

**INSTRUCTIONS:**

- ◆ Complete this form and e-mail it, along with a PDF of your competed ad artwork, to [NVLAWYER@NVBAR.ORG](mailto:NVLAWYER@NVBAR.ORG).
- ◆ Do not send payments via e-mail. See billing information to the right.

**DEADLINES:**

- ◆ **AD MATERIALS DUE 40 DAYS PRIOR** TO THE FIRST DAY OF THE DESIRED PUBLICATION MONTH. (See Editorial Calendar for dates.)
- ◆ **\$35 LATE FEE** applied to all ads inserted after deadline.

**BILLING:**

An invoice and a complimentary copy of the magazine will be sent to the billing address provided below on or before the 15<sup>th</sup> of the month *after publication*. If you prefer to pay in advance, you may request an early invoice by emailing [NVLAWYER@NVBAR.ORG](mailto:NVLAWYER@NVBAR.ORG)

We accept credit card payments via our website at [members.nvbar.org](http://members.nvbar.org) or by phone. Send checks to: State Bar of Nevada, 3100 W. Charleston Blvd., Suite 100, Las Vegas, NV 89102.

| <b>DISPLAY ADS WITH GUARANTEED PLACEMENT</b><br><i>(color ads only) – Call for availability.</i>                         | <b>1X - 2X</b>                                   | <b>3X - 5X</b> | <b>6X -11X</b> | <b>12X+</b> |
|--|--|----------------|----------------|-------------|
|  | <b>Cost per no. of issues on contract, each.</b> |                |                |             |
| <input type="checkbox"/> <b>2-Page Center Spread</b> – 17 x 10.875 (with bleed)  | \$2,575  | \$2,500        | \$2,450        | \$2,350     |
| <input type="checkbox"/> <b>Outside Back Cover</b> – 8.5 x 8.75 (with bleed)   | \$2,115  | \$2,035        | \$1,930        | \$1,850     |
| <input type="checkbox"/> <b>Inside Covers (Front or Back)</b> – 8.5 x 10.875 (with bleed)                                | \$1,750  | \$1,675        | \$1,600        | \$1,525     |
| <input type="checkbox"/> <b>Full Page Immediately Before or After the Bar Counsel Report</b> – 8.5 x 10.875 (with bleed) | \$1,500  | \$1,450        | \$1,400        | \$1,300     |
| <input type="checkbox"/> <b>Full Page on Page 7, Across from masthead/ editor's page</b> – 8.5 x 10.875 (with bleed)     | \$1,500  | \$1,450        | \$1,400        | \$1,300     |
| <input type="checkbox"/> <b>Guaranteed placement on either a right or left page</b> – 8.5 x 10.875 (with bleed)          | \$1,450  | \$1,400        | \$1,350        | \$1,275     |

| <b>COLOR INSIDE PAGES:</b><br><b>PLACEMENT NOT GUARANTEED</b><br><i>Discount available for black &amp; white ads</i> | <b>1X - 2X</b>                                   | <b>3X - 5X</b> | <b>6X -11X</b> | <b>12X+</b> |
|--|--|----------------|----------------|-------------|
|  | <b>Cost per no. of issues on contract, each.</b> |                |                |             |
| <input type="checkbox"/> <b>Full Page</b> – 8.5 x 10.875 (with bleed)  | \$1,425  | \$1,390        | \$1,315        | \$1,260     |
| <input type="checkbox"/> <b>2/3 Page</b> – 4.875 x 9.75  | \$1,235  | \$1,185        | \$1,135        | \$1,085     |
| <input type="checkbox"/> <b>1/2 Page</b> – (Horizontal) 7.25 x 4.75 or (Vertical) 4.25 x 9.75                        | \$1,055  | \$1,005        | \$950          | \$900       |
| <input type="checkbox"/> <b>1/3 Page</b> – (H) 7.25 x 3.25, (V) 2.5 x 9.75, or (Square) 4.875 x 4.875                | \$650  | \$625          | \$600          | \$575       |
| <input type="checkbox"/> <b>1/4 Page</b> – 4 x 5   | \$575  | \$555          | \$540          | \$515       |
| <input type="checkbox"/> <b>1/8 Page (business card size)</b> – 3.5 x 2  | \$325  | \$310          | \$290          | \$275       |

| <b>LAW FIRM ANNOUNCEMENTS:</b><br><i>Discount available for black &amp; white ads</i>         | <b>1X only</b> |
|---|----------------|
| <input type="checkbox"/> <b>Full Page</b> – 8.5 x 10.875 (with bleed)                         | \$1,185        |
| <input type="checkbox"/> <b>1/2 Page</b> – (Horizontal) 7.25 x 4.75 or (Vertical) 4.25 x 9.75 | \$1,005        |
| <input type="checkbox"/> <b>1/4 Page</b> – 4 x 5  | \$500          |
| <input type="checkbox"/> <b>1/8 Page (business card size)</b> – 3.5 x 2                       | \$260          |

**ADDITIONAL CHARGES & DISCOUNTS:**

- ◆ **+\$50 Late Fee: Applied to all ads inserted after deadline.**
- ◆ **-15% Discount: For Advertising Agency Representatives.**

Ad Agency Name (if any): \_\_\_\_\_ Ad Rep's Name: \_\_\_\_\_

Company to be Advertised: \_\_\_\_\_ Billing Contact's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Ad Order Start Date: \_\_\_\_\_ Number of Months to Run: \_\_\_\_\_

Estimated Cost Per Ad: \_\_\_\_\_ Contract Total: \_\_\_\_\_

The advertiser assumes all responsibility for materials and copy submitted to be published. It is expressly understood that the advertiser and advertising agency will indemnify, defend and hold the publisher and its agents, servants, directors and employees harmless from and against any and all losses, expenses or other liabilities resulting from any claims or suits for libel, violation or rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such an advertisement, including reasonable lawyer's fees in defending against any such claim. In the event of an error in the advertisement caused by the publisher, its agents, directors or employees, the liability of the publisher for those individuals will not exceed the cost of the space occupied by the erroneous copy or illustrations. No allowance will be made for errors that do not materially affect the value of the advertisement. Advertising material will be limited to the products and services provided by the advertiser. All materials and copy will be subject to the final approval of the publisher as to quality and content of ads. To guarantee ad placement, this insertion order/agreement must be completed and e-mailed to [nvlawyer@nvbar.org](mailto:nvlawyer@nvbar.org) 40 days in advance of the requested publication month. For questions, contact Nevada Lawyer at (702) 382-2200.

**I hereby agree to the terms and conditions of this agreement.**

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