

Rate Card 2017

Effective January 1, 2017

www.isba.org

Meeting the Needs of ISBA Attorneys



**ILLINOIS STATE
BAR ASSOCIATION**



www.isba.org Rate Card



The Illinois State Bar Association (ISBA) is a voluntary legal association with more than 32,000 members. ISBA members are a highly motivated and dedicated group of professionals who are striving to improve the efficiency of their practices.

The first goal of the ISBA website is to meet the needs of our members, who regularly take advantage of our members-only services, such as our unparalleled Illinois research links and our daily e-mail court opinions.

Our home page receives an average of 36,000 page views per month. Another popular page is the Legal News Page which offers a large skyscraper banner that no one could miss. On top of this we offer banner ads on Illinois Lawyer Now Blog, as well as two e-mailed publications that have circulations in excess of 20,000.

Bottom line, our members are quality prospects for all legal and ancillary services and products—and even many unrelated ones. We look forward to assisting you in reaching our Net-savvy members.

Payment Policy:

The Illinois State Bar Association requires prepayment of the first two months of Web site advertising placed by any new out-of-state advertisers, and prepayment of the first month only for all new in-state advertisers. The publisher reserves the right to cancel or reschedule any advertising when payment for advertising is over-due.

Rate Policy:

The Illinois State Bar Association reserves the right to raise rates on 60 days written notice.

Contact Information:

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Rates

Home Page

Leaderboard - rotates up to two banner ads near the top of the Home Page at www.isba.org. (728 x 90 pixels)

1x	3x	6x	12x
\$1,000	\$900 per month	\$800 per month	\$700 per month

Medium Rectangle - located at the bottom of the CLE column. (300 x 250 pixels)

1x	3x	6x	12x
\$800	\$720 per month	\$640 per month	\$560 per month

Leaderboard - located at the bottom of the Home Page. (728 x 90 pixels)

1x	3x	6x	12x
\$400	\$360 per month	\$320 per month	\$280 per month

Second Level Pages

Leaderboard - rotates up to three banner ads. Located at the bottom of each second level page of the ISBA Website. (728 x 90 pixels)

1x	3x	6x	12x
\$400	\$360 per month	\$320 per month	\$280 per month

Legal News Page

Skyscraper - rotates up to three advertisers. This page is accessed directly from the ISBA Home page, or from E-Clips. This is the second most visited page on our Web site.

Skyscraper (160 x 600 pixels)

1x	3x	6x	12x
\$600	\$540 per month	\$480 per month	\$420 per month

Illinois Lawyer Now Blog - www.illinoislawyernow.com

Skyscraper - Rotates up to 3 advertisers. Our online source for breaking legal news, ISBA updates, photo galleries and more. Updated daily.

Skyscraper (160 x 600 pixels)

1x	3x	6x	12x
\$600	\$540 per month	\$480 per month	\$420 per month

Illinois Lawyer Now Weekly

This e-mailed newsletter is received by over 20,000 ISBA members on a weekly basis. It is a digest of Illinois Lawyer Now Blog, and is intended to make it easy for our busy members to follow ISBA news and events, CLE information and more.

Small Banner (300 x 100 pixels) - two ad spaces available.

1x	3x	6x	12x
\$500	\$450 per month	\$400 per month	\$350 per month

ISBA E-Clips Electronic Newsletter

Our electronic Illinois and Seventh Circuit case digests, with links to the full text slip opinions on the official court Web sites, are an indispensable practice resource for thousands of lawyers statewide. Best of all, they are delivered every business day to ISBA members that are signed up to receive this electronic newsletter, ISBA E-Clips. In addition to new cases, every E-Clips issue includes links to law-related news stories and our ISBA Law Ed calendar.

Approximate circulation - 20,000+

Large Banner (645 x 83 pixels) - four ad spaces available.

\$1,000 per month

Newsletter E-mail Alerts

Sent to announce delivery of electronic newsletters. Rates vary depending on circulation of newsletter. See Newsletter rate card for details.



ILLINOIS STATE BAR ASSOCIATION

Online Advertising Agreement Terms and Conditions

- 1. Agreement.** These Terms and Conditions together with the accompanying signed Insertion Order constitutes a binding agreement between the advertiser identified on the Insertion Order ("Advertiser") and the Illinois State Bar Association ("ISBA"). The Agreement may not be assigned or transferred by the Advertiser.
- 2. Advertising.** The Advertiser shall purchase the online advertising package at the rate listed, and for the duration specified, in the accompanying signed Insertion Order ("IO").
- 3. Positioning.** Except as otherwise expressly provided in the IO, positioning of advertisements is at the sole discretion of the ISBA. Advertiser acknowledges that ISBA has not made any guarantees with respect to usage, statistics, or levels of impressions for any advertising except where expressly stated in the IO. To the extent ISBA provides Advertiser with estimated usage it does so only as a courtesy to Advertiser and shall not be held liable for any claims related to usage.
- 4. First Time Advertiser (Payment).** If Advertiser is a first time Illinois based Advertiser with the ISBA, it shall provide payment for the first month of advertising at the time the IO is submitted. If a first time out of state Advertiser, payment for the first two months of advertising is required at the time of IO submission.
- 5. Payment.** Advertiser shall make payment within 30 days of the billing date indicated on the ISBA invoice. ISBA reserves the right to request full or partial payment before publishing any advertisement and to cease publishing any advertisement when payment for previous advertising is more than 60 days overdue. In the event any account becomes past due, in addition to such other remedies as it may have, the full amount of the account shall immediately become due and payable by Advertiser. Advertiser is responsible for all expenses incurred in connection with the collection of past due amounts payable, including attorneys fees and costs.
- 6. Cancellation.** Advertisements scheduled for insertion may be cancelled by the Advertiser if the ISBA is notified in writing on or before the copy deadline date of scheduled publication. When an Advertiser cancels all or part of a multiple IO, the Advertiser is responsible for payment of the rate differential resulting from such cancellation.
- 7. Rejection of Advertisements.** Notwithstanding anything in this Agreement to the contrary, the ISBA reserves the right to reject or cancel any advertisement at any time, for any reason (including but not limited to the ISBA's belief that the advertisement conflicts with ISBA policy or association objectives, competes with ISBA products or services, is false or misleading, may degrade the graphic quality of the ISBA website, or may subject the ISBA to criminal or civil liability).
- 8. Indemnification.** Advertiser assumes all liability for content of advertising and agrees to defend, hold harmless, and indemnify ISBA from all claims, losses, judgments, damages, costs and expenses of any nature whatsoever, including but not limited to reasonable attorney fees, for which the ISBA may become liable by reason of its publication of the Advertiser's advertisements.
- 9. Liability Limitation.** Liability for typographical errors, wrong insertions, late publications, and/or non-publication, or other Association nonperformance is limited to the amount charged to the Advertiser by the ISBA. In no event shall ISBA be liable to Advertiser or to any third party for any indirect, special, or consequential damages, including but not limited to lost profits or unrealized business opportunity arising out of this agreement or the publication of or failure to publish any advertisement.
- 10. Force Majeure.** Neither party shall be held responsible for delay or failure in performance under this Agreement caused by acts of God, fires, floods, strikes, terrorism, work stoppages, breakdown of equipment, government action, internet or website downtime, or other causes beyond the affected parties' reasonable control.
- 11. Governing Law.** This Agreement is governed by the laws of the State of Illinois without regard to its conflict of laws rules or principles.
- 12. Termination.** ISBA shall be entitled to terminate this Agreement with or without cause upon 30 days written notice to Advertiser. In the event of termination under this paragraph, ISBA shall refund or credit Advertiser for the unused pro-rata portion of the price of the advertising purchased.