



# DAYTON BAR BRIEFS ADVERTISING RATES

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



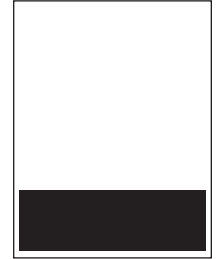
**Half Page**  
**7.625" x 4.75"**  
**B/W: \$325**  
**Color: \$375**

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



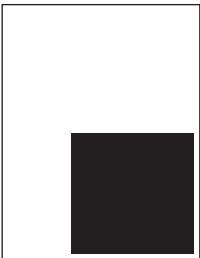
**Third Page**  
**7.625" x 3"**  
**B/W: \$225**  
**Color: \$275**

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



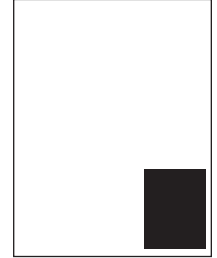
**Two Column, 1/4**  
**5" x 2.375"**  
**B/W: \$125**  
**Color: \$150**

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



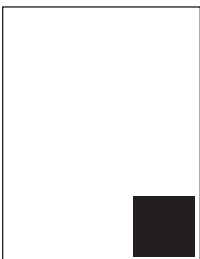
**One Column, 1/2**  
**2.375" x 4.75"**  
**B/W: \$125**  
**Color: \$150**

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



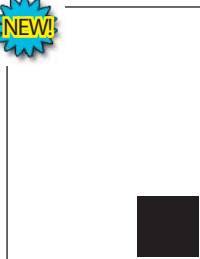
**One Column, 1/3**  
**2.375" x 3"**  
**B/W: \$100**  
**Color: \$125**

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



**ONLINE ADS**  
**One Column, 1/4**  
**220x180 pixels**  
**\$300 (DBA Homepage)**  
**\$200 (Member Log-In pg)**  
**(Prorates also available)**

6 Ads: \$270 / \$190  
11 Ads: \$255 / \$170

**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 1,700 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)



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 publications@daybar.org • www.daybar.org

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

## Advertising Agreement

The undersigned hereby applies for and requests an advertisement to be placed in the DAYTON BAR BRIEFS, official publication of the Dayton Bar Association, on the following terms and conditions:

Page Options	B/W   Color	Two Column Options	B/W   Color	Single Column Options	B/W   Color
<input type="checkbox"/> <b>Inside Cover</b> [7.625"x9.9375"]	<b>\$700   \$800</b>	<input type="checkbox"/> <b>Two Column, 1/2</b> [5"x4.75"]	<b>\$225   \$275</b>	<input type="checkbox"/> <b>One Column, 1/2</b> [2.375"x4.75"]	<b>\$125   \$150</b>
<input type="checkbox"/> <b>Full Page</b> [7.625"x9.9375"]	<b>\$600   \$700</b>	<input type="checkbox"/> <b>Two Column, 1/3</b> [5"x3"]	<b>\$175   \$225</b>	<input type="checkbox"/> <b>One Column, 1/3</b> [2.375"x3"]	<b>\$100   \$125</b>
<input type="checkbox"/> <b>Half Page</b> [7.625"x4.75"]	<b>\$325   \$375</b>	<input type="checkbox"/> <b>Two Column, 1/4</b> [5"x2.375"]	<b>\$125   \$150</b>	<input type="checkbox"/> <b>One Column, 1/4</b> [2.375"x2.375"]	<b>\$75   \$100</b>
<input type="checkbox"/> <b>Third Page</b> [7.625"x3"]	<b>\$225   \$275</b>	<b>Please reserve ad space in the following issues:</b> <input type="checkbox"/> Summer 15' <input type="checkbox"/> November 14' <input type="checkbox"/> February 15' <input type="checkbox"/> May 15' <input type="checkbox"/> September 15' <input type="checkbox"/> December 14' <input type="checkbox"/> March 15' <input type="checkbox"/> June 15' <input type="checkbox"/> October 14' <input type="checkbox"/> January 15' <input type="checkbox"/> April 15'			
<input type="checkbox"/> <b>Quarter Page</b> [7.625"x2.375"]	<b>\$175   \$225</b>				

**\*Online Advertising "DBA Homepage" \$300**

**\*Online Advertising "Member Log-In" page \$200**

**One Column, 1/4 (221x180pixels)** [2.375"x2.375"]

**One Column, 1/4 (221x180pixels)** [2.375"x2.375"]

**Please submit your camera ready ad as a high resolution pdf to publications@daybar.org**

**BONUS OFFER!** Place your ad in eleven (11) consecutive issues and you will receive a **15% discount!** An ad placed in six (6) consecutive issues earns a **10% discount!** Place your advertisement Online and in Bar Briefs and receive 15% discount! You have the option of using the same advertisement each month or providing new copy. As always, the deadline is the 5th of the month prior to the month of publication.

**ADS MUST CONFORM TO THE SIZES DEFINED ABOVE**

**Publication Rights: The Dayton Bar Association reserves the right to refuse, place or edit all advertisements**

**We request payment prior to publication**

The fee to be paid to the Dayton Bar Association for said advertisement in *DAYTON BAR BRIEFS*, in accordance with above advertising rates, will be:

**Ad Type:**

Color or  B/W

**Method of payment:**

Check Enclosed    Check #: \_\_\_\_\_

Rate Per Issue: \$ \_\_\_\_\_

Charge my:  VISA     MASTERCARD     AMEX     DISCOVER

With Discount: \$ \_\_\_\_\_

Expiration Date: \_\_\_\_ | \_\_\_\_ (MONTH | YEAR)

(See advertising rates for specific discount information)

Payment Amount: \$ \_\_\_\_\_

TOTAL DUE: \$ \_\_\_\_\_

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Signature: \_\_\_\_\_  
 (AS SHOWN ON CREDIT CARD)

Advertiser's Signature \_\_\_\_\_

Name of Company \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Fax \_\_\_\_\_

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

Contact Name \_\_\_\_\_ Email \_\_\_\_\_