PCBA Website

The Pima County Bar Association’s (PCBA) website audience includes approximately 2300 attorneys, judges, and legal professionals in Pima County, in addition to an unlimited number of members of the public seeking legal information, resources, or attorney referrals. On average per month, the website receives 30,000 hits and over 1,300 unique visitors. Website materials and format are subject to change without notice. The website is available at www.pimacountybar.org.

Website Advertising Rates

<table>
<thead>
<tr>
<th>FOUR SIZES AVAILABLE:</th>
<th>* Longer commitments = More savings!</th>
</tr>
</thead>
<tbody>
<tr>
<td>PER MONTH COSTS</td>
<td>1 MONTH</td>
</tr>
<tr>
<td>Tile Ad [120px x 60px]</td>
<td>$125</td>
</tr>
<tr>
<td>Button Ad [120px x 120px]</td>
<td>$175</td>
</tr>
<tr>
<td>Skyscraper Ad [120px x 240px]</td>
<td>$225</td>
</tr>
<tr>
<td>Banner Ad [468px x 60px]</td>
<td>$250</td>
</tr>
</tbody>
</table>

*Ads will run in consecutive months.*

Website Ad Sizes

* Please visit the PCBA website at www.pimacountybar.org to see the actual layout and presentation of ads.
Notes on Website Ads

- All ads are featured in the same location throughout the website, allowing multiple viewing by users on each page.
- The ads will also include a link to the sponsor's website. The advertiser is responsible for making sure the referral link is valid before the ad is posted.
- All ads are static, except for Button Ads, which are rotating among different ads up to 3 cycles.
- Ads are accepted on a first-come, first-serve basis, and there is a limited number of website ad spaces available. There is a limit of 1-2 ads maximum per advertiser. Ads are placed at the discretion of PCBA & dependent upon space availability.
- Payment is due at time of the Ad submission.
- If design assistance is needed, we can provide a referral. Ask us for details.

PCBA Website Advertising Policies

The Pima County Bar Association (PCBA) encourages advertisement contributions from a variety of sources. All advertising is subject to PCBA's approval. We reserve the right to reject advertising, which in the opinion of the Pima County Bar Association, is not in keeping with its standards. Appearance of an advertisement on www.pimacountybar.org does not constitute a recommendation or an endorsement of that product or service by the Pima County Bar Association.

All website advertisers must adhere to size specification, standards and policies noted on this official rate card. Advertisers are responsible for the price of the website advertising space, the ad's design, and the existence of a valid referral link. All website ads must be paid in advance by the submission deadline. Liability of the Pima County Bar Association for any error for which it may be held legally responsible is limited to the cost of the advertisement.

Artwork Requirements & Submissions

- Artwork must be submitted at the correct dimensions & must be submitted as an electronic graphic file in the following formats — JPEG (static) or GIF (animated). No Flash or other Rich Media ads can be accepted. Materials must be provided in web-ready format that conforms to the size specifications. We cannot scale your artwork to fit the ad space. Artwork file size for all ads may not exceed 80k. Color should be formatted with RGB settings (and please, no bright, obnoxious colors). Sound is not permitted with ads. All files must have fonts converted to outlines & graphics embedded.
- Submit artwork and information by email to Jane Souders at souders@pimacountybar.org or on disk to PCBA, Attn: Jane Souders, 177 N. Church Avenue, #101, Tucson, AZ 85701. Please identify: (1) the type of ad, (2) selected time commitment, and (3) the valid referral link to use with the ad. Payment options include checks (made payable to PCBA) and credit cards (Visa, MasterCard & Discover). It is the responsibility of the advertiser to secure delivery of artwork, information & payment to PCBA.
- In order to receive a full month of advertising exposure on the website, artwork and payment must be received by the 20th of the preceding month.

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

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