



Kern County Bar Association

1112 Truxtun Avenue, Bakersfield California 93301
(661) 334-4700 Fax: (661) 334-4701



Res Ipsa Loquitor (RIL) Advertising Order Form

Deadlines

All advertising copy and payments must be made no later than by the **3rd of the month** to be included in the next month's issue. An additional charge of \$50 will be assessed for any changes submitted on or after the 10th of the month. An additional charge of \$100 will be assessed for any changes submitted on or after the 12th of the month; if space is still available. No changes will be accepted after 5:00 p.m. on the 14th of the month.

Cancellations

Any desired cancellations must be received in writing prior to the space reservation deadline. If fewer insertions are run than originally contracted, advertiser agrees to pay the difference between the rates paid and the actual rates earned (short rate) within 10 days of billing. All advertisements are accepted upon the representation that the agency or agent submitting the ad is authorized to publish the entire contents thereof. The agency (if any) accepts the responsibility for payment as advertiser's representative. The RIL and its agents shall not be liable for any cost of damages if, for any reason, an advertisement fails to be published. The advertiser will be billed for advertising when cancellation occurs after reservation closing date; regardless of ad run for that issue.

Artwork

All advertising must be submitted 'camera ready'; which is high-resolution quality ads only (preferably in color). The specifications for the types of Ads submitted are:

- 1) EPS file, CMYK, 300 DPI – all text converted to outlines or paths, all art used must be included and saved as either CMYK, 300 DPI TIFF or EPS
- 2) TIFF file, CMYK, 300 DPI
- 3) PDF file, high resolution 300 DPI

Note: Quark, Publisher, PowerPoint, Microsoft Word files and/or Faxes cannot be accepted.

Ad Creation

Our expert designer can help create your ads. Ad Creation includes design, layout, typesetting, with the use of client's logo and photography as supplied. If design work is needed, the client will be billed by the designer at \$125 an hour, with a \$50 minimum.

Price includes color email proof and one round of proofing changes. There will be an additional \$10 charge per change after initial proofing and an additional \$50 charge for changes after final approval.

Creative Usage

Materials produced by the Kern County Bar Association may be used in other media at no additional charge. A \$15 charge will be required to provide the client's ad on CD. Resizing of ad for other media will be billed at \$65 per hour, one hour minimum.

Ad Placement

The RIL at its sole discretion may accept, reject, or cancel any advertisement for any reason at any time. Furthermore, the RIL reserves the right to publish materials from a previous advertisement if new materials are not received by material deadline. If no materials are received by the specified due date, the contracted advertiser will be liable for the space rate. The positioning of submitted display advertisement is at the discretion of RIL; except when the approved advertiser has contracted and paid for preferred position and/or RIL promises a specific position in writing. Advertising materials may be returned to the advertising client if requested in writing; they would be returned post full payment and ad run. The RIL retains copyright on ads produced by the magazine, and electronic files remain the property of the magazine.



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Advertising Rates

The advertising rates for the RIL are found below. Prepayment is required for all ads; 50% deposit due with order or proof approval, balance is due by proof deadline.

ALL SUBMISSIONS ARE SUBJECT TO CONTENT AND CREDIT APPROVAL

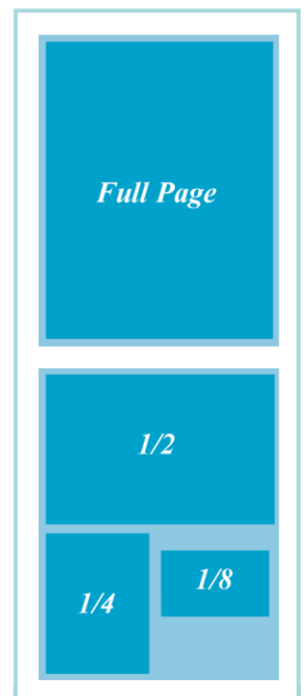
Display Ad Size, Location, Rate:

	1X	3X	5X	6X
Full Page (7.5"W x 10"H)	\$595	\$510	\$465	\$430
Half-Page (7.5"W x 4.875"H)	\$385	\$330	\$285	\$255
1/4 Page (3.65"W x 4.875"H)	\$280	\$235	\$205	\$175
1/8 Page (3.65"W x 2.37"H)	\$195	\$165	\$135	\$105
Classified - 35 words or less (\$2 each additional word)	\$ 80	\$ 72	\$ 65	\$ 60
Pre-Printed Insert	\$325	\$300	\$275	\$250

Cover & Special Positions:

Center fold (2 Pages – no gutter)	\$1695	\$1495	\$1400	\$1325
Back Cover (1/2 Page)	\$600	\$575	\$550	\$525
Inside Front Cover (Full Page)	\$900	\$825	\$775	\$750
Facing Inside Front Cover (FP)	\$900	\$825	\$775	\$750
Facing Inside Back Cover (FP)	\$900	\$825	\$775	\$750
Facing Features Index (FP)	\$795	\$725	\$685	\$650

Prices above reflect the 'Per Month' cost of an ad





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ADVERTISER INFORMATION:

Ad - Business Name _____

Contact Person / Representative: _____ Advertising Agent
 Yes / No

Billing Name &/or Address _____

Contact Phone: _____ E-mail: _____

Ad Size Desired: _____ Issue #s: 1 / 3 / 5 / Full Year (6) *or* Other: _____
Please specify ad run month(s)

Start: _____ End: _____

I agree to all the parameters delineated in the RIL Advertising Form and agree to abide by the terms as stated.

Signature of Authorized Representative Placing Ad Order Title Date

Please return this Advertising Order Form along with payment to:
Res Ipsa Loquitur Editorial Committee – KCBA
1112 Truxtun Avenue
Bakersfield CA 93301

If you should have any questions please feel free to contact the Kern County Bar Association at 661.334.4700 or via email at the rbeagle@kernbar.org. **Thank you!**

Please make checks payable to: **Kern County Bar Association** or pay via Credit Card:

Please charge my VISA/MasterCard:

Amount: _____

Account Number: _____ Expiration date: _____ CVV/CVC: _____

Printed Name: _____ Signature: _____ Date: _____
As it appears on Credit Card

For Office Use: