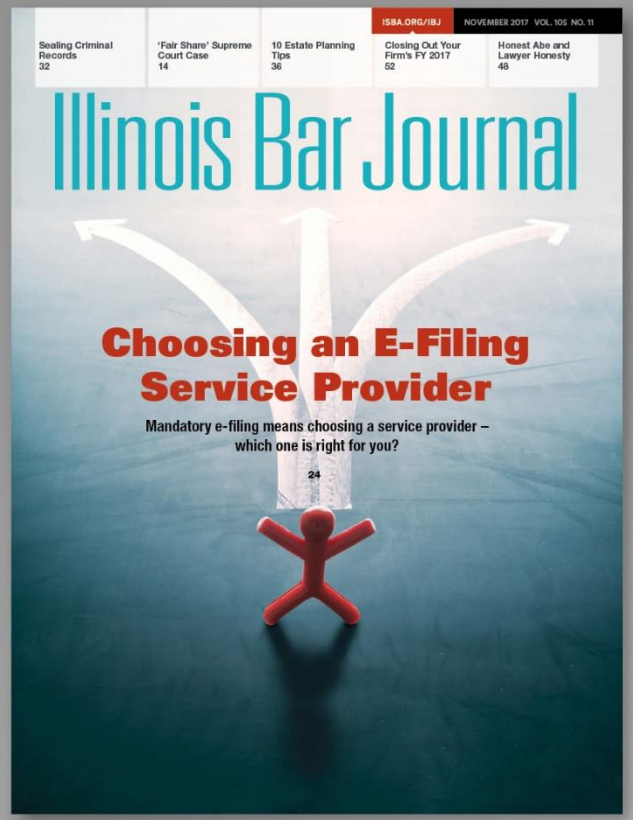
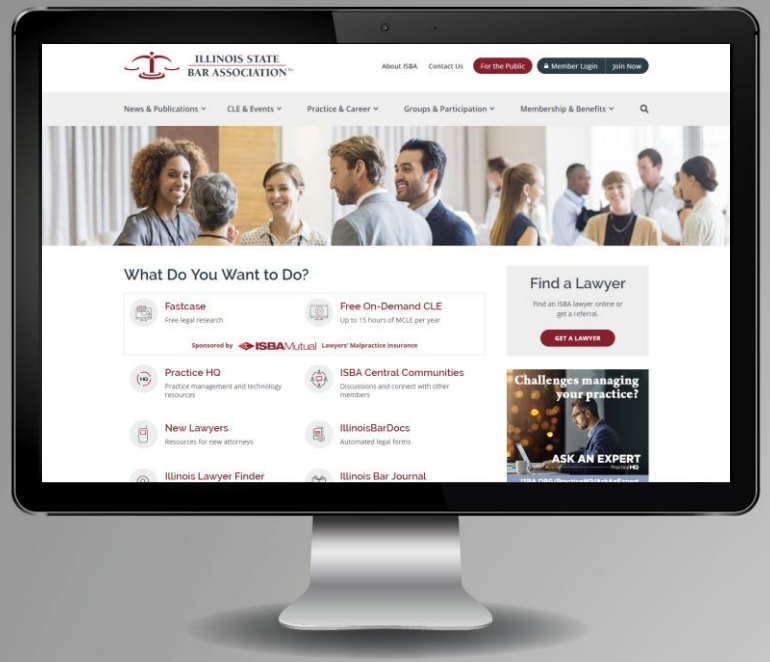
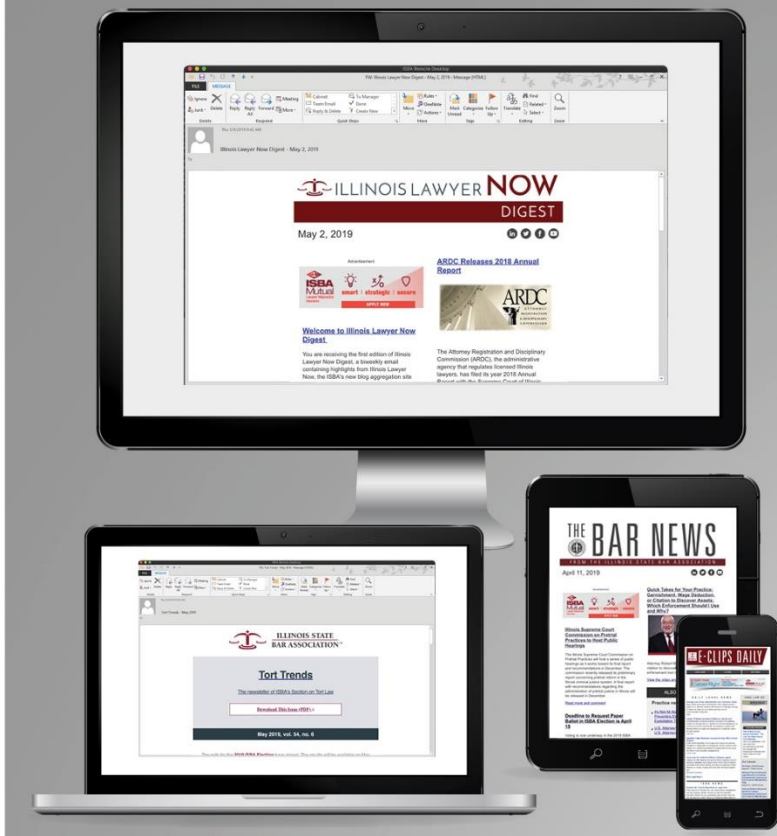






ISBA

Illinois State Bar Association

2019 MEDIA KIT

Demographics

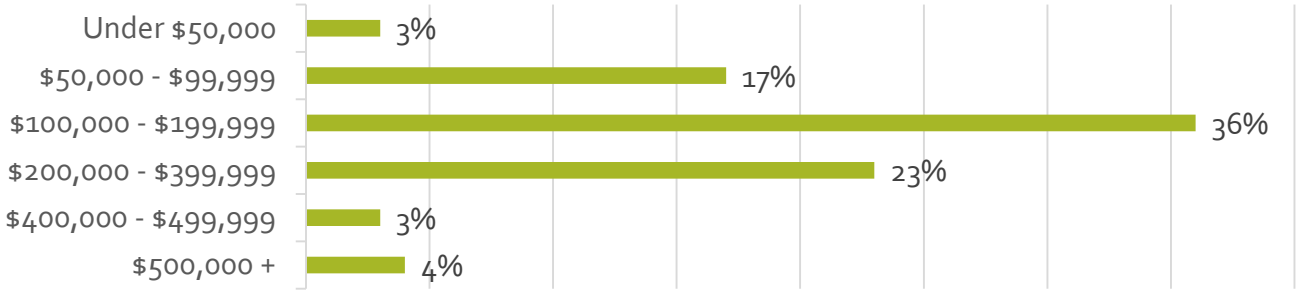
Reaching the Lawyers of Illinois

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 magazine, website, and emailed newsletters, or through our direct mail lists. Let us help you plan your marketing strategy to reach this valuable market.

28,000 members

Male – 63% Female – 36%

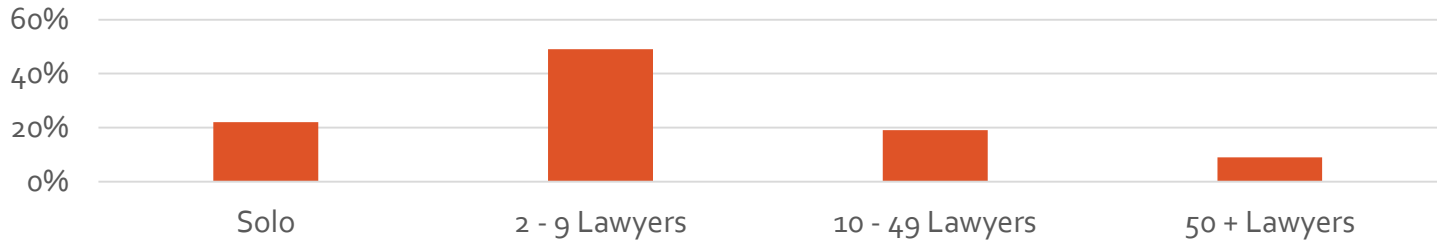
Household Income



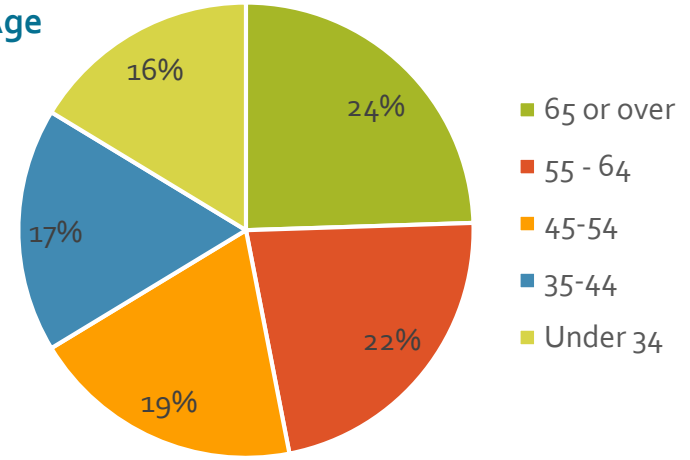
Firm Location

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%

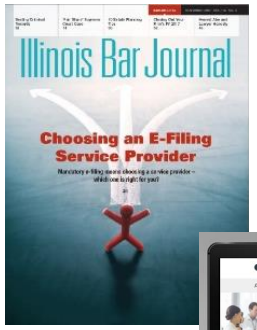
Firm Size



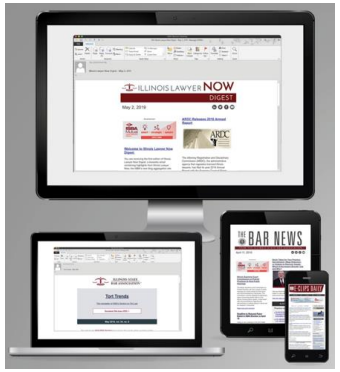
Age



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.

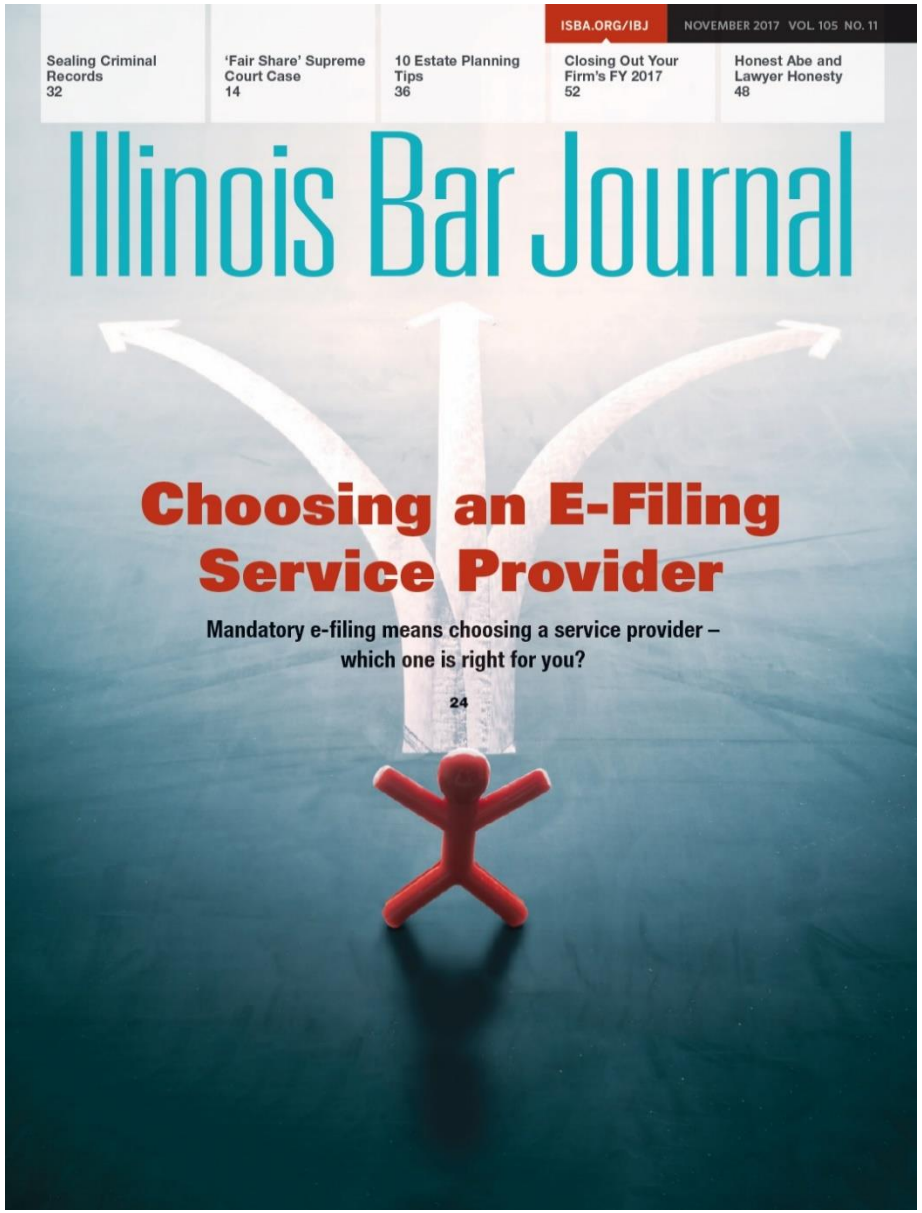
- **Website Advertising**
  - www.isba.org – The ISBA website averages over 70,000 users per month. It is a valuable resource for ISBA members and includes sections on legal news, continuing legal education, publications, membership information, practice tips, and much more.
  - www.illinoislawyernow.com – This new website aggregates content from ISBA members' legal blogs, as well as original ISBA content. The website is not gated and is visited by members of the profession and the public.

- **E-Newsletter Advertising**
  - **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 additional to new cases, every E-Clips issue includes links to law-related news stories and our ISBA Law Ed calendar.
  - **Illinois Lawyer Now Digest** – This digest is sent out every other week to more than 23,000 ISBA members. It contains original ISBA substantive legal news, as well as content from ISBA members' legal blogs.
  - **The ISBA Bar News** – Provides ISBA leadership with information about breaking legal news, ARDC rulings, CLE offerings, member benefits, and more on a biweekly basis.
  - **E-Newsletters** – The ISBA publishes 41 different section e-newsletters. Newsletter content is designed to update subscribers on recent court decisions, legislative actions, and other legal and ISBA news. Advertising through one of our e-newsletters is a great way to target lawyers practicing in specific areas of law. Our members consider these section newsletters to be an important practice aid.

ILLINOIS STATE BAR ASSOCIATION

Illinois Bar Journal

The award-winning Illinois Bar Journal is received monthly by all 28,000 ISBA members. It is the only legal publication that reaches attorneys throughout the state of Illinois.



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

Editor & Publisher– 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	$6,293	$5,978	$5,663	$5,349
1 page	$3,146	$2,988	$2,831	$2,674
1/2 page island*	$2,202	$2,091	$1,981	$1,871
1/2 page	$1,888	$1,793	$1,699	$1,604
1/3 page	$1,258	$1,195	$1,132	$1,069
1/4 page	$1,100	$1,045	$990	$935
1/6 page	$786	$746	$707	$668

*Guaranteed no other ad on page.

Cover Position Rates

	1x	3x	6x	12x
2nd Cover	$3,393	$3,223	$3,053	$2,884
3rd Cover	$3,239	$3,077	$2,915	$2,753
4th 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.

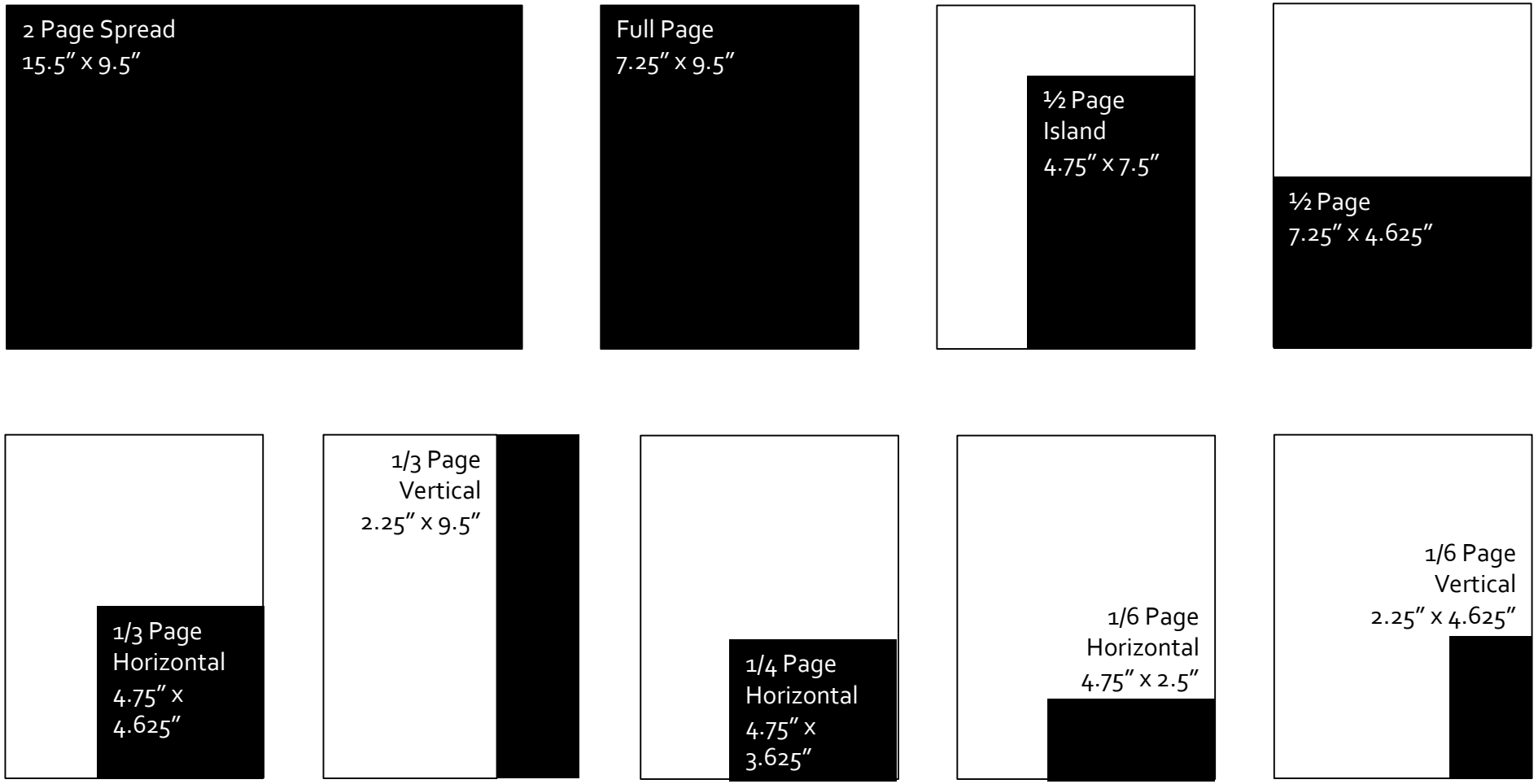
Mechanical Printing Specifications

- 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 – Sponsored Content



ADVERTISEMENT

Hedline goes here and here

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

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SoFi

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

Create interest for your product or service

A sponsored content page 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, sponsored content is an excellent way to communicate your message.

Guidelines

The page 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, a page 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 = $3,146 3 issues = $2,988 per issue 6 issues = $2,831 per issue 12 issues = $2,674 per issue

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*

*Prices listed are per month.

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.



2019 Illinois Bar Journal Deadlines

Issue	Space	Materials
January	12/3/18	12/12/18
February	1/2/19	1/11/19
March	2/1/19	2/12/19
April	3/1/19	3/13/19
May	4/1/19	4/12/19
June	5/1/19	5/13/19
July	6/3/19	6/12/19
August	7/1/19	7/12/19
September	8/1/19	8/13/19
October	9/3/19	9/13/19
November	10/1/19	10/14/19
December	11/1/19	11/13/19



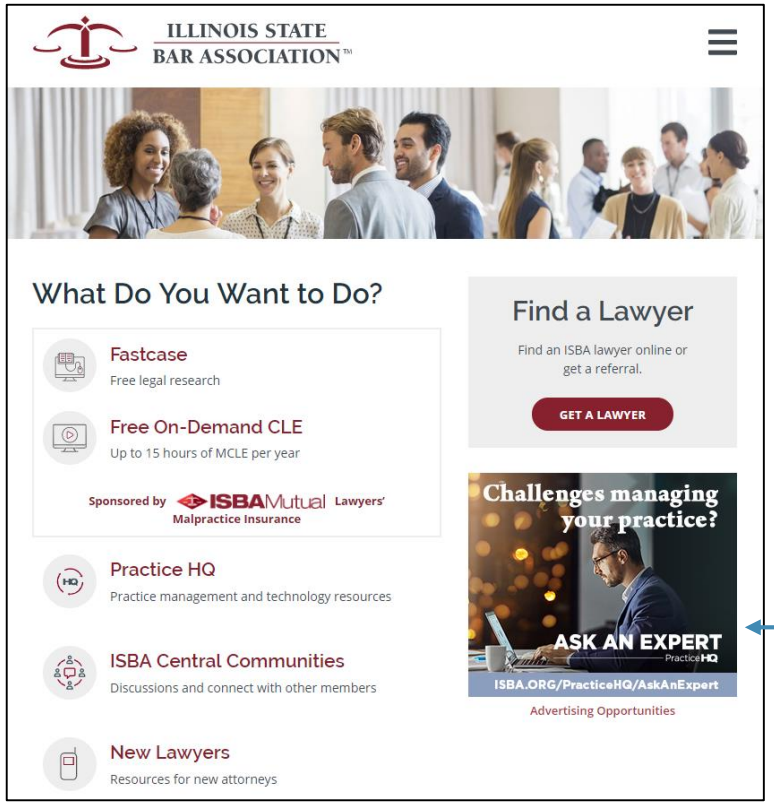
ILLINOIS STATE BAR ASSOCIATION

Website Advertising

The ISBA offers several opportunities to reach our members via our digital platforms. These include our website and our new legal blogging site.

Website Advertising

www.isba.org



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

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 visitors per month. The Legal News Page is another popular page and offers a 300 x 250 banner.

Home Page Rectangle

Located on the right side of the ISBA home page, this ad can't be missed. This is the only advertising opportunity on the home page, and rotates up to two advertisers. Ads are scheduled by month starting on the 1st of each month. (300 x 250 pixels)

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.

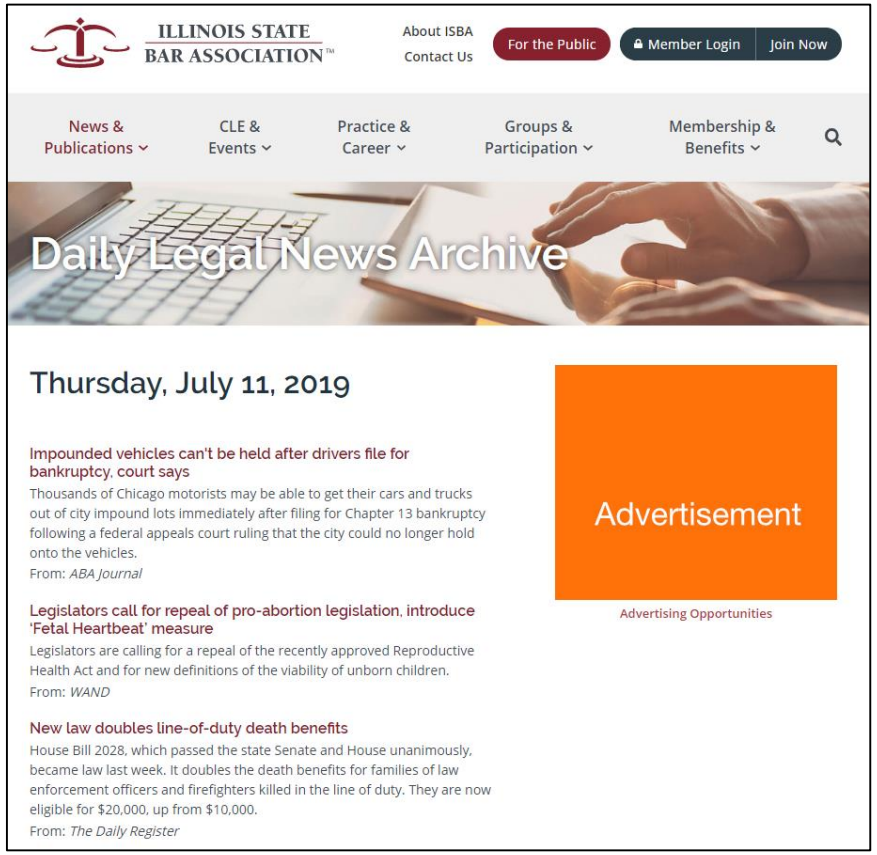
Rate Policy:

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

Legal News Page

https://www.isba.org/dailylegalnews

Rectangle – Rotates up to three advertisers. This page is accessed directly from the ISBA home page, or from E-Clips. Ads are scheduled by month starting on the 1st of each month. (300 x 250 pixels)

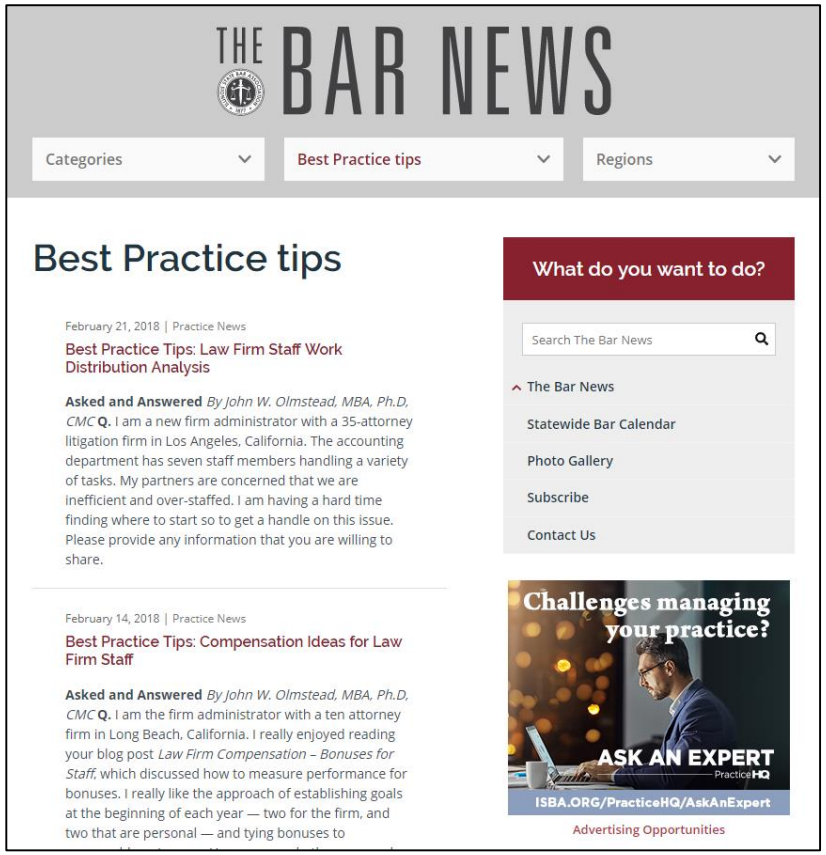


1x	3x	6x	12x
$600	$540 per month	$480 per month	$420 per month

The Bar News

https://www.isba.org/barnews

Rectangle – 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. (300 x 250 pixels)



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

www.illinoislawyernow.com

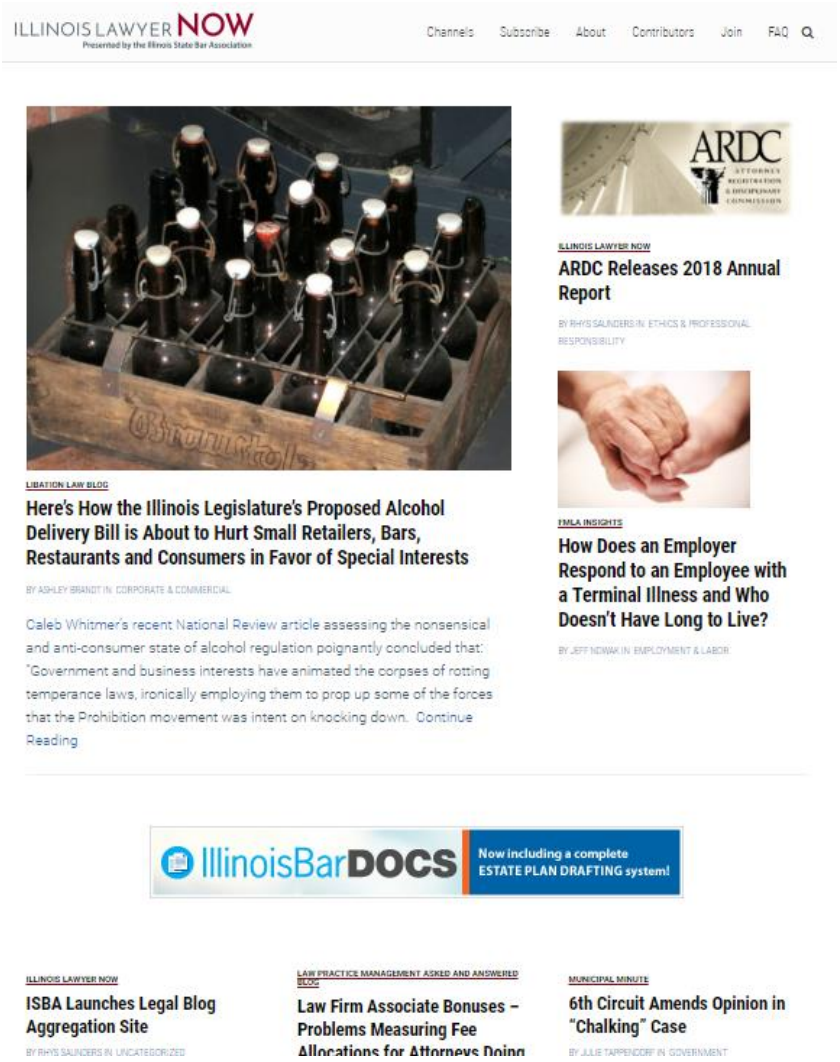
Illinois Lawyer Now

Illinois Lawyer Now features relevant, substantive legal news from the Illinois State Bar Association and members' blogs. This new platform is a unique member benefit that provides members a means to amplify the reach of their blogs. Leaderboard advertising space is available.*

Ads are scheduled by month starting on the 1st of each month.

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

*Two different ad sizes needed – one for viewing on a larger screen, and one for mobile viewing.
738 x 100 pixels and 330 x 141 pixels



Expert Services Directory

https://www.isba.org/experts

If you offer expert witness or support services for lawyers, the ISBA's Expert Services Directory is an excellent opportunity for you to let the thousands of attorneys that visit our site know what you offer and how to contact you. A six-month listing on our site is only $195 and includes your picture, or company logo, contact information and a description of the services offered.

Go to www.isba.org/experts/rates for additional information, and to place your ad.

Ad Example:

ILLINOIS STATE BAR ASSOCIATION

Illinois State Bar Association

424 South Second Street
Springfield, IL 62701

Phone: 217-525-1760
Fax: 217-525-0712

Website: www.isba.org
Email: nvonnahmen@isba.org

The Illinois State Bar Association is a private, voluntary professional association with more than 34,000 lawyer members. The Association conducts continuing legal education seminars; publishes a wide variety of books and newsletters to help lawyers in their practices; is an active participant in legislative activities in Springfield and Washington; provides ethics opinions to members; provides other professional services to lawyers; and provides education and services to the public. Among its publications is a monthly magazine - Illinois Bar Journal, a twice-monthly newspaper - ISBA Bar News, and newsletters published by each of 37 substantive law sections.

Online Classified Advertising

https://www.isba.org/classifieds

ISBA Classified Online Advertising Rates for a 30-day posting:

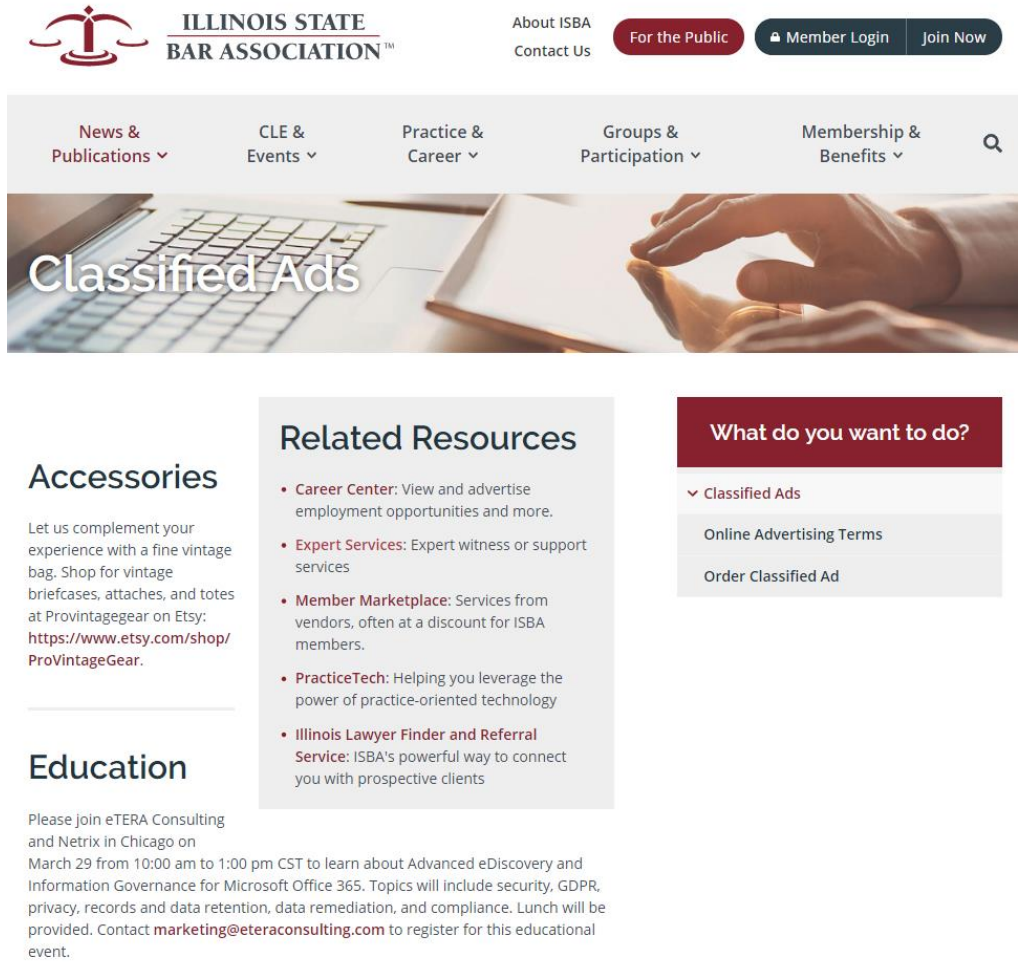
$50 for the first 25 words, $1 a word for each additional word.

Additional discounts:

- 3-month pre-paid discount – 10%
- 6-month pre-paid discount – 20%
- 12-month pre-paid discount – 30%

The ISBA will calculate the total cost and confirm with you before the ad is published.

Go to https://www.isba.org/classifieds to view the ads and place yours.



ILLINOIS STATE BAR ASSOCIATION

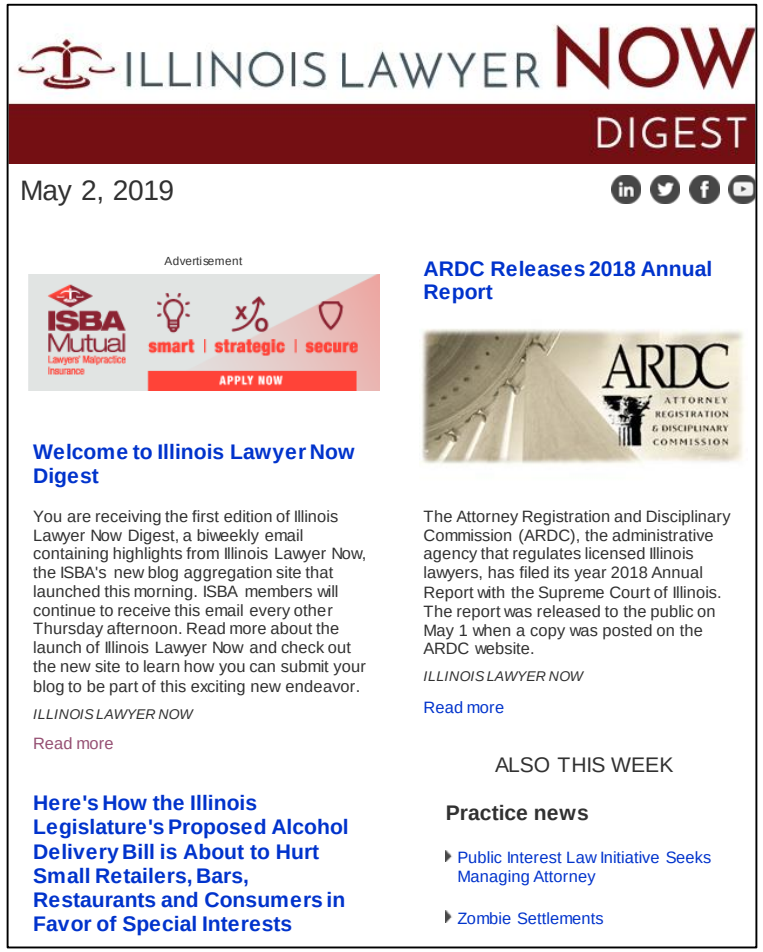
E-Newsletter Advertising

The Illinois State Bar Association offers three different emailed newsletters and 40 section newsletters that are also sent via email. **E-Clips** 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 an indispensable practice resource for thousands of lawyers statewide. In additional to new cases, every E-Clips issue includes links to law-related news stories and our ISBA Law Ed calendar. **Illinois Lawyer Now Digest** is sent out every other week to more than 23,000 ISBA members. It contains original ISBA substantive legal news, as well as content from ISBA members' legal blogs. The **ISBA Bar News** provides ISBA leadership with information about breaking legal news, ARDC rulings, CLE offerings, member benefits, and more on a biweekly basis. **Section e-newsletters** go to lawyers in 40 different practice areas. Content is designed to update subscribers on recent court decisions, legislative actions, and other legal and ISBA news. Advertising through one of our e-newsletters is a great way to target lawyers practicing in specific areas of law.

Illinois State Bar Association • 424 South Second Street, Springfield, IL 62704 • 800-252-8908 • nvonnahmen@isba.org

Illinois Lawyer Now Digest

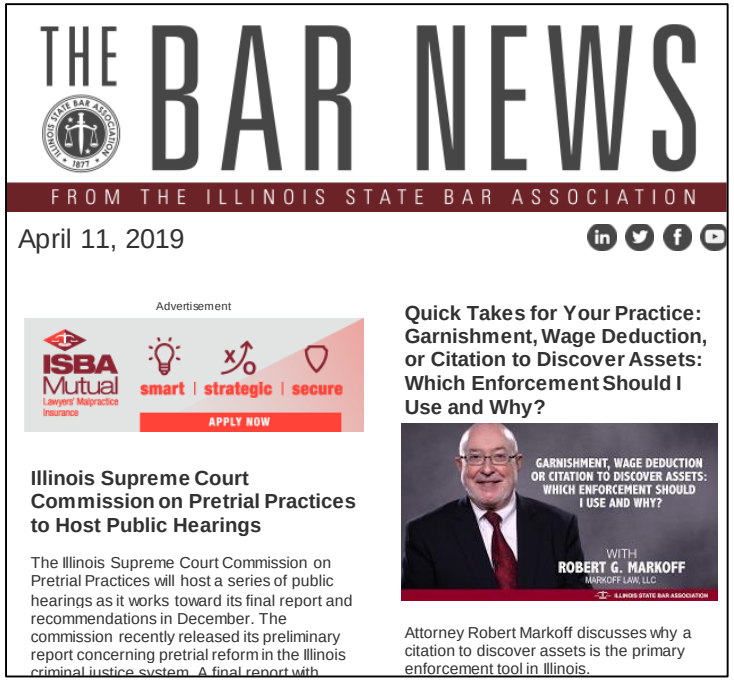
Small Banner – This digest is delivered every other Thursday to more than 23,000 ISBA members. It contains news and legal updates from the ISBA as well as ISBA members' blogs. Ads are scheduled by month starting on the 1st of each month. Anyone advertising in the Illinois Lawyer Now Digest also receives a complimentary ad in The Bar News emailed newsletter. Ad size is 300 x 100 pixels.


ILLINOIS LAWYER NOW
DIGEST
May 2, 2019
Advertisement
ISBA Mutual Lawyers' Malpractice Insurance
smart | strategic | secure
APPLY NOW
Welcome to Illinois Lawyer Now Digest
You are receiving the first edition of Illinois Lawyer Now Digest, a biweekly email containing highlights from Illinois Lawyer Now, the ISBA's new blog aggregation site that launched this morning. ISBA members will continue to receive this email every other Thursday afternoon. Read more about the launch of Illinois Lawyer Now and check out the new site to learn how you can submit your blog to be part of this exciting new endeavor.
ILLINOIS LAWYER NOW
Read more
Here's How the Illinois Legislature's Proposed Alcohol Delivery Bill is About to Hurt Small Retailers, Bars, Restaurants and Consumers in Favor of Special Interests
ARDC Releases 2018 Annual Report
ARDC ATTORNEY REGISTRATION & DISCIPLINARY COMMISSION
The Attorney Registration and Disciplinary Commission (ARDC), the administrative agency that regulates licensed Illinois lawyers, has filed its year 2018 Annual Report with the Supreme Court of Illinois. The report was released to the public on May 1 when a copy was posted on the ARDC website.
ILLINOIS LAWYER NOW
Read more
ALSO THIS WEEK
Practice news
Public Interest Law Initiative Seeks Managing Attorney
Zombie Settlements

The Bar News

Small Banner – Delivered twice a month to the 1,400+ ISBA members that make up our leadership teams. It is a digest of The Bar News Blog, and is intended to make it easy for our leaders 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)

Illinois Lawyer Now Digest (includes ad in The Bar News)			
1x	3x	6x	12x
$400	$380 per month	$360 per month	$340 per month


THE BAR NEWS
FROM THE ILLINOIS STATE BAR ASSOCIATION
April 11, 2019
Advertisement
ISBA Mutual Lawyers' Malpractice Insurance
smart | strategic | secure
APPLY NOW
Illinois Supreme Court Commission on Pretrial Practices to Host Public Hearings
The Illinois Supreme Court Commission on Pretrial Practices will host a series of public hearings as it works toward its final report and recommendations in December. The commission recently released its preliminary report concerning pretrial reform in the Illinois criminal justice system. A final report with
Quick Takes for Your Practice: Garnishment, Wage Deduction, or Citation to Discover Assets: Which Enforcement Should I Use and Why?
GARNISHMENT, WAGE DEDUCTION OR CITATION TO DISCOVER ASSETS: WHICH ENFORCEMENT SHOULD I USE AND WHY?
WITH ROBERT G. MARKOFF
MARKOFF LAW, LLC
ILLINOIS STATE BAR ASSOCIATION
Attorney Robert Markoff discusses why a citation to discover assets is the primary enforcement tool in Illinois.

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)

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Former CBOT chairman Patrick Arbor arrested — briefly — in divorce case
Nearly five years ago, former Chicago Board of Trade chairman Patrick Arbor left the country and moved his assets overseas to
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Section E-Newsletters

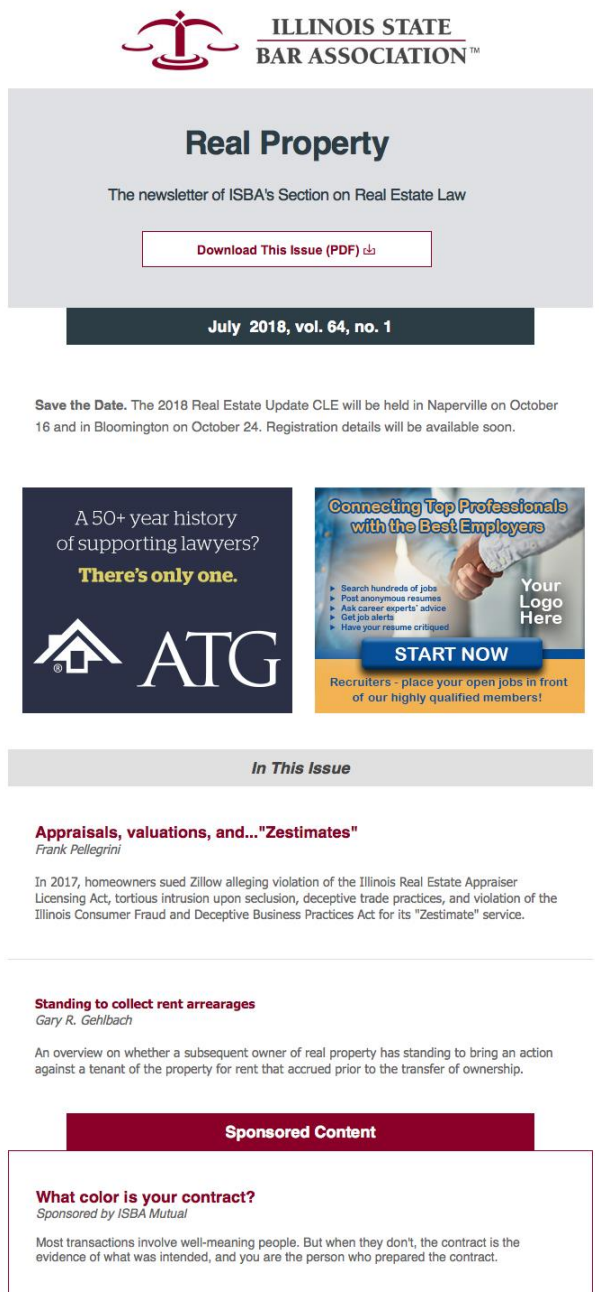
Our newsletters target 40 areas of law, allowing you to choose which segment of the legal profession best fits your marketing objectives. ISBA policy dictates that each section publish a minimum of four newsletters each fiscal year, preferably two between January and June, and two between July and December. In practice, most sections publish at least that many, several publish six to eight issues, and some publish up to 12 issues per year.

Advertising Options (Rates on following page)

- **Banner Ads**
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  - There are four banner ad spaces available per newsletter.
  - Rates start at $100, are based on circulation, and are listed on the next page.
- **Sponsored Content**
  - The article you submit for sponsored content should be a source of information for attorneys, not a commercial for your company.
  - Your company will be acknowledged with a subhead under the article title. The article itself should remain unbiased. This will help establish you, or your company, as a resource for our attorneys.
  - Only one sponsored content article is accepted per newsletter issue.
  - Rates start at $200, are based on circulation, and are listed on the next page.

Deadlines

Space reservations and creative deadlines are the 15th of the month preceding the month of publication. (For example, the deadline for space and creative for the June issue would be May 15th.)


ILLINOIS STATE BAR ASSOCIATION™

Real Property

The newsletter of ISBA's Section on Real Estate Law

Download This Issue (PDF)

July 2018, vol. 64, no. 1

Save the Date. The 2018 Real Estate Update CLE will be held in Naperville on October 16 and in Bloomington on October 24. Registration details will be available soon.

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In This Issue

Appraisals, valuations, and..."Zestimates"
Frank Pellegrini

In 2017, homeowners sued Zillow alleging violation of the Illinois Real Estate Appraiser Licensing Act, tortious intrusion upon seclusion, deceptive trade practices, and violation of the Illinois Consumer Fraud and Deceptive Business Practices Act for its "Zestimate" service.

Standing to collect rent arrearages
Gary R. Gehlbach

An overview on whether a subsequent owner of real property has standing to bring an action against a tenant of the property for rent that accrued prior to the transfer of ownership.

Sponsored Content

What color is your contract?
Sponsored by ISBA Mutual

Most transactions involve well-meaning people. But when they don't, the contract is the evidence of what was intended, and you are the person who prepared the contract.

Section Newsletters Advertising Rates and Circulation

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Administrative Law	300	$100	$200
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Alternative Dispute Resolution	390	$100	$200
Animal Law	165	$100	$200
Antitrust & Unfair Competition Law	138	$100	$200
Bench & Bar	1,010	$100	$200
Business Advice and Financial Planning	715	$100	$200
Business and Securities	908	$100	$200
Child Law	346	$100	$200
Civil Practice and Procedure	2,337	$190	$380
Commercial Banking, Collections & Bankruptcy	802	$100	$200
Construction Law	314	$100	$200
Corporate Law Departments	692	$100	$200
Criminal Justice	1,198	$100	$200
Education Law	298	$100	$200
Elder Law	1,306	$110	$220
Employee Benefits	234	$100	$200
Energy, Utilities, Trans. & Telecommunications	147	$100	$200
Environmental Law	300	$100	$200
Family Law	1,805	$150	$300

E-Newsletter	Circulation	300x250 Banner Ad	Sponsored Content
Federal Civil Practice	410	$100	$200
General Practice, Solo & Small Firm	988	$100	$200
Health Care	542	$100	$200
Human Rights	275	$100	$200
Insurance Law	575	$100	$200
Intellectual Property	561	$100	$200
International & Immigration Law	424	$100	$200
Labor & Employment Law	990	$100	$200
Law Office Management & Economics	322	$100	$200
Legal Technology	337	$100	$200
Local Government Law	717	$100	$200
Mineral Law	94	$100	$200
Real Estate Law	2,418	$200	$400
Senior Lawyers	9,817	$790	$1,580
State & Local Taxation	344	$100	$200
Tort Law	1,462	$120	$240
Traffic Laws & Courts	581	$100	$200
Trusts & Estates	1,893	$150	$300
Workers' Compensation Law	751	$100	$200
Young Lawyers Division	7,131	$570	$1,140

Newsletter – Sponsored Content



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A sponsored content page in one of our newsletters is an excellent way to present your products or brand to attorneys in the area of practice you would like to reach. 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, sponsored content is an excellent way to communicate your message.

Guidelines

The page should be a source of information for attorneys, not a commercial for your company. Of course, your company will be acknowledged with your 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 15th of the month preceding the month of publication. For example, a sponsored content page for the January issue would be due by the 15th 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 for the PDF version of the newsletter.
- Company information, including a brief description of your company (not to exceed 50 words), address, phone number, and website.

Rates

See rates on preceding page.

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, excluding internal ISBA positions. Candidates for ISBA office may advertise their candidacy in the *Illinois Bar Journal*.
(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.