

## State Bar of Nevada eNews:

# Advertising Agreement & Insertion Order

## About the eNews:

With more than 11,000 members, the State Bar of Nevada's membership—consisting of practicing lawyers, judges and legal counsel—is affluent, educated, and informed. The state bar's weekly eNews reaches not only our members, but also paralegals, assistants, law students, and other members of Nevada's legal community, providing access to thousands of decision-makers and influencers.

The state bar's eNews is emailed to more than 16,000 subscribers. Sent every Thursday of the year, except holidays, the eNews provides court information, CLE events, member benefits, and volunteer opportunities, and more to readers. Our issues average click-through rate is 7.2%.

## Instructions:

Complete this form and email a copy of it, along with your advertising artwork, to: [publications@nvbar.org](mailto:publications@nvbar.org). Ad materials are due the Friday of the week prior to publication. Two advertisement spots are available in each issue, on a first-come, first-served basis.

## Formatting:

Submit file as a .jpeg image at 360 pixels wide by 150 pixels high saved at 72 dpi. Ad will link to one desired landing page indicated by the advertiser. No animated images.

## Pricing:

Advertisement prices, including discounts, are as follows:

	1 ad	1 month (4+ ads)	3 months (12+ ads)	6 months (24+ ads)	12 months (48+ ads)
Price Per Ad	\$250	\$235 each	\$220 each	\$205 each	\$190 each

## Additional Discounts:

- **Annual Meeting Sponsorship (current year):** additional \$25 off each eNews ad
- **Nevada Lawyer Advertiser, 1-11 ads in magazine:** additional \$25 off each eNews ad running the same month(s) as advertisements appearing in *Nevada Lawyer* magazine.
- **Nevada Lawyer Advertiser, 12+ ads in magazine:** additional \$50 off each eNews ad; 15% discount on magazine ads running the same month (s) as advertisements appearing in *Nevada Lawyer* magazine.

## Billing:

Advertisers will be invoiced by the 15th of the month after advertisements run. Make payments to: State Bar of Nevada, 3100 W. Charleston Blvd., Suite 100, Las Vegas NV 89102. Credit Card payments are accepted via fax at (702) 463-5370. Do not mail or email credit card information.

*(continued on following page)*

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### Order Form:

Please complete the following:

**Number of weeks to run:** \_\_\_\_\_

**Ad start date:** \_\_\_\_\_

**Amount due per issue:** \_\_\_\_\_

**Contract total:** \_\_\_\_\_

**Website Link for Ad:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Contact Company:** \_\_\_\_\_

**Company/Firm to be Advertised:** \_\_\_\_\_

**Billing Contact Name (if different from above):** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

### Agreement:

The advertiser assumes all responsibility for materials and links submitted to be published. It is expressly understood that the advertiser and advertising agency will indemnify, defend and hold the publisher and its agents, servants, directors and employees harmless from and against any and all losses, expenses or other liabilities resulting from any claims or suits for libel, violation or rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such an advertisement, including reasonable lawyer's fees in defending against any such claim. In the event of an error in the advertisement caused by the publisher, its agents, directors or employees, the liability of the publisher for those individuals will not exceed the cost of the space occupied by the erroneous copy or illustrations. No allowance will be made for errors that do not materially affect the value of the advertisement. Advertising material will be limited to the products and services provided by the advertiser. All materials and copy will be subject to the final approval of the publisher as to quality and content of ads. The State Bar of Nevada reserves the right to decline an advertisement order for any reason.

I hereby agree to the terms and conditions of this agreement.

Signed: \_\_\_\_\_

### Additional Policies:

The State Bar of Nevada may decline publishing an advertisement for any reason. The state bar shall not accept advertisements for services, events, or products that are deemed to be in direct competition with one of the state bar's own services, events or products. The state bar shall not accept advertisements for candidates, parties, or political interest groups participating in or related to any regional, statewide, or national election.