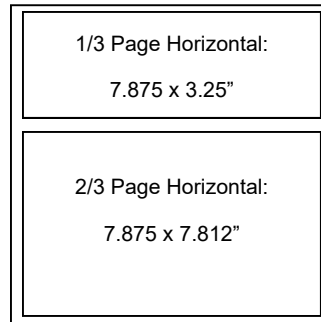
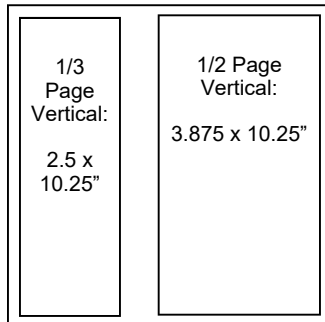
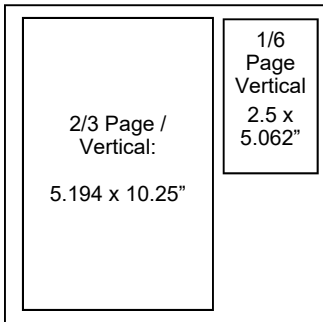
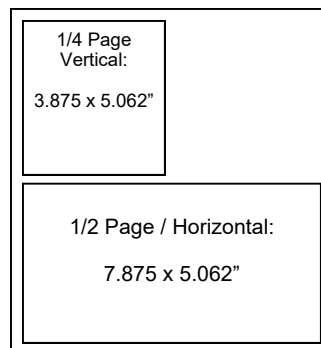
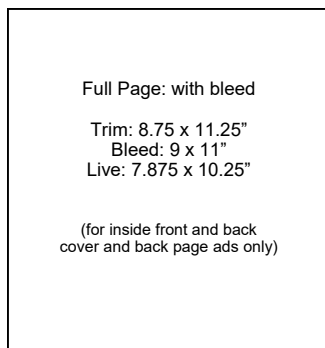
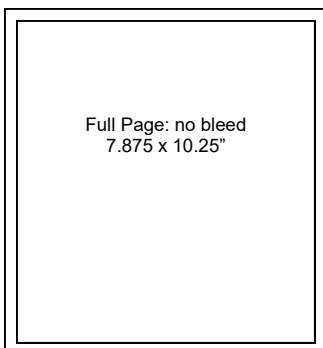


2018-2019 PARACLETE ADVERTISING RATES

(DISTRIBUTION 1,100)

<u>RATES PER ISSUE</u>	<u>1 ISSUE</u>	<u>3 ISSUES</u>	<u>6 ISSUES</u>
Back cover (4-color) *per availability	N/A	Member: \$1,150 (per issue) Non: \$1,350	Member: \$950 (per issue) Non: \$1,150
Inside Front/Back Cover (4-color) *per availability	Member: \$900 Non: \$1,100	Member: \$850 Non: \$1050	Member: \$700 Non: \$800
Full Page (B&W)	Member: \$425 Non: \$500	Member: \$375 Non: \$450	Member: \$325 Non: \$400
2/3 Page (B&W)	Member: \$275 Non: \$350	Member: \$250 Non: \$300	Member: \$225 Non: \$275
1/2 Page (B&W)	Member: \$250 Non: \$300	Member: \$225 Non: \$275	Member: \$200 Non: \$250
1/3 Page (B&W)	Member: \$200 Non: \$250	Member: \$175 Non: \$225	Member: \$150 Non: \$200
1/4 Page (B&W)	Member: \$175 Non: \$200	Member: \$150 Non: \$175	Member: \$125 Non: \$150
1/6 Page (B&W)	Member: \$150 Non: \$175	Member: \$125 Non: \$150	Member: \$100 Non: \$125



**ST. PETERSBURG
BAR ASSOCIATION**

P.O. Box 172
St. Petersburg, FL 33731-0172
Phone: 727-823-7474

JoAnn Knight, Advertising
jknight@stpetebar.com

CLASSIFIED ADS and ANNOUNCEMENTS

Members: First 50 words: \$25/issue;
\$1.00/each additional word
*No charge for member announcements of
50 words or less. *\$1.00 for each word over 50.

Non-Members: First 50 words: \$50/issue;
\$1.00/each additional word.

***Total payment in advance required prior to
first insertion.***

Requirements for display ads:

**Display advertisements must be created to
the dimensions shown on the rate sheet.**

**Ads are best submitted as a PDF. Other file
formats accepted are EPS, TIF or JPEG. Ads
must be greyscale (black & white)**

**Photos and other art (logos) should have a
minimum resolution of 300 ppi.**

**If you are creating an ad in Word, please make
sure the photo and logo you are using are
black & white, not color. When you create the
pdf, make sure the fonts are embedded, or the
result may not appear correct when printed.**

**Color ad space is limited. Special
arrangements can be made for a full color ad.**

**Please email your files to:
jknight@stpetebar.com**

Ad files and Insertion Order contract on page 3
together with full payment must be received by
the St. Pete Bar Office by the deadlines
indicated below. Ad copy can also be e-mailed
to the St. Pete Bar at jknight@stpetebar.com.
Send payments for advertising to:

St. Petersburg Bar Association
P.O. Box 172
St. Petersburg, FL 33731-0172

Paraclete Distribution—1,100

For ad design services:

Please contact the designer or printer of your
choice or contact the Paraclete magazine
designer:

Martin Friedman Graphic Design
1435 Gulf-to-Bay Blvd, Suite D,
Clearwater, FL 33755
Phone: 727-270-7039
Mobile: 727-481-4985
Email: mdesign@tampabay.rr.com

Issues & Deadlines

Issue	Deadline
July/August	June 1
September/October	August 1
November/December	October 1
January/February	December 1
March/April	February 1
May/June	April 1

Corrections not guaranteed after the
deadline.

**ST. PETERSBURG
BAR ASSOCIATION
PARACLETE
ADVERTISING RATES
AND SPECIFICATIONS**



Name of advertiser: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City, State & Zip: _____

_____ **DISPLAY AD**

Please indicate size and (if necessary) horizontal or vertical: _____
Please refer to Display Ad information for acceptable formats, etc.

_____ Email file to follow

_____ Enclosed is check # _____ in **FULL PAYMENT** for **ALL ISSUES** indicated on this contract.

FULL PAYMENT = Rate per issue \$ _____ x 1 _____ or 3 _____ or 6 _____ issues = \$ _____

Ad to begin in _____.

Please indicate the month ad is to begin.

_____ Please bill my MasterCard/Visa/Discover for full payment. See below.

_____ **CLASSIFIED AD**

Please email classified ad / announcement copy to jknight@stpetebar.com in MSWord format.

_____ Enclosed is a check # _____ in **FULL PAYMENT** for a classified ad /announcement.

_____ Please bill my MasterCard/Visa/Discover* for full payment.

**PLEASE NOTE: Due to credit card security, the St. Pete Bar is no longer accepting credit cards by email, fax or mail. Please contact the St. Pete Bar Office by phone at 727-823-7474 to pay for your advertising by credit card.*

PLEASE NOTE:

Payment: Prepayment must be received by submission deadline.

Format: All display ads must be in high resolution (300 dpi). Only ads in the following formats will be accepted: Print optimized PDF (Preferred). Other optional formats: JPEG, EPS or TIF (with embedded fonts and images). Please do not send your ad built in a Word, WordPerfect or PowerPoint file.

Cancellations / Change of Copy: Cancellations are not accepted and copy corrections cannot be guaranteed after the deadline. On contract or scheduled insertions, most recent ad will be repeated if a change is not received by the deadline.

Position of Display Ad: The location of display ads (other than covers) shall be at the discretion of the St. Pete Bar Association.

Printing Errors and Omissions: This contract is not subject to cancellation because of any printing errors or omissions. Any error or omission shall be corrected and made good by additional publication

Approval of Advertising: All advertising is subject to approval of the St. Petersburg Bar Association. The St. Pete Bar reserves the right to reject, at its option, any advertising which is deemed to be misleading, objectionable or not related to the legal profession.

Change of Publication Schedule: The St. Petersburg Bar Association reserves the right to change the publication schedule without prior notice.

ALL ADVERTISING MUST BE PAID BY CREDIT CARD OR CHECK FOR IN FULL PRIOR TO THE DEADLINE FOR THE FIRST INSERTION INDICATED ABOVE.

Send ads to JoAnn Knight at jknight@stpetebar.com. Complete the Insertion Order Contract and mail it together with check to: St. Petersburg Bar Association, P.O. Box 172, St. Petersburg, FL 33731-0172.

Authorized by: _____ Signature: _____ Date _____
Print Name Signature

**PLEASE BE SURE THAT YOU ARE PAYING THE APPROPRIATE MEMBER OR NON-MEMBER RATE!
SEE ADVERTISING RATES ON PAGE 1.**