

# KC Counselor Advertising Contract/Insertion Order

**Bill To:**

Company/Firm Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Advertisement Placed By:  Same as billing address

Company/Firm Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

KC Counselor - Start Date \_\_\_\_\_ / \_\_\_\_\_ End Date \_\_\_\_\_ / \_\_\_\_\_

Insertion Dates:  January \_\_\_\_\_  February \_\_\_\_\_  March \_\_\_\_\_  April \_\_\_\_\_  May \_\_\_\_\_  
 June \_\_\_\_\_  July/August \_\_\_\_\_  September \_\_\_\_\_  October \_\_\_\_\_  November \_\_\_\_\_  
 December \_\_\_\_\_ Ad Size: \_\_\_\_\_ Insertions: \_\_\_\_\_ Ad Production:  Yes  No

Special Instructions: \_\_\_\_\_  
 \_\_\_\_\_

**Terms:**

1. This contract is your invoice. Payment is due at time contract is signed or by the 8th of the month preceding publication.
2. This contract is non-cancelable by Advertiser and contains Advertiser's full and complete understanding of its terms.
3. Advertiser acknowledges upon signing of contract that Advertiser has read this contract and has not relied upon any promise, statement or representation other than contained herein and hereby acknowledges receipt of a copy of this contract.
4. Final acceptance of this contract shall be made by KCMBA.
5. Advertiser will be held for sums due/payable to the publisher.

**Payment Information:**

Invoice  Check # \_\_\_\_\_

American Express  MasterCard  VISA

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Advertiser Name, Company Name

X \_\_\_\_\_  
 Advertiser Signature Date

Vendor/Member Relations Coordinator

**Ad Cost:**

\_\_\_\_\_ mos. @ \$ \_\_\_\_\_ = \_\_\_\_\_ NET Price

+ Production Charge \$ \_\_\_\_\_

+ Color Charge \$ \_\_\_\_\_

+ Additional Charge \$ \_\_\_\_\_

Amount Due \$ \_\_\_\_\_

All Checks Must Be Made Payable To:  
 Kansas City Metropolitan Bar Association

# KCMBA KC Counselor

## Kansas City Metropolitan Bar Association

Serving Greater Kansas City's Legal Community – Kansas and Missouri



Keep your sales message  
 at the fingertips of every  
 Kansas City-area attorney!

### Reach the Legal Community

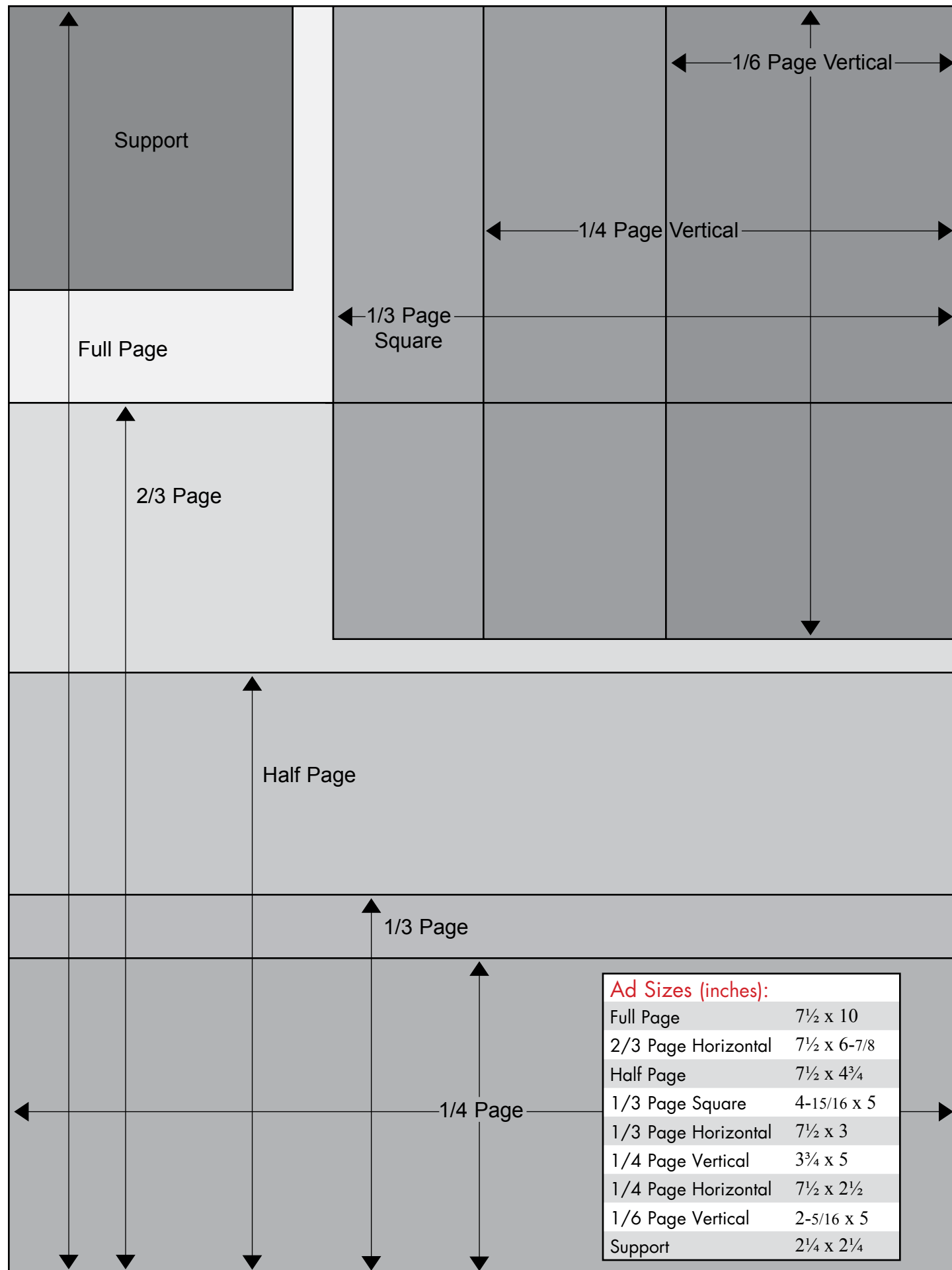
If you provide a product or service to Kansas City's legal community, or if you are looking to expand into the market, your best opportunity is with the *KC Counselor*.

As the official publication of the Kansas City Metropolitan Bar Association, the *KC Counselor* reaches more than 5,000 attorneys, judges, legal practitioners, librarians, paralegals and secretaries for the most current and accurate information about KCMBA and the legal community. You will benefit from being included in a publication that has earned the trust and respect of these legal professionals.

When you consider the buying power of our readers, you can't afford not to advertise in the *KC Counselor*. More than 100 businesses advertised last year in the *KC Counselor*. Join us, and see what our readers can do for you!

**For Advertising Information:**  
**Evan Whitefield**  
 Vendor/Member Relations Coordinator  
 Phone: (816) 474-4322 • Fax: (816) 474-0103  
 ewhitefield@kcmba.org

advertising • • • rate card



## Sizes and Prices

### Display Ad Rates Per Issue:

# of issues	1-3	4-5	6-10	11
Full Page	\$760	\$720	\$685	\$600
2/3 Page	\$690	\$655	\$625	\$540
Half Page	\$540	\$515	\$490	\$425
1/3 Page	\$375	\$355	\$335	\$290
1/4 Page	\$295	\$280	\$265	\$245
1/6 Page	\$210	\$200	\$190	\$170
Support	\$75	\$75	\$60	\$60

*\*All prices are Net*

### Color - Inside Front and Back Cover:

One Spot Color	- Add \$275
Two Spot Color	- Add \$475
Full Color	- Add \$530

For additional color rates, please contact the KCMBA Communications Department.

### Additional Fees:

Bleeds	- Additional 10%
Guaranteed Placement	- Additional 25%

### Composition Fees:

If we compose your ad, the one time rate is:	
Full or 2/3 Page Ad	- \$100
Half or 1/3 Page Ad	- \$50
1/4 or 1/6 Page or Support Ad	- \$25

### Contract Deadline:

Advertising space reservation deadline is no later than 5 p.m. on the 8th of the month prior to publication.

### Artwork Deadline:

Ads must be complete and submitted ready for print no later than 5 p.m. on the 8th of the month prior to publication.

### Ad Proof Deadline:

Advertising proofs are due no later than 5 p.m. on the 10th of the month prior to publication (48 hours after the artwork deadline).

### Issuance:

The *KC Counselor* is mailed on or before the 30th of each month.

### Issues:

The *KC Counselor* is published 11 times annually. January, February, March, April, May, June, July/August, September, October, November and December.

## Technical Information

### Publication:

The *KC Counselor* is the official publication of the Kansas City Metropolitan Bar Association. Published 11 times annually, the *KC Counselor* is mailed to more than 5,000 attorneys and other legal professionals in the Kansas City area.

### Publisher's Approval:

All advertisements are accepted and published upon the representation that the Advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements for publication, the Advertiser will indemnify and hold the Publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism or copyright infringement. Advertiser is responsible for sums due and payable to the Publisher.

### Copy Responsibility:

The Advertiser is responsible for copy submission to Sales Agent. Previous insertion will be run if copy is not received by closing date. If no previous insertion is available, client is liable for the cost of contracted space not used, and space will be allocated by the Publisher.

### Copy Acceptance:

Publisher reserves the right to reject any advertising considered objectionable. Any advertising resembling editorial material will be marked "Advertisement" by the Publisher.

### Errors:

In the event of an error in production, the Publisher shall be liable only for that portion of the ad that may be in error. Notice must be given in writing within 10 days of publication.

### Insertions:

A wide variety of cards, fliers, brochures and other promotional materials can be inserted in the magazine. Specifications and rates will be furnished upon request.

### Acceptable digital formats:

JPEG, EPS, PDF, TIF or .PNG. All files must be in high resolution at 300 dpi. Advertisements submitted in Microsoft Word, Publisher or PowerPoint are not acceptable formats - ads will need to be composed by KCMBA and will be charged the appropriate composition fees.

### Printing Specifications (inches):

Page Bleed	- 9 x 11½
Spread Bleed	- 17½ x 11½
Trim Size	- 8-3/8 x 10-7/8

### Service Charge:

A 1.5% per month or an annual rate of 18% will be added to all charges that become 30 days or more past due. A \$20 penalty will be charged for returned checks.