

Illinois State Bar Association

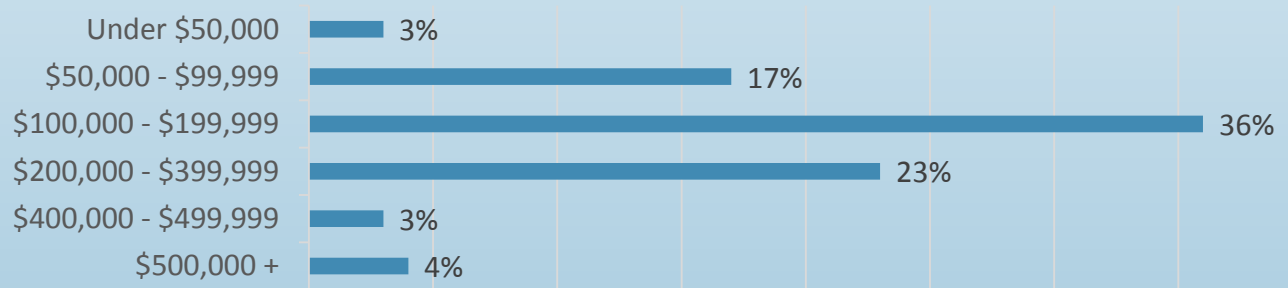
2018 MEDIA KIT

Demographics

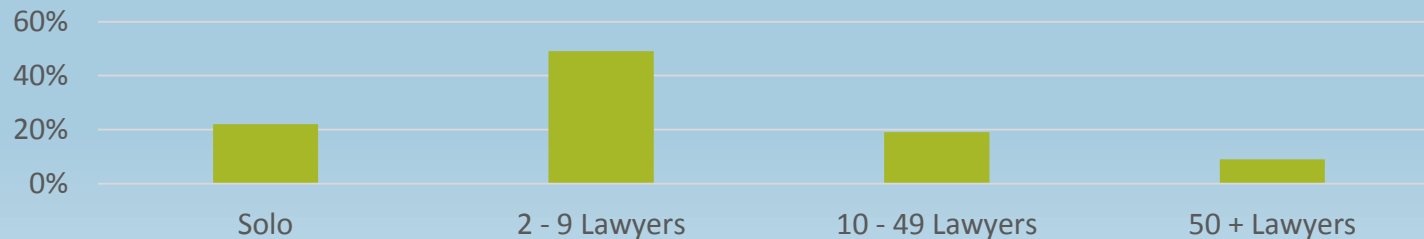
Reaching the Lawyers of Illinois

More than 28,000 lawyers, judges and other legal professionals belong to the Illinois State Bar Association making it one of the largest voluntary professional organizations of its kind in the United States. Reach this affluent community through our various publications, website and E-mailed newsletters, or through our direct mail lists. Let us help you plan your marketing strategy to reach this valuable market.

Household Income



Firm Size



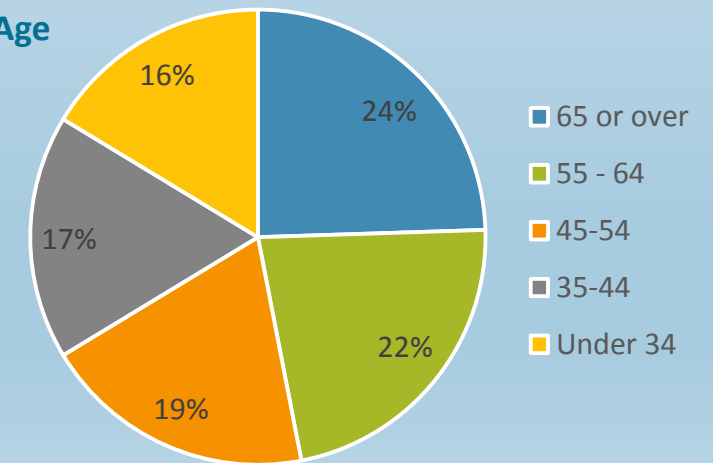
28,000 members

Male – 63% Female – 36%

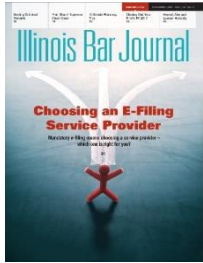
Firm Location

Cook County	43%
A Collar County (Lake, Will, McHenry, DuPage, Kane or Kendall)	21%
Northern Illinois (North of Peoria)	6%
Downstate (Peoria or south of there)	14%
St. Louis/Metro East	5%

Age



Advertising Opportunities with the Illinois State Bar Association



- ***Illinois Bar Journal***

- Published monthly, the *Illinois Bar Journal* is the flagship publication our members read most, and consider most useful to their practices. You will reach more lawyers, judges, and other legal professionals with an ad in the *Journal* than in any other legal publication in the state of Illinois.

- **Online Advertising**

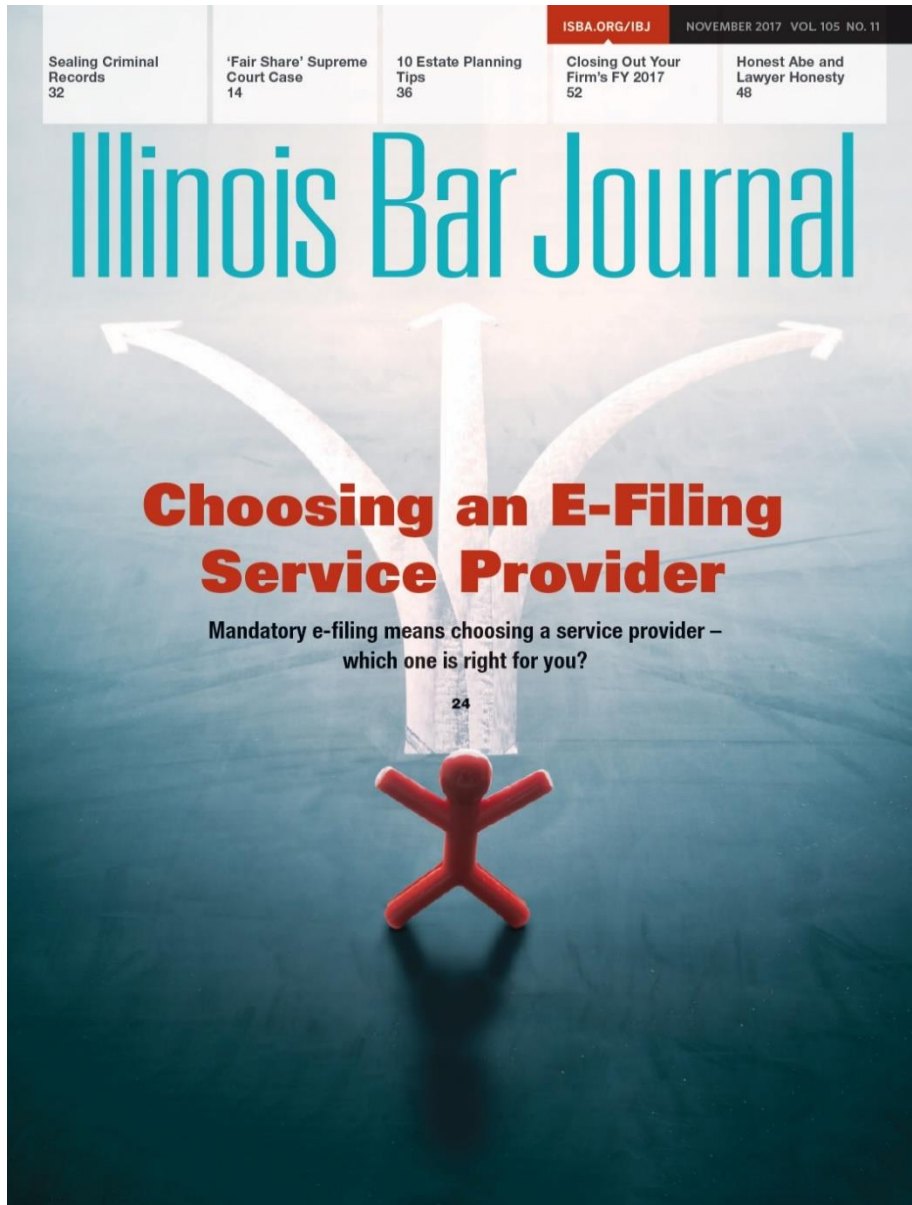
- www.isba.org – The ISBA website averages over 70,000 users per month. It is a valuable resource for ISBA members and includes sections on Legal News, Continuing Legal Education, publications, membership information, practice tips, and much more.
- E-Clips – Electronic newsletter that is delivered daily to more than 20,000 ISBA members. It contains Illinois and Seventh Circuit case digests, with links to full text slip opinions on the official court websites. It is considered an indispensable practice resource for thousands of lawyers statewide. In addition to new cases, every E-Clips issue includes links to law-related news stories and our ISBA Law Ed calendar.
- Illinois Lawyer Now Weekly – This emailed newsletter is received by over 22,000 ISBA members on a weekly basis. It is a digest of our online Blog and is intended to make it easy for our busy members to follow ISBA news and events, CLE information and more.



- **Newsletters**

- The ISBA publishes 41 different section newsletters. Newsletter content is designed to update subscribers on recent court decisions, legislative actions, and other legal and ISBA news. Newsletter advertising is a great way to target lawyers practicing in specific areas of law. Our members consider section newsletters to be an important practice aid.





Publisher

The Illinois Bar Journal is published monthly by the Illinois State Bar Association, 424 S. Second St., Springfield, IL 62701-1779. Phone (800) 252-8908 or (217) 525-1760. Fax (217) 525-9063. Website: www.isba.org

Managing Editor – Tim Slating
email: tslating@isba.org

Advertising Sales Coordinator – Nancy Vonnahmen
email: nvonnahmen@isba.org

Subscription and Circulation Info

Established in 1912. Single copy \$10. Per year; \$11.25 for members; \$50 for libraries; \$60 for non-lawyers and nonresidents. Average monthly circulation – 28,000.

Agency Commission

15% to recognized agencies.

Deadlines

Published monthly. Issued by 1st of publication month. Space reservation date for advertising is the 1st of the month preceding the month of issue. Advertising creative due by the 10th of the month preceding the month of issue.

Payment Policy

The publisher requires prepayment of the first two insertions placed by any new out-of-state advertisers, and prepayment of the first insertion only for all new in-state advertisers. The publisher reserves the right to cancel or reschedule any advertising when payment for published advertising is overdue.

Rate Policy

The publisher reserves the right to raise rates on 60-days written notice.

Illinois Bar Journal Display Advertising Rates

Multiple Insertion Policy

In order to receive the multiple insertion discount, advertisers must contract for multiple insertions in writing and before any ad is actually published. If the advertiser places fewer ads than contracted for in a 12-month period, the advertiser is liable for the rate that applies to the number of insertions actually placed.

Ad size	1x	3x	6x	12x
2 page spread	\$6,170	\$5,860	\$5,552	\$5,244
1 page	\$3,085	\$2,930	\$2,776	\$2,622
1/2 page island*	\$2,159	\$2,051	\$1,943	\$1,835
1/2 page	\$1,851	\$1,758	\$1,666	\$1,573
1/3 page	\$1,234	\$1,172	\$1,111	\$1,049
1/4 page	\$1,079	\$1,025	\$971	\$917
1/6 page	\$771	\$732	\$694	\$655

*Guaranteed no other ad on page.

Cover Position Rates

	1x	3x	6x	12x
2 nd Cover	\$3,393	\$3,223	\$3,053	\$2,884
3 rd Cover	\$3,239	\$3,077	\$2,915	\$2,753
4 th Cover	\$3,547	\$3,369	\$3,192	\$3,014

Circulation – 28,000

Color – Full color is included at no extra charge.

Cover Positions – Contracts for advertising space on the second, third, and fourth covers may not be cancelled or amended.

Inserts – One to four preprinted surfaces (or card): Page rate plus \$250 mechanical charge. Five to eight preprinted surfaces: Page-and-one-half rate plus \$250 mechanical charge.

Preferred Position – Add 10% to applicable rate.

Spread – Two-page rate plus any preferred position change.

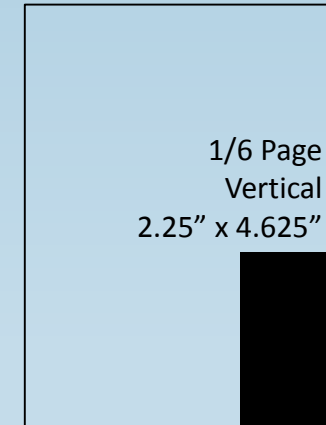
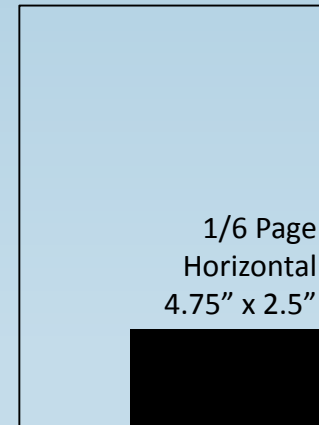
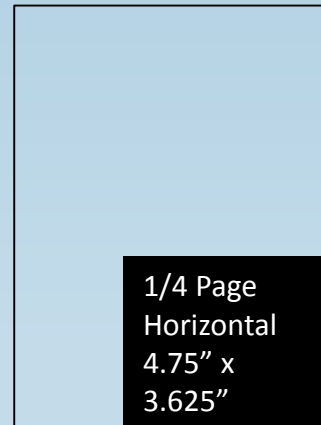
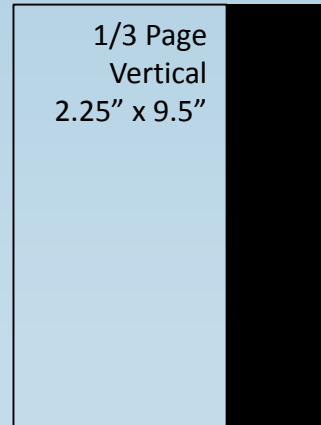
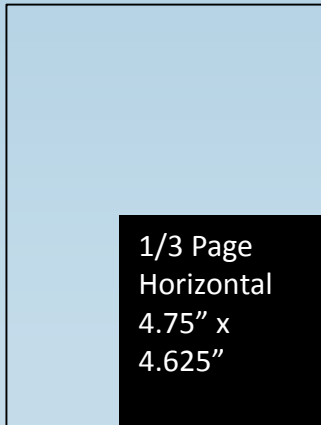
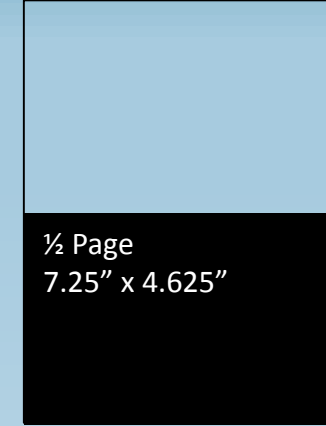
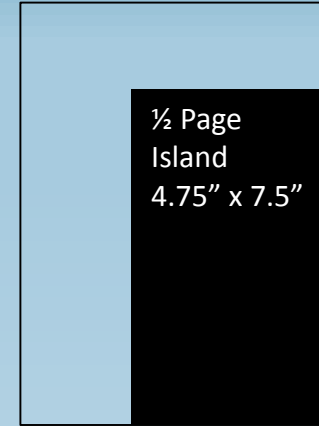
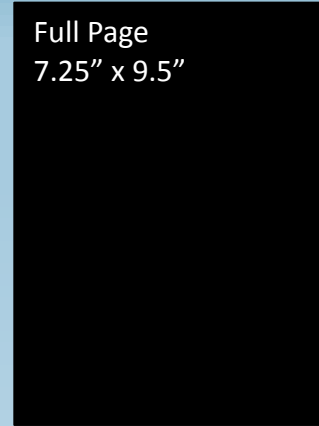
Mechanical Printing Specifications

- High resolution PDF files preferred
- Trim size: 8 ¼" x 10 7/8"
- Bleed size: 8 ¾" x 11 ¼"
- Binding method: saddle stitched
- Insertion orders and creative may be sent to:

Illinois State Bar Association
Advertising Sales Coordinator
424 South Second Street
Springfield, IL 62701

Or emailed to: nvonnahmen@isba.org

Illinois Bar Journal Display Advertising Sizes



Illinois Bar Journal – Advertorial Rates

ADVERTISEMENT



Hedline goes here and here

Subhead goes here and here and here.
Subhead goes here and here.

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Create interest for your product or service

A full page advertorial in the *Illinois Bar Journal* is an excellent way to present your products or brand to the 28,000 Illinois attorneys that read the magazine monthly. You may use up to 500 words to educate attorneys in your area of expertise. Whether you describe a product, or particular knowledge about something you feel would benefit lawyers, an advertorial is an excellent way to communicate your message.

Guidelines

The advertorial should be a source of information for attorneys, not a commercial for your company. Of course, your company will be acknowledged on the page with your logo and company information, but in order to retain credibility the article itself should remain unbiased. This will help establish you, or your company, as a resource for our attorneys.

Deadlines

Your article draft is due the first of the month preceding the month of publication. For example, an advertorial for the January issue would be due by the first of December.

Specs

Article, not to exceed 500 words, sent as a Word document.

Your company logo, sent as a jpg, eps, or tiff file.

Company information, including a brief description of your company (not to exceed 50 words), address, phone number, and website.

Rates

If you advertise with ISBA in other areas additional discounts may apply.

1 issue = \$3,085

3 issues = \$2,930

6 issues = \$2,776

12 issues = \$2,622



COMPANY NAME GOES HERE
information will go here about the
company. Information will go here
about the company. Information
will go here about the company.
Information will go here about the
company. Information will go here
about the company.

1234 ADDRESS HERE
(123) 456-7890
WWW.WEBSITEGOESHERE.COM

Illinois Bar Journal – Classified Rates

In the classified advertising section (PracticeMart) of the *Illinois Bar Journal* you will find Expert Services, Practice for Sale, and Referral ads along with other listings. It is an excellent way to reach our 28,000 members at an affordable cost.

Classified Display Ad Rates

Ad Size	1x	3x	6x	12x
1/12 Page (2.1875" x 2.375")	\$335	\$318	\$301	\$284
1/24 Page (2.1875" x 1.1875")	\$182	\$172	\$163	\$154

Classified display ads may contain as many words as will fit. Pictures and logos are also accepted. No extra charge if you need one of our designers to produce your ad.

Line Ad Rates

\$3.00 per word, \$50 minimum.

Deadlines

Deadline for submission of an ad is the 1st day of the month preceding the month of publication (for example: June 1 for the July issue of the magazine).

Deadline for cancellation of an ad that has been submitted is the 1st day of the month preceding the month of publication.

Submission Information

Ads may be submitted by email to:

nvonnahmen@isba.org

Or by mail to:

Illinois State Bar Association
PracticeMart
424 S. Second Street
Springfield, IL 62701

Prepayment of classified ads is required. Please submit payment at the time you place your ad. Visa, MasterCard, American Express, Discover, and checks accepted.



2018 Illinois Bar Journal Editorial Calendar

Issue & Topic	Space	Materials
January – Lawyer Referrals	12/1/17	12/11/17
February – Expert Witness & Litigation Support	1/2/18	1/10/18
March – Real Estate Law	2/1/18	2/12/18
April – General Editorial	3/1/18	3/12/18
May – Tort Law	4/2/18	4/10/18
June – Legal Technology	5/1/18	5/10/18
July – General Editorial	6/1/18	6/11/18
August – Expert Witness & Litigation Support	7/2/18	7/10/18
September – Family Law	8/1/18	8/10/18
October – General Practice	9/3/18	9/10/18
November – Trusts & Estates	10/1/18	10/10/18
December – Illinois Bicentennial Issue	11/1/18	11/9/18



Digital Advertising

www.isba.org

ISBA members regularly take advantage of our members-only services offered on our website. Services such as free online legal research, career assistance, discounts on practice-related services and products, and much more.

The ISBA home page averages over 70,000 users per month. The Legal News Page is another popular page and offers a large skyscraper banner that can't be missed. On top of this, banner space is offered on Illinois Lawyer Now Blog and two emailed publications.

Payment Policy:

The Illinois State Bar Association requires prepayment of the first two months of website 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.

Home Page Leaderboard

Rotates up to two banner ads near the top of the page. Ads are scheduled by month starting on the 1st of each month. (728 x 90 pixels)

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

Home Page Rectangle

Located at the bottom of the CLE column. Ads are scheduled by month starting on the 1st of each month. (300 x 250 pixels)

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

Home Page Bottom Leaderboard

Located at the bottom of the Home Page. Ads are scheduled by month starting on the 1st of each month. (720 x 90 pixels)

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

The screenshot displays the Illinois State Bar Association (ISBA) homepage. At the top, there's a navigation bar with links like Home, About, Membership, CLE, Publications, Member Groups, Items, Career, Practice Tools, News, Public, and Contact. Below this, a banner area features 'FREE CLE' and 'FASTCASE' promotions. A large 'NOTICE OF ELECTION' graphic is prominent. The main content area is divided into columns. The left column, 'in the NEWS', lists recent legal news items. The middle column, 'earn CLE', highlights various CLE programs and seminars. The right column, 'for the Public', provides information for non-members. At the bottom, there's a 'featured Resources' section and a 'for the Public' section. The footer includes contact information and social media links.

Digital Advertising Continued

Second-Level Pages

Leaderboard - rotates up to three banner ads at the bottom of each second-level page of the ISBA website. Ads are scheduled by month starting on the 1st of each month. (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 the website. Ads are scheduled by month starting on the 1st of each month. (160 x 600 pixels)

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

Illinois Lawyer Now Blog - <https://iln.isba.org>

Skyscraper – Our online source for breaking legal news, ISBA updates, photo galleries, and more. Updated daily. Ads are scheduled by month starting on the 1st of each month. (160 x 600 pixels)

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

Illinois Lawyer Now Weekly

Small Banner – This e-mailed newsletter is received by over 22,000 ISBA members every week. It is a digest of the 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. Ads are scheduled by month starting on the 1st of each month. (300 x 100 pixels)

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

ISBA E-Clips Electronic Newsletter

Large Banner – Our electronic Illinois and Seventh Circuit case digests, with links to the full text slip opinions on the official court websites, are an indispensable practice resource for thousands of lawyers statewide. Best of all, they are delivered every business day to more than 19,000 ISBA members that have signed up to receive this electronic newsletter. In addition to new cases, every E-Clips issue includes links to law-related news stories and our ISBA seminar calendar. Ads are scheduled by month starting on the 1st of each month. (645 x 83 pixels)

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

Newsletter E-mail Alerts

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

ILLINOIS STATE BAR ASSOCIATION

OCTOBER 2017

VOL 32 NO. 1

The Counselor

The newsletter of the Illinois State Bar Association's Business Advice & Financial Planning Section

Illinois Secure Choice Savings Program Act

BY BERNARD G. PETER

1. The Illinois Secure Choice Savings Program Act ("Act") [820 ILCS 80/1 through 80/95] was effective June 1, 2015.
2. The Act requires most employers in Illinois to offer a retirement program or provide employees a payroll deposit retirement savings arrangement provided for by the Act as of July 1, 2017, although as of July 21, 2017 the Act has not been implemented.
3. The Act applies to Illinois employers who:
 - A. At no time during the previous calendar year employ fewer than 25 employees in Illinois.
 - B. Have been in business for at least two (2) years.
 - C. Have not offered to employees a

Continued on next page

Illinois Secure Choice Savings Program Act

1

Technology at end-of-life: Estate planning for Millennials

1

Who gets the painting on the living room wall?

6

Upcoming CLE programs

7

Technology at end-of-life: Estate planning for Millennials

BY STEVEN T. MANN, CAUGHEY, LEGNER, FREEHILL, EHROTT & MANN, LLP


If you ever want your worst nightmares about technology realized in television form, watch the British series turned Netflix series, *Black Mirror*. In one episode, during the second season, we find a romantic young couple who has moved to the countryside.¹ The young man, Ash—presumably leaving no Last Will and Testament—is killed in an unfortunate event while at the same time his love, Martha, discovers she is pregnant. Martha then subscribes to a service which essentially uses Ash's past online communications and social media profiles to create a virtual Ash who eventually morphs into android Ash. Spoiler alert: The problem with android Ash is that he isn't anything like the actual, living Ash, but is rather, an incomplete and somewhat unidimensional representation of the latter.

As estate planners, we owe it to our clients to make sure they, unlike Ash, can control how they are represented

Continued on page 4

(Notice to librarians: The following issues were published in Volume 31 of this newsletter during the fiscal year ending June 30, 2017: September, No. 1; December, No. 2; February, No. 3; June, No. 4).

If you're getting this newsletter by postal mail and would prefer electronic delivery, just send an e-mail to Ann Boucher at aboucher@isba.org



Section Newsletters

Target Illinois Lawyers by Area of Practice

Because the newsletters target 40 areas of law, you can choose which segment of the legal profession best fits your market objectives. And since ISBA members consider the section newsletters an important practice aid, your sales message will get attention and results.

Publisher

Newsletters are published by the Illinois State Bar Association, 424 S. Second St., Springfield, IL 62701-1779. Phone (800) 252-8908 or (217) 525-1760. Fax (217) 525-9063. Website: www.isba.org

Managing Editor – Katie Underwood
email: kunderwood@isba.org

Advertising Sales Coordinator – Nancy Vonnahmen
email: nvonnahmen@isba.org

Subscription and Circulation Info

Newsletter subscriptions are limited to members of the Illinois State Bar Association and certain institutions, such as law libraries. ISBA members pay \$25 per year for each subscription. Individual issues cost \$6.50.

Agency Commission

15% to recognized agencies.

Publication Schedule

Because newsletters are produced by practicing lawyers who act as editors on a volunteer basis, the newsletters are not published on a set schedule. Advertisements will run in the next available issue of a newsletter. ISBA policy dictates that each section publish a minimum of four newsletters each fiscal year, preferably two between January and June. In practice, most sections publish at least that many, several publish six to eight issues, and some publish up to 12 issues per year.

Submission Information

High resolution PDF's preferred. Black & white ads only. Ads may be submitted by email to: nvonnahmen@isba.org Or by mail to: Illinois State Bar Association, Advertising Dept., 424 S. Second Street, Springfield, IL 62701

Newsletter Rates and Ad Sizes

Circulation under 500:

Ad Size	1x	4x+
Full Page	\$335	\$268
½ Page	\$210	\$168
¼ Page	\$130	\$104
Banner Ad	\$335	\$268

Circulation 500 – 2,000:

Ad Size	1x	4x+
Full Page	\$420	\$336
½ Page	\$262	\$209
¼ Page	\$162	\$129
Banner Ad	\$420	\$336

Ad Sizes:

Full Page
7" x 9.625"

1/2 Page
7" x 4.75"

1/4 Page
Horizontal
4.75" x 3.5"

Circulation 2,000 – 10,000

Ad Size	1x	4x+
Full Page	\$660	\$528
½ Page	\$414	\$331
¼ Page	\$257	\$205
Banner Ad	\$660	\$538

Circulation 10,000+

Ad Size	1x	4x+
Full Page	\$924	\$739
½ Page	\$578	\$462
¼ Page	\$372	\$297
Banner Ad	\$924	\$739

Banner Ads on Emailed Newsletter Notices

The majority of newsletter subscribers choose to receive their newsletters via email. Your message won't be missed with a medium rectangle banner ad (300 x 250 pixels) appearing near the top of each email. Emails contain a link to a PDF of the newsletter as well as a list of articles, upcoming CLE offerings, and related court cases. Rates are based on circulation.

Section Newsletters and Circulation

Administrative Law	291
Agricultural Law	319
Alternative Dispute Resolution	782
Animal Law	169
Antitrust and Unfair Competition Law	160
Bench & Bar	343
Business Advice and Financial Planning	702
Business and Securities	890
Child Law	354
Civil Practice & Procedure	2,352
Commercial Banking, Collections & Bankruptcy	863
Construction Law	308
Corporate Law Departments	655
Criminal Justice	1,193

Education Law	305
Elder Law	1,612
Employee Benefits	250
Energy, Utilities, Transportation & Telecommunications	136
Environmental Law	325
Family Law	2,075
Federal Civil Practice	397
General Practice, Solo & Small Firm	1,009
Health Care	587
Human Rights	287
Insurance Law	611
Intellectual Property	598
International & Immigration Law	410
Labor & Employment Law	1,000

Law Office Management & Economics	306
Legal Technology	317
Local Government Law	674
Mineral Law	169
Real Estate Law	2,473
Senior Lawyers	11,045
State & Local Taxation	388
Tort Law	1,526
Traffic Laws & Courts	607
Trusts & Estates	2,333
Workers' Compensation Law	775
Young Lawyers Division	9,018

Pertinent ISBA Publications Advertising Policies

PREAMBLE

ISBA's charter states objectives of the Association, including the injunction "to establish and maintain the honor, standards and dignity of the legal profession...to improve the prompt administration of justice...(and) to promote the general welfare of the members of the Association..."As such, ISBA has determined that publication of advertisements in ISBA publications may imply the endorsement, recommendation, support or approval of such products and services by the Illinois State Bar Association. This implication will be considered in determining whether potential advertising will be accepted or is misleading or deceptive to the readers of ISBA publications. In all matters relating to the interpretation of the following policies, their application to potential advertising, the decision of ISBA will be final and controlling.

1. All advertising is subject to ISBA approval. ISBA reserves the right to reject any advertising at any time and for any reason.
2. As a matter of policy, the following are not accepted:
 - (a) Advertising for products or services that are illegal or whose movement in interstate commerce is illegal.
 - (b) Advertising relating to contests, lotteries, or the offering of prizes based on chance, unless first cleared by the U.S. Postal Service.
 - (c) Advertising relating to alcoholic beverages or tobacco products.
 - (d) Advertising by or on behalf of political candidates at any level, including, but not limited to, internal ISBA positions. Candidates for the office of ISBA third vice-president may advertise their candidacy in the *ISBA Bar News*.
 - (e) Advertising advocating positions on political or social issues.
 - (f) Advertising which may violate or may enable another to violate the Illinois Code of Professional Responsibility, the Illinois Rules of Professional Conduct, or the Illinois Code of Judicial Conduct.
 - (g) Advertising which is on its face false and/or misleading to the "reasonable reader" of ISBA publications and/or advertising copy for which the advertiser cannot provide factual substantiation or legal authorization from the appropriate jurisdiction when requested and which therefore might be false, misleading and/or violative of the Illinois Rules of Professional Conduct, the Illinois Code of Professional Responsibility, or the Illinois Code of Judicial Conduct.
3. Advertising may not in subject matter, content, material or design jeopardize the mailing status of the publication in which it appears. The publisher reserves the right to obtain an opinion from the U. S. Postal Service on this question.
4. Advertising which by its subject matter or content may imply or lead to an implication of ISBA endorsement, recommendation, support, or approval will be accepted if, as a condition of acceptance, it includes in the advertisement a disclaimer which indicates that the product or service is not endorsed, recommended, supported, or approved by ISBA.

5. No unpaid advertising space will be provided for public service or other advertising except:
 - (a) Advertising for products and services of the Illinois State Bar Association, or ISBA-generated advertising of Association-sponsored products or services, shall be published on a space available basis.
 - (b) Organizations affiliated with ISBA are entitled to a 50% discount on display advertising space.
 - (c) Within six months of the commencement of their original contract with ISBA, entities which offer products and/or services as part of the ISBA Membership Benefit Program may receive a 50% discounted rate on two black and white display advertisements.
6. Classified advertising is limited to the following matters: Lawyer employment opportunities; employment wanted; referral of legal work; sale of used law books; sale of law office equipment or furnishings; law office rental opportunities; and miscellaneous matters involving a time-limited exchange of specific information. Generalized advertising of professional services to lawyers, such as expert witness services, or other advertising that cannot qualify under this standard of advertising, must be purchased at display classified or regular display rates.
7. If an advertisement offers the sale of a product by mail order, ISBA reserves the right to examine the product a purchaser will receive, but ISBA is not obliged to do so. Examination of the product or publication of the advertisement does not constitute a guarantee or warranty of said product nor the endorsement, recommendation, support or approval of the product by ISBA.
8. ISBA reserves the right to request full or partial payment before publishing any advertisement and to cease publishing ordered advertisement when payment for previous advertising is more than 60 days overdue. The entity whose product and/or service is advertised is ultimately liable for the costs of such advertisements, even if such entity chooses to utilize the services of an independent advertising agency to place advertisements with ISBA.
9. Cancellation Policy: Advertisements scheduled for insertion may be cancelled if ISBA is notified in writing (or by fax) on or before the copy deadline date of scheduled publication. When ad advertiser or its agency cancels all or part of a multiple insertion order or contract, the advertiser or its agency is responsible for payment of the rate differential resulting from such cancellation.
10. The advertiser agrees to pay on behalf of and indemnify the Illinois State Bar Association against any and all liability, loss, or expense (including attorney's fees) arising from claims for libel, unfair competition, unfair trade practice, infringement of trade names or patents, violation of rights of privacy, and infringement of copyrights and propriety rights resulting from the publication by the Association of the advertiser's advertisement.
11. The Association will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, fire, breakdown of equipment, or any other circumstances beyond the Association's control.