

# Nassau Lawyer

## 2024 RATE SHEET

### ABOUT NASSAU LAWYER

*Nassau Lawyer* is the monthly publication of the Nassau County Bar Association, one of the largest suburban bar associations in the country. Published 11 times a year (with a combined July/August issue), *Nassau Lawyer* is distributed to about 4,000 members of the NCBA and helps businesses and law firms reach legal professionals in Nassau County. *Nassau Lawyer* is also mailed twice a year to over 10,000 Nassau County lawyers registered with the NYS Unified Court System Office of Court Administration.

### PREMIUM POSITIONS

\*REQUIRES CONSECUTIVE 11-MONTH CONTRACT  
\*REQUIRES CONSECUTIVE 6-MONTH CONTRACT

*Outside Back Cover	\$1,500
**Inside Front Cover	\$1,300
**Inside Back Cover	\$1,200

### COLOR DISPLAY SPECIFICATIONS AND RATES\*

\* 10% DISCOUNT FOR FULL-YEAR CONTRACTS

		NCBA MEMBER	NON-MEMBER
Full Page	10" x 13.875"	\$1,100	\$1,300
Half Page (H)	10" x 6.854"	\$650	\$800
Half Page (V)	4.917" x 13.875"	\$650	\$800
Quarter Page	4.917" x 6.854"	\$400	\$500

### LAWYER-TO-LAWYER SECTION BUSINESS CARD ADS (NCBA MEMBERS ONLY)

One-Time Purchase \$150 or 11-Consecutive Issues \$825

### ATTORNEY RESOURCE SECTION BUSINESS CARD ADS

One-Time Purchase \$250 or 11-Consecutive Issues \$2,000

### INSERTS

\$1,500 minimum

Advertiser is responsible for providing printer with inserts. Price is determined by size, weight, and method of insertion. Sample of the insert must be submitted before a final price can be determined.

### AD SPECIFICATIONS

All ads are in full color and must be sent in ready-to-print: PDF, all fonts embedded.

All files must be sent in high resolution (300 dpi)

Additional graphic design services are available. Extra charges will apply.

### CONTACT US

Contact us at [nassaulawyer@nassaubar.org](mailto:nassaulawyer@nassaubar.org) or (516) 747-1361 to purchase an advertisement.

# Nassau Lawyer

## ADVERTISING INSERTION ORDER AND CONTRACT

### Advertising Policies

- All material must be submitted by the first business day of the month preceding the month of publication.
- The NCBA reserves the right to refuse any advertisement.
- All cancellations must be submitted in writing and received by the first day of the month prior to the date of publication. Cancellation may void frequency discounts. If advertiser has not used the full amount of advertising contracted for, a short rate will be charged.
- If advertiser places more advertisements within contract year than originally contracted and advertiser is eligible for lower rate, advertiser will receive eligible frequency discount on the new contract.
- All advertisers must pay for the first issue in advance before the ad is run.
- The NCBA may stop inserting the advertiser's ad in *Nassau Lawyer* if the payment of any bill is past due.
- The NCBA is authorized to repeat previous advertisement if new copy is not received by deadline.
- Position of advertisements will be guaranteed only when premium is paid. Special requests will be acknowledged and courtesy extended when possible.
- If a multiple schedule of advertising is placed by an insertion order, and issue months for advertising are not indicated, the NCBA will assume ads will run consecutively unless notified in writing before closing date.
- No agency discounts will be extended.

The Nassau County Bar Association is hereby authorized to publish the advertisement of:

Firm/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Premium Position  Outside Back Cover\*  Inside Front Cover\*\*  Inside Back Cover\*\*

*\*Requires consecutive full-year contract*

*\*\*Requires consecutive 6-month contract*

Color Display Size\*  Full Page  1/2 Page  1/4 Page  Insert

*\*10% discount for full-year contracts*

Lawyer-to-Lawyer Section  Business Card

Attorney Resource Section  Business Card

Frequency  1x  11 or more times

Consecutive, beginning with \_\_\_\_\_ issue and concluding with \_\_\_\_\_

OR  Specific months: \_\_\_\_\_

Rate \$

TOTAL AMOUNT:

Payment by check or credit card for first issue must accompany contract. The NCBA will set up automatic bill pay via credit card to be paid monthly for more than one issue. In order to receive 11-month special rate in Lawyer-to-Lawyer and Attorney Resource sections, full payment is due with insertion order. The NCBA may stop inserting advertiser's advertisement in *Nassau Lawyer* if the payment of any bill is past due.

I have read the NCBA's advertising policy and agree to advertise in *Nassau Lawyer* according to, and in agreement with, the specifics listed in the Advertising Policies.

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

NCBA Representative: \_\_\_\_\_

Name \_\_\_\_\_

CC No. \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CVV (security code) \_\_\_\_\_ Billing Zip \_\_\_\_\_

The NCBA will set up automatic bill pay for the duration of a contract if more than one issue.

I authorize NCBA to charge my credit card above on the first of each month of my ad's publication. Initials: \_\_\_\_\_