The Docket* help you target some of the most influential decision makers in the Colorado legal community. Don't miss another opportunity!



85% of readers keep our
publications as a permanent
addition to their library!

The Colorado Lawyer

Circulation 17,000

*The only color advertising offered in *The Colorado Lawyer* is on the covers, or within the special Legislative Update section in the August issue.

4-Color Covers

	1x	3x	6x	12x
Inside front cover	\$1,400	\$1,300	\$1,200	\$1,100
Inside back cover	\$1,200	\$1,100	\$1,000	\$900
Outside back cov.	\$1,600	\$1,500	\$1,400	\$1,300

4-Color Cover Sizes

All covers: Image size — 8 3/8" x 10 7/8" plus 1/4" bleeds on all sides

Safety area is 1/4" from the edge of the page on all covers.

Inside Page Display Ad Rates (Black and White only)

	1x	3x	6x	12x
Full page	\$900	\$855	\$810	\$775
1/2 page	\$575	\$545	\$520	\$495
1/3 page	\$445	\$425	\$400	\$380
1/4 page	\$355	\$335	\$315	\$295
1/6 page	\$270	\$250	\$230	\$210
1/8 page	\$200	\$190	\$175	\$160

Inside Page Display Ad Sizes

Width	x	Height
Full page		7.312" x 10"
1/2 page (v)		3.5" x 9.417"
1/2 page (h)		7.312" x 4.687"
1/3 page (v)		3.5" x 6"
1/3 page (h)		7.312" x 3.187"
1/4 page		3.5" x 4.687"
1/6 page		3.5" x 3.12"
1/8 page		3.5" x 2.34"

(v=vertical) (h=horizontal)

Please contact Alexa Drago at adrago@cobar.org or 303-824-5313 for more information about display advertising or to submit your display ad.

Lawyers' Announcements

The "Lawyers' Announcements" pages of *The Colorado Lawyer* are reserved to announce the following:

- > New Members to a Law Firm or Legal Department
- > Name Changes of a Law Firm
- > Formation, Merger, or New Affiliation of Law Practice(s)
- > Relocation of a Law Practice
- > Change in Job Status
- > Retirement of Attorneys
- > Notices of Professional Appointment, Honors, or Awards

Size	Members	Non-Members
3.5" x 3.167"	\$150	\$200 (no photos allowed)
3.5" x 6.4"	\$275	\$300 (photos allowed)
7.345" x 3.167"	\$275	\$300 (photos allowed)

Advertisers are responsible for the editorial and graphic content of these announcements.

Prepayment is required. Please contact Gaynor Bloom at gbloom@cobar.org or 303-824-5360 for payment information and to submit ad files.

Inserts

Earned full-page, black and white rate per page of insert (2 sided 1 sheet insert is considered 2 pages) plus a \$250 non-commissionable insert fee. Advertiser must supply insert material for the full circulation run, or contract for printing through *The Colorado Lawyer*.

Perfect bound inserts must be 100# text or less in paper weight, and be the exact size of the Colorado Lawyer (8 3/8" X 10 7/8").

Tip-in inserts require an additional charge of a full page ad space on which the insert will be placed. Tip-ins can be up to 80# cover in paper weight, and of any size within the magazine's dimensions (8 3/8" X 10 7/8").

Insert placement is up to the sole discretion of *The Colorado Lawyer*.

Please contact Alexa Drago at adrago@cobar.org or 303-824-5313 for more information about inserts.

Classified Ads

Classifieds are no longer placed in *The Colorado Lawyer*, please see the e-Advertising section for information on placing an employment or classified ad on our website.

The Docket

Circulation 8,000

Ad space is limited. Please call for availability.

4-Color Display Ad

Space	Frequency			
	1x	3x	6x	11x
Cover*	\$1,000	\$950	\$900	\$850
Full page*	\$900	\$855	\$810	\$775
1/2 page	\$575	\$545	\$520	\$495
1/3 page	\$445	\$425	\$400	\$380
1/4 page	\$355	\$335	\$320	\$300
1/6 page	\$270	\$260	\$245	\$230

Black and White Display Ad

Space	Frequency			
	1x	3x	6x	11x
Full page*	\$595	\$565	\$540	\$510
1/2 page	\$395	\$375	\$340	\$320
1/3 page	\$325	\$310	\$295	\$280
1/4 page	\$275	\$265	\$255	\$240
1/6 page	\$235	\$225	\$215	\$200

Display Ad Sizes

Width	x	Height
Full page*		7.375" x 9.875"
1/2 page (h)		7.375" x 4.5"
1/2 page (v)		3.5" x 9.875"
1/3 page (s)		4.75" x 4.75"
1/3 page (h)		7.375" x 3"
1/3 page (v)		3.5" x 6"
1/4 page		3.5" x 4.5"
1/6 page		3.5" x 2.75"
Back cover*		8.625" x 11.125" (includes a 1/8" bleed)

(v = vertical) (h = horizontal) (s=square)

*Bleeds are allowed for covers and full-page ads.

Lawyers Announcements are not placed in *The Docket* as in

The Colorado Lawyer. If you would like an announcement to appear in the *Docket* please send your text and a photo (if wanted) to Kate Mills at kmills@cobar.org. It will appear in the Legal Affairs section. Content will be subject to editing.

Classifieds are no longer placed in *The Docket*, please see the e-Advertising section for information on placing an employment or classified ad on our website, www.cobar.org.

Ad Submission Requirements for Both Publications

File Set-up

We prefer files submitted either as .tif files (created and saved at 300 dpi), or .eps files. If you are sending your ad as a .pdf, please ensure it is a high resolution file.

- Ads submitted as .jpg or as low resolution .pdf files are unacceptable.
- High-resolution .eps files will be accepted if all the fonts are converted to outlines.
- Colors should be built using a CMYK model. All spot colors will be converted to the closest possible CMYK equivalent.
- Ads must be designed to the correct ad size. If the ad requires bleeds, they must be built into the ad size. Ads sent in a wrong size are subject to refusal or misprinting.
- Scan images at 100%, 300 dpi, CMYK (color), or grayscale (black and white), and save as .tif files.
- Changes to your ad after deadline will incur a \$50 fee.

Sending Files

Digital submissions may be sent via e-mail, by regular postal mail on CD, or posted to our ftp site.

E-mail

- E-mailable files should be 5MB or less in size. Display ads for *The Docket* or *The Colorado Lawyer* should be e-mailed to adrage@cobar.org. Lawyers' Announcements for *The Colorado Lawyer* should be emailed to gbloom@cobar.org
- If the file was created on a Mac platform, fonts must be compressed.

CD

- CDs should be mailed to: Colorado and Denver Bar Associations, Advertising Dept., 1900 Grant St., Ste. 900, Denver, CO 80203.

FTP

- Files over 5MB cannot be e-mailed but can be posted to our ftp site. Contact the Advertising Department at 303-824-5313 or adrage@cobar.org for the address, login, and password.
- Ads should be placed in their appropriate folder, either *The Colorado Lawyer* or *The Docket*, then the appropriate month of publication, and then titled the name of your company.
- Inform the Advertising Department, adrage@cobar.org or 303-824-5313, once ad is placed on the ftp site.

2012 Advertising Deadlines

Deadline 1: LAWYERS' ANNOUNCEMENTS

Lawyers' Announcements ad files and payments for *The Colorado Lawyer* due to Gaynor Bloom at gbloom@cobar.org.

2012

January	28-Nov-11
February	27-Dec-11
March	30-Jan-12
April	27-Feb-12
May	30-Mar-12
June	30-Apr-12
July	29-May-12
August	29-Jun-12
September	30-Jul-12
October	31-Aug-12
November	28-Sep-12
December	29-Oct-12

Deadline 2: DISPLAY ADS (*The Colorado Lawyer* and *The Docket*)

Display ad contracts and files for *The Docket* and *The Colorado Lawyer* due to Alexa Drago at adrage@cobar.org.

2012

January	1-Dec-11
February	3-Jan-12
March	1-Feb-12
April	1-Mar-12
May	2-April-12
June	1-May-12
July*	1-June-12
August	2-Jul-12
September	1-Aug-12
October	4-Sept-12
November	1-Oct-12
December	1-Nov-12

*The Docket publishes a combined July/August issue. The ad deadline for this issue is June 1st.

e-Advertising

**We currently do not offer display advertising on our web site, employment and classifieds only.*

Weekly E-Newsletters

C-Brief

The weekly (except the last Thursday of the month) C-Brief offers access to more than 17,000 Colorado Bar Association members across the state. Sent on Thursdays, this e-newsletter serves the needs of all CBA members, listing all the important CLE programs, special events and meetings.

Size	Frequency & Rate (cost per month)			
	1x	3x	6x	12x
Small Rectangle*	\$300	\$285	\$265	\$215

200 x 100 pixels - placed on the upper right, four spaces offered

Size	Frequency & Rate (cost per month)			
	1x	3x	6x	12x
Banner*	\$1,500	\$1,475	\$1,440	\$1,375

700 x 90 pixels - centered, placed half-way down, one offered

*All advertisements will link to the advertiser's website.

D-Brief

The weekly D-Brief offers access to more than 8,000 Denver Bar Association members across the metro area. Sent on Tuesdays, this e-newsletter serves the needs of all DBA members, listing all the important CLE programs, local events and meetings.

Size	Frequency & Rate (cost per month)			
	1x	3x	6x	12x
Small Rectangle*	\$200	\$190	\$175	\$150

150 x up to 175 pixels - placed on the right, four spaces offered

Size	Frequency & Rate (cost per month)			
	1x	3x	6x	12x
Banner*	\$1,000	\$975	\$940	\$875

700 x 90 pixels - centered, placed half-way down, one offered

*All advertisements will link to the advertiser's website.

Ad Requirements

Artwork must be submitted in the following format: appropriate pixel size, at a resolution of 72 dpi, in RGB color, maximum file size of 50K, as a jpeg. Ads must be static. Please submit your artwork and URL the Monday before each newsletter.

Discounts are available if running a display ad and e-newsletter ad at the same time. Shorter runs may be offered on a space available basis. Please call 303-824-5313 or e-mail adrago@cobar.org for more information.

Employment and Classified Advertising

The Colorado Bar Association Website

**We do not offer classified advertising in either of our printed publications.*

Member Rate

\$75 for up to 600 characters per ad for a 30 day posting.

Non-Member Rate

\$125 for up to 600 characters per ad for a 30 day posting.

- No charge for a blind box reply set-up
- Optional border around your ad for \$25

To place your ad on The Colorado Bar website, go to www.cobar.org/classifieds. You must be logged into the website with your CBA membership number to receive the member discount.

Payment for website ads is accepted online by Visa, MasterCard or American Express only.

Disclaimer

The Colorado Lawyer, The Docket, the CBA and DBA reserve the right to reject or refuse to publish any advertisement.

Appearance of advertisements in either publication does not constitute endorsement, recommendation of goods or services, or verification of the accuracy of statements contained in advertisements by The Colorado Lawyer, The Docket, the CBA or DBA.

2013 Colorado Legal Directory

(tentative publish date of Dec 2012)

Display Advertising

4-Color

Back Cover	\$3,000
Inside Front Cover	\$2,250
Inside Back Cover	\$2,000

Black and white

Full page	\$1,500
1/2 page	\$1,000
1/4 page	\$750

Ad Sizes

Width	x	Height
Covers*		7" x 9"
Full page		6" x 8"
1/2 page (h)		6" x 4"
1/2 page (v)		3" x 8"
1/4 page (v)		3" x 4"

(v = vertical) (h = horizontal)

*Bleeds are allowed on covers only. If you choose to do a bleed, please make the ad 7"X9" plus a 1/8" bleed on the outer edges.

Colorado Legal Directory display ads will be billed when you submit your completed contract. Deadline for reservation and print ready artwork is August 15. Email adrage@cobar.org or call 303-824-5313 for more information.

The Colorado Lawyer

Display Advertising Space Contract

The Colorado Lawyer
1900 Grant Street
Suite 900
Denver, CO 80203

Alexa Drago
adrago@cobar.org
303-824-5313 – Phone
303-894-0821– Fax

Advertiser: _____ Date: _____

Agency (if applicable): _____ Contact Person: _____

Bill to: _____

Street Address: _____

City/State/Zip: _____

Bus.Phone: _____ FAX: _____

Email: _____

Deadline: *One month prior to month of publication!* Print ready advertising and space contract must be sent to Alexa Drago, at adrago@cobar.org.

Advertising Space: You are hereby requested and authorized to insert the advertising of the ADVERTISER and its Agency, if applicable, by the undersigned authorized representative, as follows:

Frequency: ____ 1x ____ 3x ____ 6x ____ 12x Size: _____ Rate per Insertion: _____

Other: _____

Issue Start: Month: _____ Year: _____ Issue End: Month: _____ Year: _____

Months of Insertion (please circle): Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

Commissionable: ____ Yes ____ No

Advertiser is responsible for notifying marketing representative of any changes to the advertising copy or contract no later than six weeks prior to the month of publication. Publisher reserves the right to change advertising rates. Advertisers must give sixty days notice to cancel cover contracts. All canceled contracts are subject to short rates.

Terms and Conditions

1. The Advertiser and its Agency if applicable, agrees jointly and severally to protect the Colorado Bar Association ("Publisher") from any suits for Libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with the advertising referred to in this contract and assumes Liability for all content of advertisements printed and for any claim arising therefrom made against Publisher.
2. The Publisher reserves the right at any time to decline any advertising which it feels to be inappropriate.
3. Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card and Advertiser and its Agency, if applicable, acknowledge receipt of such rate card. Insertions cannot be canceled after closing date listed in current rate card. Space contracts which are not fulfilled are subject to short rates. Only rates on current rate card apply.
4. Any bill rendered to Advertiser and its Agency, if applicable, by Publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made within sixty (60) days from the date thereof.
5. Payment for advertising covered by this contract shall be made in advance or shall accompany submitted copy unless credit of Advertiser and Agency, if applicable, has been approved by Publisher. If not required in advance, payment for advertising is due on or before the last day of the month following that which the advertising was published. If amounts due hereunder are not paid when due, or if suit is brought, the Advertiser and its Agency, if applicable, agree to pay all reasonable costs of collection, including a reasonable amount for attorney fees. Publisher reserves the right to hold Advertiser and its Agency, if applicable, jointly and severally liable for payment due to the Publisher. Publisher has the right to charge Advertiser or it's Agency the credit card on file for invoices past due 30 days.
6. Only authorized personnel for Advertiser and its Agency, if applicable, may execute this contract. A faxed or emailed copy to Publisher is considered an original and valid document.
7. Publisher makes every attempt to print and mail by the end of the 1st week each month. However, Publisher does not guarantee date of printing, date of mailing or date of receipt of any issue of *The Colorado Lawyer*. Publisher makes every attempt to accommodate position requests, but does not guarantee position.

Authorized Advertising Agent:

Signature: _____ Date: _____

The Docket

Display Advertising Space Contract

The Docket
1900 Grant Street
Suite 900
Denver, CO 80203

Alexa Drago
adrago@cobar.org
303-824-5313 – Phone
303-894-0821 – Fax

Advertiser: _____ Date: _____

Agency (if applicable): _____ Contact Person: _____

Bill to: _____

Street Address: _____

City/State/Zip: _____

Bus. Phone: _____ FAX: _____

Email: _____

Deadline: *One month prior to month of publication!* Print ready advertising and space contract must be sent to Alexa Drago, at adrago@cobar.org.

Advertising Space: You are hereby requested and authorized to insert the advertising of the ADVERTISER and its Agency, if applicable, by the undersigned authorized representative, as follows:

Frequency: ____ 1x ____ 3x ____ 6x ____ 11x Size: _____ Rate per Insertion: _____

Other: _____

Issue Start: Month: _____ Year: _____ Issue End: Month: _____ Year: _____

Months of Insertion (please circle): Jan Feb Mar Apr May Jun Jul/Aug Sept Oct Nov Dec

Commissionable: ____ Yes ____ No

Advertiser is responsible for notifying marketing representative of any changes to the advertising copy or contract no later than six weeks prior to the month of publication. Publisher reserves the right to change advertising rates. Advertisers must give sixty days notice to cancel cover contracts. All canceled contracts are subject to short rates.

Terms and Conditions

1. The Advertiser and its Agency if applicable, agrees jointly and severally to protect the Colorado and Denver Bar Associations ("Publisher") from any suits for Libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with the advertising referred to in this contract and assumes Liability for all content of advertisements printed and for any claim arising therefrom made against Publisher.
2. The Publisher reserves the right at any time to decline any advertising which it feels to be inappropriate.
3. Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card and Advertiser and its Agency, if applicable, acknowledge receipt of such rate card. Insertions cannot be canceled after closing date listed in current rate card. Space contracts which are not fulfilled are subject to short rates. Only rates on current rate card apply.
4. Any bill rendered to Advertiser and its Agency, if applicable, by Publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made within sixty (60) days from the date thereof.
5. Payment for advertising covered by this contract shall be made in advance or shall accompany submitted copy unless credit of Advertiser and Agency, if applicable, has been approved by Publisher. If not required in advance, payment for advertising is due on or before the last day of the month following that which the advertising was published. If amounts due hereunder are not paid when due, or if suit is brought, the Advertiser and its Agency, if applicable, agree to pay all reasonable costs of collection, including a reasonable amount for attorney fees. Publisher reserves the right to hold Advertiser and its Agency, if applicable, jointly and severally liable for payment due to the Publisher. Publisher has the right to charge Advertiser or it's Agency the credit card on file for invoices past due 30 days.
6. Only authorized personnel for Advertiser and its Agency, if applicable, may execute this contract. A faxed or emailed copy to Publisher is considered an original and valid document.
7. Publisher makes every attempt to print and mail by the end of the 1st week each month. However, Publisher does not guarantee date of printing, date of mailing or date of receipt of any issue of *The Docket*. Publisher makes every attempt to accommodate position requests, but does not guarantee position.

Authorized Advertising Agent:

Signature: _____ Date: _____

E-Newsletter Advertising

Space Contract

The Denver and Colorado Bar Associations
1900 Grant Street
Suite 900
Denver, CO 80203

Alexa Drago
adrago@cobar.org
303-824-5313 – Phone
303-894-0821 – Fax

Advertiser: _____ Date: _____

Agency (if applicable): _____ Contact Person: _____

Bill to: _____

Street Address: _____

City/State/Zip: _____

Bus. Phone: _____ FAX: _____

Email: _____

Advertising Space: You are hereby requested and authorized to insert the advertising of the ADVERTISER and its Agency, if applicable, by the undersigned authorized representative, as follows:

E-newsletter you wish to advertise in: D-Brief _____ (Tuesdays) C-Brief _____ (Thursdays)

Size/Ad type: _____ Rate per month: \$ _____

Frequency: 1 month ____ 3 months ____ 6 months ____ 12 months ____

E-Newsletter Start Date: _____ E-Newsletter End Date: _____

URL you would like your ad linked to: _____

Commissionable: ____ Yes ____ No

Deadline: *The Monday before each e-newsletter*

Advertiser is responsible for notifying marketing representative of any changes to the advertising copy or contract. Publisher reserves the right to change advertising rates. Advertisers must give sixty days notice to cancel year long contracts. All canceled contracts are subject to short rates.

Terms and Conditions

1. The Advertiser and its Agency if applicable, agrees jointly and severally to protect the Colorado and Denver Bar Associations ("Publisher") from any suits for Libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with the advertising referred to in this contract and assumes Liability for all content of advertisements printed and for any claim arising therefrom made against Publisher.
2. The Publisher reserves the right at any time to decline any advertising which it feels to be inappropriate.
3. Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card and Advertiser and its Agency, if applicable, acknowledge receipt of such rate card. Insertions cannot be canceled after closing date listed in current rate card. Space contracts which are not fulfilled are subject to short rates. Only rates on current rate card apply.
4. Any bill rendered to Advertiser and its Agency, if applicable, by Publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made within sixty (60) days from the date thereof.
5. Payment for advertising covered by this contract shall be made in advance or shall accompany submitted copy unless credit of Advertiser and Agency, if applicable, has been approved by Publisher. If not required in advance, payment for advertising is due on or before the last day of the month following that which the advertising was published. If amounts due hereunder are not paid when due, or if suit is brought, the Advertiser and its Agency, if applicable, agree to pay all reasonable costs of collection, including a reasonable amount for attorney fees. Publisher reserves the right to hold Advertiser and its Agency, if applicable, jointly and severally liable for payment due to the Publisher. Publisher has the right to charge Advertiser or it's Agency the credit card on file for invoices past due 30 days.
6. Only authorized personnel for Advertiser and its Agency, if applicable, may execute this contract. A faxed copy to Publisher is considered an original and valid document.

Authorized Advertising Agent:

Signature: _____ Date: _____

Credit Card Authorization Form

The Colorado Lawyer, The Docket and E-Newsletters

(**Complete only if you would like your credit card charged automatically each month)

Name of Firm or Company: _____

Billing Address: _____

Phone Number: _____

Publication (Circle): *The Colorado Lawyer* *The Docket* *E-Newsletter (D or C-Brief)* *2012 Colorado Legal Directory*

Dates Ad is Running: _____

Amount to be charged per month: \$ _____

Type of Card: Visa MasterCard American Express

Card Number: _____ Expiration Date: _____

Name on Card: _____

Signature: _____ Date: _____

Please fax completed form to Alexa Drago at 303-894-0821

Or mail to:

The Colorado and Denver Bar Associations
Attn: Alexa Drago
1900 Grant Street, Suite 900
Denver, CO 80203

2013 Colorado Legal Directory

Display Advertising Space Contract

The Denver Bar Association
1900 Grant Street
Suite 900
Denver, CO 80203

Alexa Drago
adrago@cobar.org
303-824-5313 – Phone
303-894-0821– Fax

Advertiser: _____ Date: _____

Agency (if applicable): _____ Contact Person: _____

Bill to: _____

Street Address: _____

City/State/Zip: _____

Bus. Phone: _____ FAX: _____

Email: _____

Deadline: Print ready advertising and space contract must be sent to Alexa Drago, at adrago@cobar.org by August 15, 2012.

Advertising Space: You are hereby requested and authorized to insert the advertising of the ADVERTISER and its Agency, if applicable, by the undersigned authorized representative, as follows:

Size: _____ Rate: _____

Other information: _____

INDEX: Please choose up to 5 categories you would like to be listed under in the Advertising Index.

<input type="checkbox"/> Accountants/CPAs	<input type="checkbox"/> Graphics	List any other categories you would like to be listed under here: _____ _____ _____
<input type="checkbox"/> ADR	<input type="checkbox"/> Insurance	
<input type="checkbox"/> Appraisers	<input type="checkbox"/> Investigators	
<input type="checkbox"/> Banking	<input type="checkbox"/> Information Technology	
<input type="checkbox"/> Consultants/Financial	<input type="checkbox"/> Litigation Support Services	
<input type="checkbox"/> Court Reporters	<input type="checkbox"/> Paralegals/Contract/Freelance	
<input type="checkbox"/> Employment Placement/Permanent	<input type="checkbox"/> Translators	
<input type="checkbox"/> Employment Placement/Temporary or Contract	<input type="checkbox"/> Trusts and Estates	
<input type="checkbox"/> Expert Witness	<input type="checkbox"/> Video Production Services	

Terms and Conditions

1. The Advertiser and its Agency if applicable, agrees jointly and severally to protect the Denver and Colorado Bar Associations ("Publisher") from any suits for Libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with the advertising referred to in this contract and assumes Liability for all content of advertisements printed and for any claim arising therefrom made against Publisher.
2. The Publisher reserves the right at any time to decline any advertising which it feels to be inappropriate.
3. Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card and Advertiser and its Agency, if applicable, acknowledge receipt of such rate card. Insertions cannot be canceled after closing date listed in current rate card. Only rates on current rate card apply.
4. Any bill rendered to Advertiser and its Agency, if applicable, by Publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made within sixty (60) days from the date thereof.
5. Payment for advertising is due within 30 days of invoicing. Invoicing will occur at the end of November, 2012. If amounts due hereunder are not paid when due, or if suit is brought, the Advertiser and its Agency, if applicable, agree to pay all reasonable costs of collection, including a reasonable amount for attorney fees. Publisher reserves the right to hold Advertiser and its Agency, if applicable, jointly and severally liable for payment due to the Publisher. Publisher has the right to charge Advertiser or its Agency the credit card on file for invoices past due 30 days.
6. Only authorized personnel for Advertiser and its Agency, if applicable, may execute this contract. A faxed or emailed copy to Publisher is considered an original and valid document.

Authorized Advertising Agent:

Signature: _____ Date: _____