

# Ad Submission Requirements for Both Publications

## File Set-up

We prefer files submitted either as .tif files (created and saved at 300 dpi), high-resolution .eps files, or files in their native format.

- Acceptable software applications: Adobe InDesign, Photoshop, Illustrator, and QuarkXPress.
- Ads built and/or submitted in MS Word, WordPerfect, or MS Publisher are unacceptable.
- Ads submitted as .jpg or .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.
- Send a hard copy or a low-resolution .pdf for proofing.
- 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 are 5MB or less in size, and should be e-mailed to [hclark@cobar.org](mailto:hclark@cobar.org).
- If the file was created on a Mac platform, fonts must be compressed. We cannot receive .zip files via e-mail. Zipped files can be posted on our ftp site.

### CD

- CDs should be mailed to: The Colorado and Denver Bar Associations, Heather Clark, 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 Heather Clark at 303-824-5350 or [hclark@cobar.org](mailto:hclark@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 or organization.
- Inform Heather Clark, [hclark@cobar.org](mailto:hclark@cobar.org) or 303-824-5350, once ad is placed on the ftp site.

# 2008 Media Kit

*The Colorado Lawyer*  
and  
*The Docket*

# The Colorado Lawyer

## 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

Inside front cover: Image size — 8 3/8" x 10 7/8" bleeds at least 1/8" on top, bottom, and left

Inside back cover: Image size — 8 3/8" x 10 7/8" bleeds at least 1/8" on top, bottom, and right

Outside back cover: Image size — 8 3/8" x 10 7/8" bleeds at least 1/8" on top, bottom, and left

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

## Inserts

Earned full-page, black and white rate 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*.

## Black & White Display Rates per Insertion

	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 Ad Sizes

Width	x	Height
Full page		7.312" x 10"
1/2 page (v)		4.812" x 7.312"
1/2 page (h)		7.312" x 4.687"
1/3 page (v)		2.312" x 9.375"
1/3 page (h)		7.312" x 3.187"
1/4 page		3.5" x 4.687"
1/6 page		2.312" x 4.687"
1/8 page		2.312" x 4.687"

(v=vertical) (h=horizontal)

# The Colorado Lawyer

## The Legal Marketplace

Size: 3 1/2" wide by 2" deep.

Rates per ad:	1X	3X	6X	12X
	\$120	\$110	\$100	\$90

## Expert Witness Guide

Section for expert witnesses to reach attorneys. No artwork required. Prepayment is required.

Rates per ad:	1X	3X	6X	12X
	\$60	\$55	\$50	\$45

## 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 3.25"	\$150	\$200 (no photos allowed)
3.5" x 6.4"	\$275	\$300 (photos allowed)
7.345" x 3.167"	\$275	\$300 (photos allowed)

Prepayment is required. Please contact Gaynor Bloom at gbloom@cobar.org for payment information.

If sending announcements as hard copies only, send hard copy and payment via U.S. mail or courier to: *The Colorado Lawyer*, Attn: Lawyers Announcements; 1900 Grant Street, Suite 900; Denver, CO 80203.

E-mail electronic ad files to gbloom@cobar.org. Please refer to the section on mechanical requirements.

For technical questions, please call 303-824-5360, or e-mail gbloom@cobar.org. Advertisers are responsible for the editorial and graphic content of these announcements.

## Classified Advertising

- Classified ads are prepaid. Contact Beneva Hansen at 303-824-5310, or [bhansen@cobar.org](mailto:bhansen@cobar.org) for payment information. Payments must be received by deadline.
- Payments and ad copy may be mailed to Beneva Hansen, Colorado and Denver Bar Associations, 1900 Grant St., Ste. 900, Denver, CO 80203.
- Ad copy also must be e-mailed to Beneva Hansen at [bhansen@cobar.org](mailto:bhansen@cobar.org).

### The Docket

Cost is \$15 for every 25 words or part thereof.

### Web Ads

Classified ads in *The Docket* also are placed on the DBA website at no extra cost during the month of publication. No Web-Only purchasing is available.

### The Colorado Lawyer

#### Employment/Business Opportunities

Includes: Other Legal Opportunities, Affiliations/Mergers, Support Opportunities, Court Opportunities, Contract/Part-Time Legal Opportunities, Ancillary Business Opportunities, Legal Recruiters

Members: \$30 for first 25 words, \$1.25 thereafter up to 100 words max per ad. \$10 Box fee

Non-Members: \$45 for first 25 words, \$1.25 thereafter up to 100 words max per ad. \$10 Box fee

#### Jobs Wanted

Members: first 45 words free, \$1.25 thereafter up to 100 words max per ad. \$10 Box fee

Non-Members: first 45 words \$20, \$1.25 thereafter up to 100 words max per ad. \$10 Box fee

#### All Other Categories

Includes, but not limited to: Office Sharing, Office Space, Property For Sale or Lease, Recreational Rentals, Books For Sale, Will Information, Services.

\$30 for first 25 words, \$1.25 thereafter up to 100 words max per ad. (Blind Box ads are not permitted)

*Note: "Donated Books" and "Books Wanted" ads are free.*

#### Web-Only ads

Web-Only ads may be purchased in the following instances:

(1) if a print issue deadline is missed and a posting is necessary immediately; and/or (2) if an advertiser is interested in only having the ad placed on the website. There are no deadlines for purchasing Web-Only ads. The posting period is from the date of purchase until the following issue of *The Colorado Lawyer* is mailed (approximately one week before the first of the month). There is no pro-rated pricing when purchasing a Web-Only ad. The price is the full cost of the ad. Actual pricing for Web-Only ads is stated above. Web-Only ads are placed on the website within 24 to 48 hours after payment has been received.

## The Docket

Ad space is limited. Please call for availability.

### 4-Color

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

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

### 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"
1/6 page		2.375" x 4.75"
Back cover*		7.375" x 6"

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

\*Bleeds are allowed for covers and full-page ads. Please call 303-824-5350 for more information.

Discounts are available for display ads running in both publications. Please call 303-824-5350 for more information.



# 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!



## 2008 Deadlines

### Deadline 1:

Contracts or insertion orders due for Display Ads and Legal Marketplace ads.

Lawyers' Announcements ad files and payments also due at this time.

January	26-Nov-07
February	31-Dec-07
March	28-Jan-08
April	25-Feb-08
May	31-Mar-08
June	28-Apr-08
July	26-May-08
August	30-Jun-08
September	28-Jul-08
October	25-Aug-08
November	29-Sep-08
December	27-Oct-08

### Deadline 2:

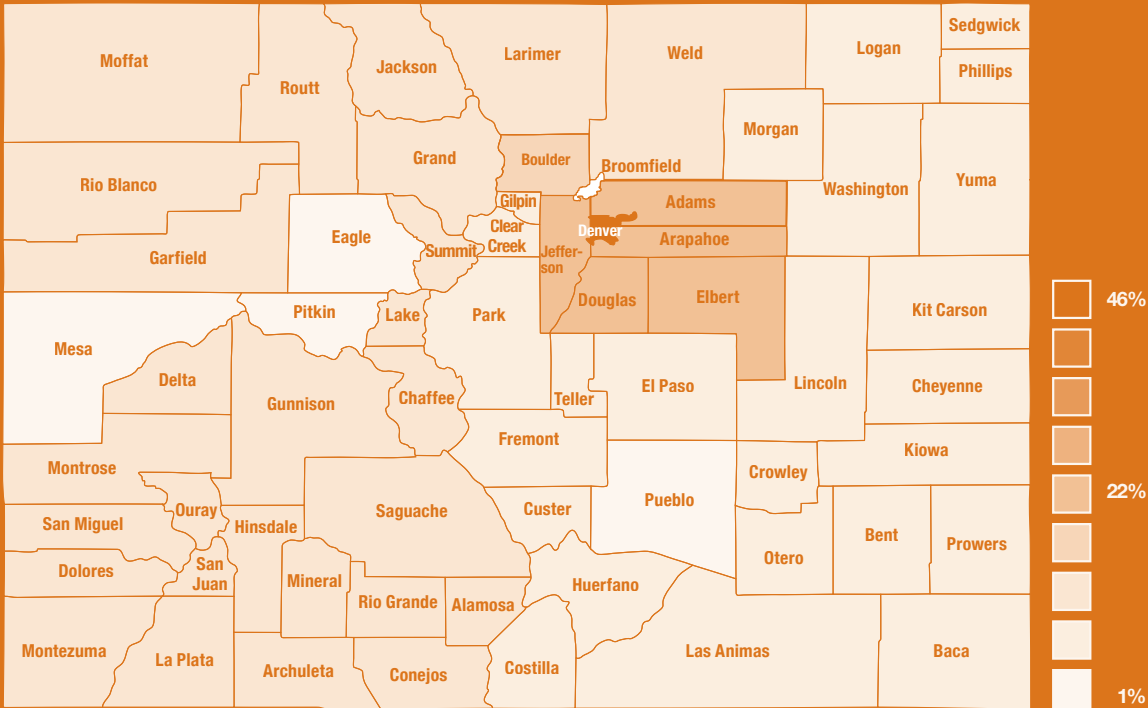
Display and Legal Marketplace ad files due.

Classified and Expert Witness ad submissions and payments also due.

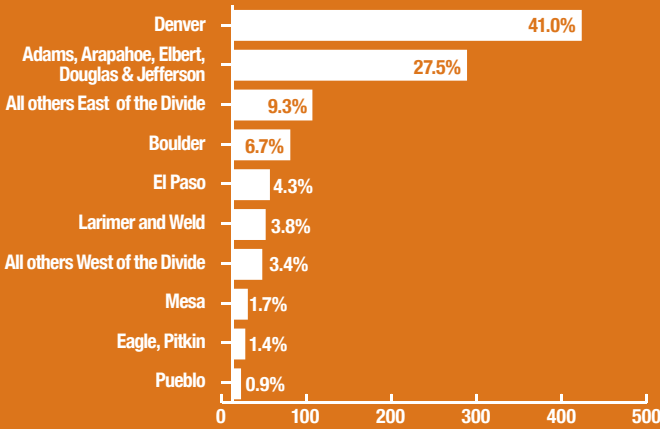
January	1-Dec-07
February	1-Jan-08
March	1-Feb-08
April	1-Mar-08
May	1-April-08
June	1-May-08
July	1-June-08
August	1-Jul-08
September	1-Aug-08
October	1-Sept-08
November	1-Oct-08
December	1-Nov-08

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

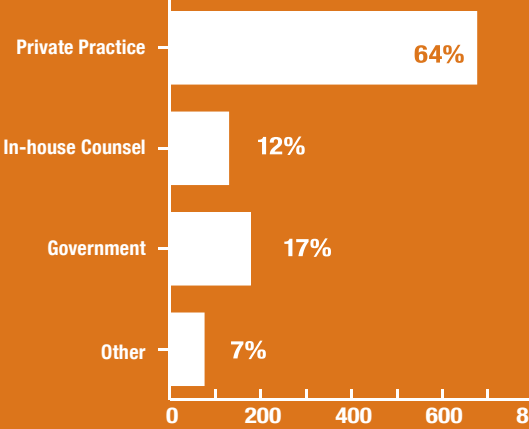
Percentage of Attorney “Universe” Distribution per County



Office Location (By County)  
Total Respondents 1,035



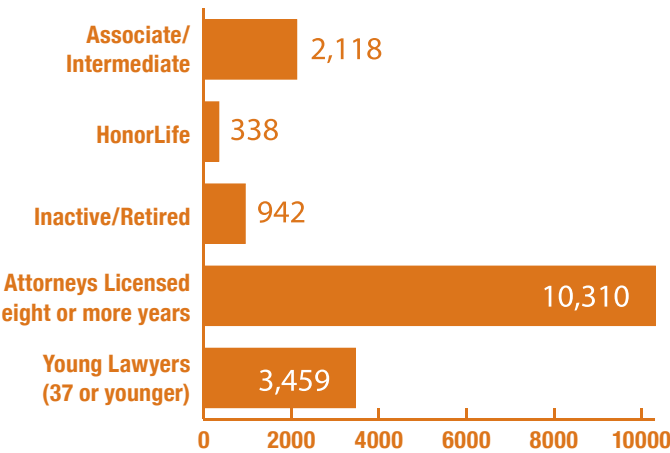
Distribution of Survey Respondents  
by Practice Category  
Total Respondents 1,056



# DEMOGRAPHICS

## The Colorado Lawyer Demographics

Total CBA Members: 17,167

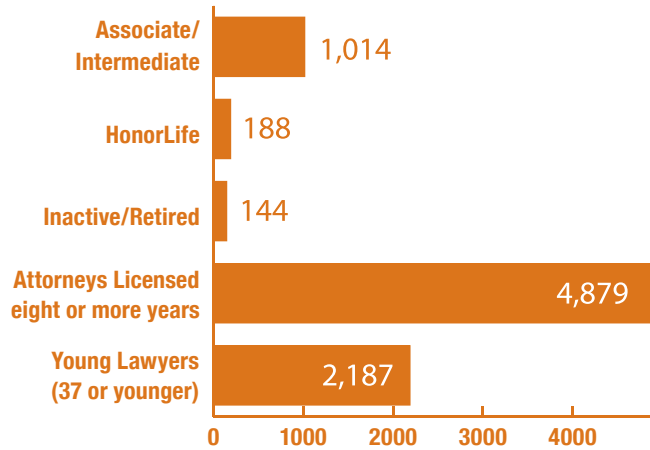


### Ratio of Men to Women



## The Docket Demographics

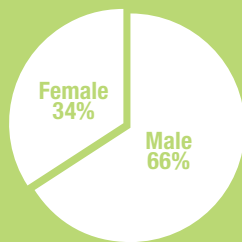
Total # of Subscriptions: 8,412



### Ratio of Men to Women



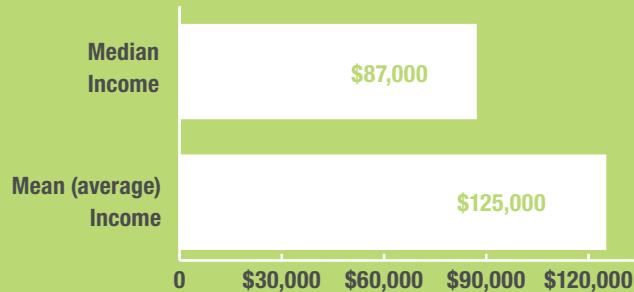
## Gender Distribution in Colorado



The average male attorney is 48 years of age.

The average female attorney is 41.

## Membership Income



85% of readers consider *The Colorado Lawyer* to be “**very worthwhile**” compared to other publications they receive.



In 2002 *The Colorado Lawyer* was presented with  
“The Luminary Award” by the NABE Communications  
Section for “Excellence in Special Publications.”



# Publication policies

The placement of all advertising is governed by the terms and conditions covered in the space contract of *The Colorado Lawyer* (Publisher: the Colorado Bar Association), or *The Docket* (Publisher: the Denver Bar Association), which include, but are not limited to, the following:

- Advertising may be commissioned to recognized agencies.
- All space contracts that are not fulfilled are subject to short rates.
- Advertisers must give 60 days notice to cancel cover contracts.
- Publisher reserves the right at any time to decline advertising that it feels is inappropriate.
- Ad file, ad hard copy, and ad contract must be received by the deadlines listed in our editorial calendar.
- Position is not guaranteed, unless it is a cover space.
- Advertiser is responsible for notifying advertising representative of any changes to the advertising copy before the published deadlines for ad submissions.
- Publisher makes every attempt to print and mail by the end of the first 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* or *The Docket*.



# ***The Colorado Lawyer and The Docket***

## ***Credit Card Authorization Form***

**Attention: Heather Clark or Beneva Hansen**

Name of Firm or Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Publication (Circle):    *The Colorado Lawyer*    *The Docket*

Type of Ad (Circle):    Classified    Display    Lawyers' Announcements    Legal Marketplace    Expert Witness

Month(s) Ad is Running: \_\_\_ Jan \_\_\_ Feb \_\_\_ Mar \_\_\_ Apr \_\_\_ May \_\_\_ Jun \_\_\_ Jul \_\_\_ Aug \_\_\_ Sept \_\_\_ Oct \_\_\_ Nov \_\_\_ Dec

Amount to be charged: \_\_\_\_\_

Type of Card:    ☐ Visa    ☐ MasterCard    *We do not accept American Express or Discover!*

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax completed form to 303-861-5274.

Or mail to:

The Colorado and Denver Bar Associations  
Attn: Heather Clark or Beneva Hansen  
1900 Grant Street, Suite 900  
Denver, CO 80203

**Please note: if you do not fill this form out completely, your ad will not run!**

# The Colorado Lawyer

## Display Advertising Space Contract

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

Heather Clark  
hclark@cobar.org  
303-824-5350 – Phone  
303-861-5274 – Fax

Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_ Contact Person: \_\_\_\_\_

Bill to: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Bus.Phone: \_\_\_\_\_ Alt.Phone: \_\_\_\_\_

FAX: \_\_\_\_\_ Email: \_\_\_\_\_

**Deadline:** *Six weeks prior to month of publication!* All advertising copy must be accompanied by space contract and sent to Heather Clark, 1900 Grant St., Suite 900, Denver, CO 80203

**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: \_\_\_\_\_

**Check Months of Insertion:** \_\_\_\_ 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 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 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

Heather Clark  
hclark@cobar.org  
303-824-5350 – Phone  
303-861-5274 – Fax

Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_ Contact Person: \_\_\_\_\_

Bill to: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Bus. Phone: \_\_\_\_\_ Alt. Phone: \_\_\_\_\_

FAX: \_\_\_\_\_ Email: \_\_\_\_\_

**Deadline:** *Six weeks prior to month of publication!* All advertising copy must be accompanied by space contract and sent to Heather Clark, 1900 Grant St., Suite 900, Denver, CO 80203

**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: \_\_\_\_\_

Check Months of Insertion: \_\_\_\_ 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 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: \_\_\_\_\_

# *The Colorado Lawyer*

## *Expert Witness Guide*

A convenient, affordable way to reach attorneys!

As a service to members of the Colorado Bar Association, *The Colorado Lawyer* will print a monthly listing of expert witnesses. This guide offers expert witnesses the opportunity to list their business name, address, telephone and fax number, plus a 20-word description of their areas of expertise in the most well-read legal publication in Colorado.

**To be listed in *The Colorado Lawyer's* Expert Witness Guide, please complete the following information request.**

Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Expertise Category: \_\_\_\_\_

20-Word Description: \_\_\_\_\_

Frequency: \_\_\_\_\_ 1X/\$60 \_\_\_\_\_ 3X/\$55 \_\_\_\_\_ 6X/\$50 \_\_\_\_\_ 12X/\$45

Start Month: \_\_\_\_\_ Year: \_\_\_\_\_ End Month: \_\_\_\_\_ Year: \_\_\_\_\_

Months (please circle):

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

**Please complete and return this form with Payment. Entire payment is required for multiple insertions in advance**

Checks should be made payable to *The Colorado Lawyer*.

Mail contracts and payment to:

Beneva Hansen  
1900 Grant Street, Suite 900  
Denver, CO 80203  
Phone 303-824-5350 Fax 303-894-0821

Signed: \_\_\_\_\_ Date: \_\_\_\_\_



# The Colorado Lawyer

## Legal Marketplace Advertising Space Contract

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

Beneva Hansen  
bhansen@cobar.org  
303-824-5310 – Phone  
303-861-5274 – Fax

Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_ Contact Person: \_\_\_\_\_

Bill to: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Bus.Phone: \_\_\_\_\_ Alt.Phone: \_\_\_\_\_

FAX: \_\_\_\_\_ Email: \_\_\_\_\_

Deadline: *Six weeks prior to month of publication!* All advertising copy must be accompanied by space contract and sent to Beneva Hansen, 1900 Grant St., Suite 900, Denver, CO 80203

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/\$120 \_\_\_\_\_ 3X/\$110 \_\_\_\_\_ 6X/\$100 \_\_\_\_\_ 12X/\$90

Start Month: \_\_\_\_\_ Year: \_\_\_\_\_ End Month: \_\_\_\_\_ Year: \_\_\_\_\_

Months (please circle):

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC

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 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 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: \_\_\_\_\_