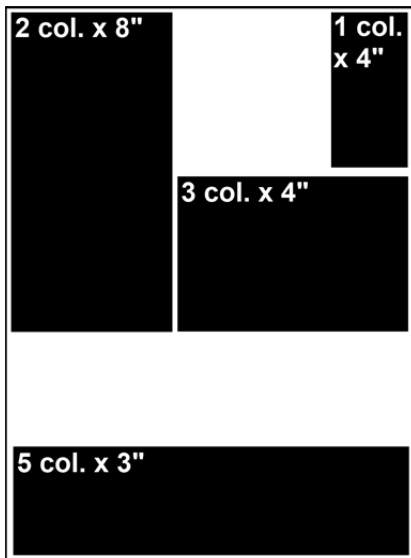
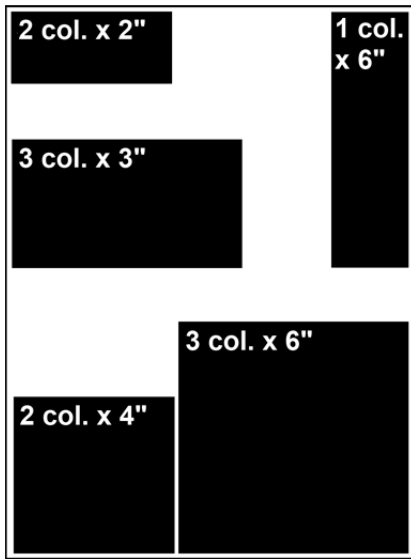




## Display Advertising Brochure

### Example Ad Dimensions



### Contact

Please direct all inquiries and new contracts to Ryan Mosier at [ryan@mbabar.org](mailto:ryan@mbabar.org), 503.222.3275 (phone) or 503.243.1881 (fax).

### Why Advertise with the MBA?

The *Multnomah Lawyer* is the official publication and newsletter of the Multnomah Bar Association and is a timely and well-read source of information for the Portland metropolitan legal community. The newsletter has a circulation of more than 3,700 lawyers, judges and other legal professionals. All newly-licensed Oregon attorneys are offered a complimentary subscription to the *Multnomah Lawyer*.

### Publication Specifications and Circulation

The *Multnomah Lawyer* is a newsletter measuring 11 1/2" wide by 17 1/2" high. The publication ranges from 16-20 pages and is published 11 times a year, including a combined July/August issue.

### Sizing and Dimensions

Ad width is determined in column-inches; e.g. one-column 1 7/8", two-columns 3 7/8", three-columns 5 7/8", four-columns 7 7/8", five-columns 9 7/8". Ad height is measured in inches.

All advertisements must be sized exactly to the dimensions specified. The MBA reserves the right to reject outright or resize art that does not fit the given dimensions.

No ad larger than 18" of total advertising in a single issue will be accepted without prior approval. Rates are subject to change without notice.

### File Format

Artwork must be supplied in PDF, meet a minimum resolution of 300 dpi, be contained within a border to the correct dimensions, and have all fonts and images embedded. Remove all passwords associated with the file.

### Member Discount

MBA members receive a 10% discount when purchasing ad space. For contracts of 70 inches or more, members receive an additional 10% discount on purchased ad space.

### Color Advertising

Four-color/full-color is available for an additional \$50 per ad per issue and is not subject to any discounts.

### Submission Deadlines

The deadline for submitting advertisements is the 12<sup>th</sup> of the month prior to publication, unless that day happens to fall on a weekend or holiday. Example: the October issue deadline is Friday, September 10, 2021. **A signed contract, payment, and an approved PDF file of the ad must be received before any ad will be placed.**

### Design Services

The MBA does not design ads. However, our newsletter layout designer Cyrano Marketing Solutions may be available for contract work. Contact at 503.708.6949 or [doralisa@cyranomarketing.com](mailto:doralisa@cyranomarketing.com).

### Restrictions

The MBA reserves the right to reject any ad determined to be in conflict with any of our standards. Advertisers are responsible for submitting ads with accurate spelling, information, dimensions and file format. Art substitutions welcome, but must be received by the deadline. The advertiser assumes liability for all claims or suits arising by reason of publication of any ad furnished by advertiser.

**mba** Display Advertising Contract  
 Multnomah Bar Association

This contract is for the following issue(s) of the *Multnomah Lawyer* (please check all that apply):

- January     February     March     April     May     June  
 July/August     September     October     November     December

**Figuring the Total Advertising Inches in Contract**

(Please note: If you plan to change ad sizes during the contract, contact the MBA for assistance before completing this section.)

**Ad size per issue:** \_\_\_\_\_ column(s) wide x \_\_\_\_\_ inches high = \_\_\_\_\_ advertising inches per issue  
 Example: 2 column(s) x 4" high = 8" total advertising inches per issue.

**Total amount of advertising inches:** \_\_\_\_\_ advertising inches per issue x \_\_\_\_\_ number of issues you are contracting for = \_\_\_\_\_ Total number of advertising inches.  
 Example: 8" advertising inches per issue x 6 issues = 48" total number of advertising inches.

**Contract Price:** The price per advertising inch is \$30 for a one-issue contract; \$27 for a three-issue contract; \$24 for a six-issue contract; and \$20 for an eleven-issue contract. MBA members receive a 10% discount on all ads. For contracts of 70 inches or more, members receive an additional 10% discount. Prices are subject to change without notice.

**Non-Member Formula:** \_\_\_\_\_ total advertising inches x \_\_\_\_\_ rate per inch for # of issues = \_\_\_\_\_ contract price  
 Example: 48 total advertising inches x \$24 rate per inch for 6 issues = \$1162 contract price.

**Member Formula:**  
 \_\_\_\_\_ total advertising inches x \_\_\_\_\_ rate per inch for # of issues = \_\_\_\_\_ contract price — 10% = \_\_\_\_\_.  
 Example: 48 total column inches x \$24 rate per inch for # of issues = \$1162; contract price — 10% = \$1046 final contract price.

**Discount for Contracts of 70 or more total advertising inches:**  
 \_\_\_\_\_ your above contract price — 10% discount = \_\_\_\_\_ final contract price.

**Four-Color/Full-Color Option: \$50 additional per issue**  
 \$50 per issue x \_\_\_\_\_ issues + contract price from above = \_\_\_\_\_.

**Method of Payment (Please check one of the following three options.)**

1. Enclosed is a check payable to "Multnomah Bar Association."  
 2. Please charge my:  MasterCard     VISA     American Express  
 Card Number: \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Signature for charge: \_\_\_\_\_  
 Billing Address (if different from address below): \_\_\_\_\_  
 3. Please invoice me. I understand that the invoice must be paid prior to publication.

**I agree to abide by all terms and conditions on all two pages of this contract.**

Signed \_\_\_\_\_ Please Print Name \_\_\_\_\_ Date \_\_\_\_\_  
 Contact: \_\_\_\_\_ Firm/Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please return contract and payment to Multnomah Bar Association, 620 SW 5th Ave., Suite 1220, Portland, OR 97204.  
 If paying by credit card, you may fax to 503.243.1881 or email to ryan@mbabar.org.