

# BarTalk

2012 Media Kit



THE CANADIAN  
BAR ASSOCIATION  
British Columbia Branch

*Our targeted approach gives readers the most relevant information and knowledge to help them succeed in their careers.*

**Print Edition Distribution:**  
*More than 10,500 legal professionals in British Columbia*

*Published: Six times per year*

## BarTalk Print Edition

### DISPLAY AD RATES

4 - Colour	1x	4x	6x
Back Page	\$5,000	\$4,625	\$4,250
Full Page	\$3,500	\$3,238	\$2,975
1/3 Page	\$1,620	\$1,499	\$1,377
1/6 Page	\$1,000		

### INSERT RATES

Area	Distribution	Non-Member	Member
Lower Mainland	7,900	\$2,200	\$1,100
Vancouver Island	1,500	\$406	\$203
Interior	1,050	\$290	\$145
All of BC	10,500	\$2,880	\$1,440

### DEADLINES DATES

2012	Feb	April	June	Aug	Oct	Dec
Ad Close	Jan 6	Mar 2	May 4	Jun 29	Aug 31	Nov 2
Inserts Close	Jan 13	Mar 9	May 11	Jul 6	Sep 7	Nov 13
Inserts Delivery	Jan 20	Mar 16	May 18	Jul 13	Sep 14	Nov 16



#### Back Page and Inserts Mechanical Specs

Size (final): 8.25" x 10.75"  
 Size (with bleed): 9.25" x 11.75"  
 Size (type safety): 7.25" x 9.75"  
 Colour: Convert images to CMYK  
 Format: EPS or high-res PDF  
 Fonts: Must be outlined  
 Full Interior Page: 6.875" x 8.2456"  
 1/3 page: 6.875" x 2.635"  
 1/6 page: 3.327" x 2.635"

Print and deliver inserts to:  
 Coast Mailing House  
 c/o Bill MacDonnell  
 1305 E 66th Avenue  
 Vancouver, BC V5X 4K9  
 Tel: (604) 322-6544

Payment must be received by CBABC prior to delivery deadline.

Please send your press ready ad to Tanya Galic at [ads@bccba.org](mailto:ads@bccba.org).

*Our readers are a highly educated, affluent audience.*

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*Reach your audience with our print and online mix*

A combination of *BarTalk* print, digital and CBABC News & Jobs opportunities is an effective vehicle that reaches Legal Professionals in British Columbia!

## BarTalk Online

Top Banner	940 x 120 pixel banner ad	\$1,000 Non-member rate \$500 Member rate
Middle Banner	940 x 120 pixel banner ad	\$700 Non-member rate \$350 Member rate

## CBABC News & Jobs Email

Top Banner	940 x 120 pixel banner ad	\$1,000 Non-member rate \$500 Member rate
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## CBABC News & Jobs Career Ads

Job Posting	one posting/one document (pdf)	\$600 Non-member rate \$300 Member rate
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## Online Classifieds

Up to 150 words for one month	\$100
Each additional 100 words	\$50

**Free for Members!**

## Design Service

Ad laid out with Logo	\$200 Non-member \$100 Member rate
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## Additional Discounts

**Package deal - 10% discount for any advertising combination**

### Member Rates/Discounts

a) CBABC membership rates apply only to those firms or companies with 50 per cent or greater active CBABC membership amongst their lawyers.

### Copy of Contract Regulations

a) All advertising copy is subject to approval of the publishers.  
b) Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising against the publishers.

### Other Contract Conditions

a) This rate applies exclusively to the regular business announcements of the advertiser, advertisements inserted for other concerns will be charged at card rates for space used.  
b) Advertiser and advertising agency agree that *BarTalk* shall be under no liability for their failure, for any cause, to insert any ad.  
c) Production charges apply for material not to specification, or for alterations.  
d) Verbal agreements are not recognized.  
e) Rates are subject to change without notice.  
f) Publishers are not bound by any conditions, printed or otherwise appearing on contract or copy instructions when such conflict with policies covered by this rate card.  
g) Publishers shall be entitled to payment as herein provided, upon their having completed the printing of the advertising and having taken reasonable steps to see that the publication will be distributed.

### CBABC News & Jobs Terms and Procedure

1. Acceptance of advertising is subject to space availability upon receipt of payment.
2. Advertisers will provide CBABC with a one-page document detailing the position they wish to advertise; this document will be posted on our servers and linked to in the CBABC News & Jobs email.
  - 2.1. Up to two posts may be advertised per firm provided they are both described on the same single-page document.
3. For each position advertised, the Name of Company, Location of Post and Name of Post will be stated directly on the CBABC News & Jobs email, and linked to the one-page description of the post. It is the responsibility of the advertiser to notify CBABC if they do not wish to have the Company Name, Location of Post or Name of Post stated on the CBABC News & Jobs email.
4. The deadline for submitting CBABC News and Jobs email advertising is 5:00 pm on the Monday of each week.
5. CBABC does not guarantee that the CBABC News & Jobs email will be distributed each week.