



The Canadian Bar Association BC Legal Directory is a benchmark in the legal profession as the most comprehensive Directory in BC. Let us circulate your business to more than 10,000 lawyers and business professional in BC & the Yukon. To advertise or to inquire further contact Sales at (604) 646-7856, toll-free 1-888-687-3404 x318, email ads@bccba.org.

### ACCEPTABLE ARTWORK

- All ads must be supplied in digital format

### DISK FORMAT

- Macintosh & PC formatted CDROM

### UNACCEPTABLE ARTWORK

- Nested images
- Screen density greater than 280%
- Ads created in Word, Excel, Publisher, Claris Works, Corel, PowerPoint

### ADS MUST CONFORM TO THE FOLLOWING DIMENSIONS

	Trim Size	Bleed Size	Rates
Back Cover	8.75" x 11"	9" x 11.25"	\$5,045.00
Inside Front Cover	8.75" x 11"	9" x 11.25"	\$3,965.00
Inside Back Cover	8.75" x 11"	9" x 11.25"	\$3,865.00
Divider (same as cover)	8.5" x 11"	8.75" 11.25"	\$2,575.00
Banner Ads (only available to Cover/Divider Advertisers)			
1 Banner (in lawyers listing section)	7" x 0.5"		\$100.00
10 Banners (in lawyers listing section)	7" x 0.5"		\$750.00
Full Page	7.5" x 9.625"		\$1,640.00
1/2 Page	7.5" x 4.75"		\$1,125.00
1/3 Page Vertical	2.5" x 9.625"		\$900.00
1/6 Page	7.5" x 1.625"		\$510.00
Business Card	3.5" x 2.5" or 2.5" x 3.5"		\$390.00
3 Line Listings (available to Court Reporters, Land Surveyors, Mediators and Notaries only. Includes name or company name, city, phone, fax and email.)			
3 line with email link online.			\$80.00
Each additional line is \$20. Max 2 additional lines with mailing address			\$_____
Hotel Listings (includes name, address, # of rooms, # of meeting rooms, capacity, phone, fax, toll-free #, email and website). Hotels receive 1 free listing with the purchase of 1/6 page ad or larger.			
Hotel Listing + email and website link			\$350.00
Hotel Listing with Ad			\$150.00
Link to Website			\$20.00
Preferred Placement (add 20%) on _____			
Extra Colours: 1 extra colour			\$400.00
Matched			\$600.00
Four			\$850.00

10% discount for CBA members and firms that have 85% members.

TO ORDER AN ADVERTISING SPOT COMPLETE THE REVERSE SIDE OF THIS FORM.



THE CANADIAN  
BAR ASSOCIATION  
British Columbia Branch

# BC LEGAL PRINT DIRECTORY 2012

## ADVERTISING ORDER FORM

Order Deadline: September 1, 2011 | Copy Deadline: September 5, 2011

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Date \_\_\_\_\_

Email address \_\_\_\_\_

CBA member or CBA-supporting firm (85% + membership):  Yes  No

Advertising selection(s)/size _____	Advertising cost	\$ _____
_____	Special Request cost	\$ _____
Special Request(s) _____	Subtotal	\$ _____
_____	Preferred Placement (20%)	\$ _____
_____	12% HST# 106843451 RT	\$ _____
_____	Amount due	\$ _____

Repeat last year's ad (To receive a copy of your 2011 ad, email ads@bccba.org. Include your fax number)

Ad provided on disk or to FTP

Changes to last year's ad (you will be billed directly by Directory production company for this work)

Cheque enclosed (payable to the Canadian Bar Association, BC Branch)

Mastercard  VISA  PayPal

Card # \_\_\_\_\_

Expiry \_\_\_\_\_

Signature \_\_\_\_\_

### MAIL OR FAX TO SALES AND MARKETING

Canadian Bar Association, BC Branch

10th Floor, 845 Cambie Street

Vancouver BC V6B 5T3

Tel: 604-687-3404 or 1-888-687-3404

FAX: 604-669-9601 or 1-877-669-9601

By signature below, I state my understanding of and agreement to the following:

1. Payments must be received by CBABC prior to October 3, 2011 or my ad will not be included in the 2012 Directory. This is a non-negotiable term.
2. As the person signing on behalf of the Advertiser on this Contract, or otherwise authorizing the purchase of advertising, I hereby certify that I am either the Advertiser, or that I have been lawfully authorized to enter into this Contract on behalf of the Advertiser.
3. This agreement does not bind the Canadian Bar Association BC Branch ("CBABC") to publish my ad. Content of my ad will be reviewed by the CBABC and I will be required to make any changes the CBABC considers necessary. If the CBABC does not publish my advertisement, any money I have paid in advance will be refunded.
4. If I do not purchase PREFERRED PLACEMENT the CBA does not guarantee that my advertising will appear on any specific page or position on a page. Further, I understand that my ad can appear anywhere in the Directory, without recourse. All Preferred Placement ads are noncancelable.
5. The CBABC may create, revise or cancel a discount or promotional offering at any time. No discount offered regarding past issues of the Directory shall obligate the CBABC to offer any discount for the current issue.
6. One free Directory is provided to Advertisers with 1/2 page ad or larger only.
7. A proof will be sent to me for approval prior to printing; however I am aware that to avoid any additional charges, changes should be submitted at the time of this order, not at proof stage.

Contract signature: \_\_\_\_\_ Print name: \_\_\_\_\_ Date: \_\_\_\_\_