



Pima County Bar Association

Writ Advertising

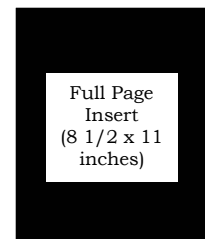
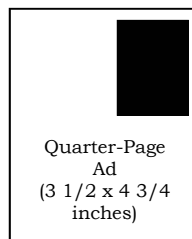
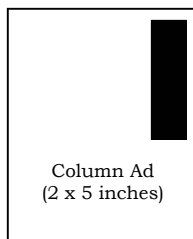
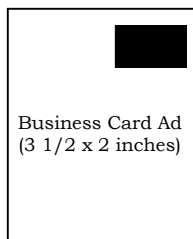
Writ Readership

Established in 1982, *The Writ* is the official publication of the Pima County Bar Association. It is a monthly newspaper written primarily for the legal community, with circulation to **1700** attorneys, judges, legal assistants, and law faculty and students at the University of Arizona College of Law. Our readers are active in several professional, nonprofit, and civic capacities within our community. A recent survey of PCBA members revealed that four out of five respondents regularly read *The Writ*, consider it to be of value, and regard it as an important product of PCBA.

Writ Advertising Rates

DISPLAY ADS		* \$75 Savings for 3-month commitment	
<u>ONE MONTH ONLY PURCHASE:</u>		<u>THREE-MONTH PURCHASE</u> (Per Month Costs):	
Business Card [3 1/2 x 2]	\$150	Business Card [3 1/2 x 2]	\$125
Column Ad [2x5]	\$175	Column Ad [2x5]	\$150
Quarter Page [3 1/2 x 4 3/4]	\$225	Quarter Page [3 1/2 x 4 3/4]	\$200
Half Page [7 1/2 x 4 3/4]		Half Page [7 1/2 x 4 3/4]	
— Inside	\$325	— Inside	\$300
— Back Cover (Best spot)	\$400	— Back Cover (Best spot)	\$375
Insert	\$425	Insert	\$400
CLASSIFIED ADS			
\$15/first 25 words & \$0.25/each additional word for SINGLE forum (newspaper OR website only) Additional \$10 charge for BOTH newspaper AND website postings			

Writ Display Ad Sizes





Pima County Bar Association

Writ Advertising (continued...)

Notes on Display & Classified Ads

DISPLAY ADS

- All Display Ads are in black and white format (inserts may be in color, though)
- Ads with borders are preferred (providing better distinction between articles and advertisements)
- INSERTS:
 - (1) Needed Copies: Advertiser must provide 1700 copies of insert by Ad Submission deadline.
 - (2) Space Limitations: The number of insert advertisements included in each issue is limited and available on a first-come, first-serve basis. Advertiser must confirm space availability and commit to inclusion of Ad Insert with PCBA Office prior to providing Insert copies.
 - (3) Insert Size: Insert Ads that are 8 1/2 x 11-inch pages will be slightly reduced by 1/16 of an inch in length and width by our printer before the insert process to better fit within the publication (i.e., "feather trimming"). Inserts in any other format (e.g., brochures, postcards) will not need to undergo further trimming for fit. Advertisers may consider our publication printer to produce their inserts and can contact our office for more information.
 - (4) Double-sided: Inserts may be double-sided, yet must pertain to the same product or service.

CLASSIFIED ADS

- Classified Ad listings may include announcements regarding office space, job/position announcements, and professional services of interest to the legal community.

Ad Submission Details

- **AD SUBMISSION DEADLINE:** The Writ is published around the 15th of each month. The deadline for ALL ad space reservations, information & camera-ready material is the 20th of the preceding month.
- **SPACE AVAILABILITY AND PLACEMENT:** Advertisements are accepted on a first-come, first-serve basis each month and there are a limited number of each ad size per issue. The placement of advertisements is at the discretion of the publisher and further dependent upon space availability.
- Please email your Ad information by the Ad Submission deadline to the PCBA Office via **Jane Souders at souders@pimacountybar.org**. Display ads within the publication must be sent by email with a correctly-sized ad in pdf format. Please also note or identify the type/size of ad in your submission.
- Inform the PCBA Office of your billing address and contact person, and we will send you an invoice for your published advertisement(s).

PCBA Writ Policy

- Advertising appearing in the PCBA newsletter does not presume endorsement of products and services by the Pima County Bar Association.

For more details or to place an ad, please contact Jane Souders at the PCBA office:

177 N. Church Avenue, #101, Tucson, AZ 85701 ♦ Email: souders@pimacountybar.org
Phone: (520) 623-8258 ♦ Fax: (520) 623-9772 ♦ Website: www.pimacountybar.org