



ORANGE COUNTY BAR ASSOCIATION

Serving the Legal Profession.
Serving the Community.

DISPLAY ADVERTISING CONTRACT

The Briefs Magazine

DIRECTIONS:

- Please download this PDF:
- Save to your desktop or folder.
- Complete the form and save it again.
- Email the completed PDF to Ursula Gallagher at urslag@ocbanet.org
- **Submission Deadline:** The 10th of the month prior to the month of publication.

This is an advertising contract (the "contract") between The Orange County Bar Association ("OCBA") and _____ ("Advertiser"), dated _____

BACKGROUND

The Briefs Magazine – Publication Schedule and Distribution

The Orange County Bar Association (OCBA) publishes The Briefs magazine in both print and electronic formats. The magazine is published in print and electronically four times annually, with an additional four electronic-only editions published each year.

The Briefs is distributed during the following months: June, July, August, October, November, January, February, March, and May.

The electronic edition has an average 50% open rate among readers. In addition to OCBA members, the electronic edition reaches readers beyond the United States, including readers in Europe. The electronic version is also made available through the OCBA website and hosted by ISSUU, providing additional accessibility and reach beyond the OCBA membership.

Accordingly, the parties agree as follows:

- **TERM.** The contract shall be effective for the term length specified below starting on _____.
- **Insertion of Advertising.** OCBA agrees to insert advertisement(s) in the size/color selected according to the insertion schedule selected below. Size are width x height.

Color ads:	Color full page inside front cover 7.5" x 10" OR 8.75" x 11.25" for full bleed	Color full page inside back cover 7.5" x 10" OR 8.75" x 11.25" for full bleed	Color page back cover 7.5" x 7" OR 8.75" x 7.625 for full bleed	Color full page magazine inside pages 7.5" x 10" OR 8.75" x 11.25" for full bleed	Color ½ page 7.5" x 5"	Color ¼ page 3.75" x 4.9375"	Color 1/6 page 4.9375" x 2.375"
☐	☐	☐	☐	☐	☐	☐	☐

Insertion Schedule:

☐ June, 20__	☐ July, 20__	☐ August, 20__	☐ October, 20__	☐ November, 20__
☐ January, 20__	☐ February, 20__	☐ March, 20__	☐ May, 20__	☐ Run schedule to start _____

- **Payment.** Advertiser agrees to pay OCBA \$_____ per ad for the insertion of _____ display ads totaling \$_____.
- **All Advertisers and Advertising Agencies are jointly responsible for payment of all insertions.**
- **Cancellation.** Cancellations are not accepted. Advertiser will be billed for full amount at the contracted rate.
- **Advertisement.** (Type of advertising – attached copy if necessary/available). Copy correction cannot be guaranteed after deadline date. On contracts with multiple months, advertisement will be repeated if change is not received by deadline.

- **Position of Advertisement.** The location of the advertisement(s) provided for by this Contract shall be at the discretion of OCBA, unless priority placement is guaranteed.
- **Printing Errors or Omissions.** This Contract is not subject to cancellation or termination because of any printing errors or omissions. Any errors or omissions shall be corrected by OCBA and made good by additional distribution. OCBA's liability for any errors or omissions is limited solely to correction and republication.
- **Approval of Advertising.** The subject matter, form, size, working, illustration, and typography of the advertising artwork provided for by this Contract shall be subject to the approval of OCBA, but OCBA shall make no changes in such advertisement without Advertiser consent. No proofs of final version will be provided. ATTORNEY ONLY: The OCBA is not responsible for ensuring compliance with Florida Bar Regulations or verifying Florida Bar pre-approval for advertisement in The Briefs magazine and will not be responsible for any penalties or disciplinary actions resulting from failure to comply with the aforesaid.

Accepted: _____ (initial here)

- **Charges Type and Style:** Any revisions, special handling of electronic files, artwork, alterations, designs, layouts, and typesetting will be billed at an additional charge to the advertiser. The OCBA shall set the advertisement in the type or style, which, in the OCBA's opinion, most closely correspond to the request type or style.
- **Change of publication schedule.** OCBA reserves the right to change the publication schedule with out prior notice.
- **Indemnification of OCBA.** Advertiser represents that OCBA is authorized to publish the contents and subject matter of the advertisement covered by this agreement. Advertiser agrees to indemnify OCBA against any loss or expense resulting from any claims, actions, or proceedings based on the contents or subject matter. The Advertiser hereby represents and warrants that the Advertiser is the sole and exclusive owner of all rights, title and interest to all contents in the advertisement does not infringe the rights of any other person or entity. The Advertiser further agrees to indemnify and hold the OCBA harmless should a third-party claim that its copyright or other rights were violated through publication of the advertisement.
- **Rates.** All rates are based on electronic files furnished in accordance with the specification at item 17 below.
- **Entire Agreement: Modification.** This Contract contains the final, complete, and exclusive expression of the understanding among the parties with the respect to the transactions contemplated by this Contract and supersedes any prior or contemporaneous agreement or representation, oral or written, by any of them.
- **Binding Effect.** This Contract is binding on and is for the benefit of the legal and personal representatives, successors, heirs, or assignees of the parties.
- **Choice of Law and Venue.** This Contract shall be governed by, and construed and enforced under, the laws of Florida. Any action at law, suit in equity, or other judicial proceeding arising out of related to this Agreement shall be instituted and maintained exclusively in the courts of the Orange County, Florida, and each party waives their rights to change venue.
- **PRODUCTION PRINTING REQUIREMENTS**
 - Camera-ready artwork only.
 - Preview your file before final submission. Files not properly prepared, or with missing elements or other problems, will be returned to Advertiser.
 - Prepare file at 100% size.
 - Turn off compression for all image and graphics.
 - Convert all fonts to outlines/curves/paths or provide all printer and screen fonts.
 - Embed all images and graphics or submit images as a separate file.

- Submit color ads in CMYK color mode.
- See ad sizes in table on previous page for size specification – bleed and non-bleed ads.
- Accepted Files Type: pdf, eps, tif, psd, or jpg, 300 dpi to 1200 dpi. No Microsoft Publisher ads or ads formatted in Microsoft Word.

AD Design Service

If needed, you may contact the OCBA to design your advertisement at any additional fee. Contact urslag@ocbanet.org for a quote.

PAYMENT INSTRUCTIONS

Payment in full is required for ad to run in the requested issue of The Briefs. Please fill out the credit card form and submit entire contract to Ursula Gallagher at urslag@ocbanet.org. Pre-payment for multiple issues requested is preferred.

ADVERTISER INFORMATION:

Advertiser: _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

CREDIT CARD AUTHORIZATION: (We accept AMEX, Visa, MasterCard, and Discover)

Credit Card #: _____

Exp. Date: _____

Authorization Code: _____ Amount of purchase: \$ _____

I authorize the use of this credit card for the purchase of: Please specify below

Signature: _____

Date: _____

Email receipt to: _____

Email the completed form and advertising artwork to Ursula Gallagher at urslag@ocbanet.org

Please type any additional comments and special instructions below:

For Internal OCBA Use Only

☐ Approved ☐ Not Approved – Further Communication Required

New Business Development Manager

880 N. Orange Ave Orlando, FL 32801 • Phone: 407-422-4551 ext: 244 • Email: urslag@ocbanet.org

Signature: _____ Date: _____