



DAYTON BAR BRIEFS ADVERTISING

DAYTON BAR BRIEFS

Dayton Bar Association's Official Publication
600 Performance Place, 109 N. Main St., Dayton, OH 45402-1129
937.222.7902 FAX: 937.222.1308 Web: www.daybar.org

Display Advertising

Circulation:

The *DAYTON BAR BRIEFS* magazine is a professional high-quality, full-color publication distributed to all Dayton Bar Association members, which includes over 1600 attorneys and legal professionals throughout the Miami Valley and tri-state area. 11 issues are published annually (September through June, inclusive; Summer issue, July/August).

Advertising Rates:

All ad rates are listed on a monthly basis. Discounts offered for multi-month consecutive contracts include 10% for six months and 15% for one year (11 issues) or more. Please see our ad rates for specific discounts.

Specifications:

Advertising material must be received by the fifth (5th) day of the month preceding the month of publication. For example, August 5 is the deadline for the September publication. *DAYTON BAR BRIEFS* ads may be published in full color (CMYK) or black and white. Artwork and photos must be furnished by advertiser. PDF is the preferred format. All PDF files must be created with Acrobat 4 (PDF 1.3) compatibility. Images should have a resolution of no less than 300 dpi. All fonts must be embedded. Digital files must be emailed to sclick@daybar.org.

Contact Information:

For further information, contact Stacy Click, Director, Publications & Design at sclick@daybar.org, or (937) 222-7902.

Classified Advertising

Members: \$20 per 25 words

Non-members: \$30 per 25 words

Additional \$5 for DBA reply box

Classified ads of greater length are allowed. Fee will be prorated.

Classified ads will be accepted each month, September through June and July/August. Copy and payment must be received by the fifth (5th) day of the month preceding the month of publication. Tear sheets only will be provided upon request. *BAR BRIEFS* reserves the right to refuse any ad.

Online Advertising:

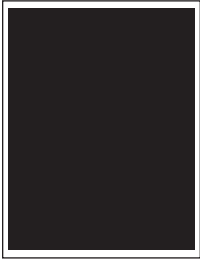
The Dayton Bar Association now accepts online classified advertising. Ads will be posted on the DBA website for 30 days. DBA Members pay just \$25 per 25 words. Longer ads will be prorated. Please contact Stacy Click, Director of Publications & Design, at sclick@daybar.org with questions or to submit your classified advertisement.



DAYTON BAR BRIEFS ADVERTISING RATES

DAYTON BAR BRIEFS

Dayton Bar Association's Official Publication
 600 Performance Place, 109 N. Main St., Dayton, OH 45402-1129
 937.222.7902 FAX: 937.222.1308 Web: www.daybar.org



Inside Cover
7.625" x 9.9375"
B/W: \$700
Color: \$800

6 Ads B/W: \$630
 6 Ads Color: \$720
 11 Ads B/W: \$595
 11 Ads Color: \$680



Full Page
7.625" x 9.9375"
B/W: \$600
Color: \$700

6 Ads B/W: \$540
 6 Ads Color: \$630
 11 Ads B/W: \$510
 11 Ads Color: \$595



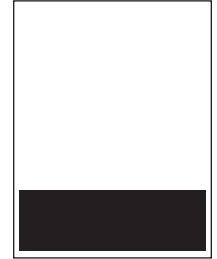
Half Page
7.625" x 4.75"
B/W: \$325
Color: \$375

6 Ads B/W: \$290
 6 Ads Color: \$335
 11 Ads B/W: \$275
 11 Ads Color: \$315



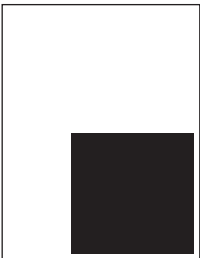
Third Page
7.625" x 3"
B/W: \$225
Color: \$275

6 Ads B/W: \$200
 6 Ads Color: \$245
 11 Ads B/W: \$190
 11 Ads Color: \$230



Quarter Page
7.625" x 2.375"
B/W: \$175
Color: \$225

6 Ads B/W: \$155
 6 Ads Color: \$200
 11 Ads B/W: \$145
 11 Ads Color: \$190



Two Column, 1/2
5" x 4.75"
B/W: \$225
Color: \$275

6 Ads B/W: \$200
 6 Ads Color: \$245
 11 Ads B/W: \$190
 11 Ads Color: \$230



Two Column, 1/3
5" x 3"
B/W: \$175
Color: \$225

6 Ads B/W: \$155
 6 Ads Color: \$200
 11 Ads B/W: \$145
 11 Ads Color: \$190



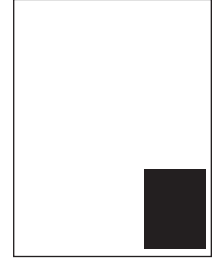
Two Column, 1/4
5" x 2.375"
B/W: \$125
Color: \$150

6 Ads B/W: \$110
 6 Ads Color: \$135
 11 Ads B/W: \$105
 11 Ads Color: \$125



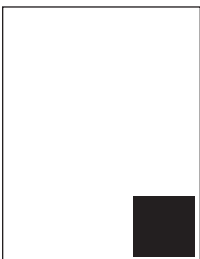
One Column, 1/2
2.375" x 4.75"
B/W: \$125
Color: \$150

6 Ads B/W: \$110
 6 Ads Color: \$135
 11 Ads B/W: \$105
 11 Ads Color: \$125



One Column, 1/3
2.375" x 3"
B/W: \$100
Color: \$125

6 Ads B/W: \$90
 6 Ads Color: \$110
 11 Ads B/W: \$85
 11 Ads Color: \$105



One Column, 1/4
2.375" x 2.375"
B/W: \$75
Color: \$100

6 Ads B/W: \$65
 6 Ads Color: \$90
 11 Ads B/W: \$60
 11 Ads Color: \$85

All rates are listed on a monthly basis

Place 6-10 consecutive ads and receive a 10% discount!
Place 11 or more consecutive ads and receive a 15% discount!

An ad placed in the *DAYTON BAR BRIEFS* magazine will:

- Grant you access to a targeted market with spending power
- Deliver your message directly to over 1500 influential members of the Miami Valley legal community
- Give you the most for your advertising dollars (our rates are among the most economical in the region)