

THE SUMMATION QUARTERLY

The *Summation Quarterly* is a quarterly newsletter of the Escambia-Santa Rosa Bar Association. Featuring interviews with local legal professionals and informative articles from local judges, attorneys, paralegals, support staff and more, the *Summation Quarterly* is an excellent resource for both the legal and local community.

The *Summation Quarterly* is a glossy, magazine-style newsletter, mailed to every member of the Escambia-Santa Rosa Bar Association. Additionally, the newsletter is distributed throughout the community and posted online, reaching thousands of local readers each issue.



Don't miss your chance to advertise in the *Summation Quarterly*! Get your brand in front of every member of the bar association.

Interested in Advertising?
Contact us!

Ballinger
publishing

850.443.1166





Escambia-Santa Rosa Bar Association

THE SUMMATION

Quarterly

Notes:

RATES & AGREEMENT

* Based on 4 Issue Run

Full Page	\$2000	Back Cover	\$3000
1/2 Page	1200	Inside Front	2400
1/4 Page	1000	Inside Back	2400
1/8 Page	800		

RATES: Rates are Agency Commissionable to authorized agencies where placement originates. Rates above are per month, per insertion. First time advertisers must pay half of the first insertion at proofing. The remainder of first insertion will be billed at publication time. Each insertion thereafter will be billed at publication time.

COMPOSITION: Ad design fee of \$50 minimum. Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer. **Ads should be built to 100% of their actual size at a resolution of 300ppi.**

SUBMISSION: Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline. Please submit your high resolution ad to advertise@ballingerpublishing.com.

FULL PAGE WITH BLEED
8.75 X 11.25

*Please note that on full page ads, the live area is 8 x 10.5

FULL PAGE WHITE BORDER
8 X 10.5

1/4 H 3.875 X 5.125	1/4 H 3.875 X 5.125
1/2 H 8 X 5.125	

1/2 V 3.875 X 10.5	1/8 H 3.875 X 2.4375
	1/8 H 3.875 X 2.4375
	1/4 H 3.875 X 5.125

ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in **The Summation Quarterly**.

Advertiser (Corporate) Name	Billing Address
Advertiser Email	Billing Email
Phone #	Advertising Agency & Contact Info

Ad Size	Horizontal or Vertical	Build/Print Ready/ Re-Run/Revise	# of Issues	Starting Date
Gross Rate Per Insertion	Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

CC Number: _____

Expiration Date: _____ Code: _____

Signature: _____

TERMS: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in the *Summation Quarterly* the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. All camera-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1½% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1½% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days. If print-ready ads or ad materials are not received by the deadline, Ballinger Publishing assumes no liability or responsibility for ad errors and payment for the ad must still be made. Ballinger Publishing will do its best to avoid such errors, but late ads or materials cannot go through a thorough proofing process.

Advertiser Authorized Signature	Advertiser Authorized Signature (printed)	Date
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