
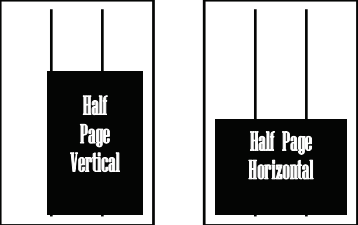
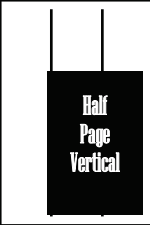


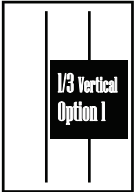
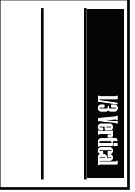
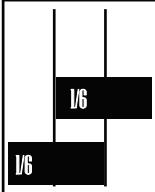
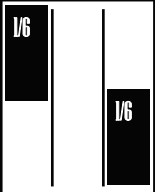


Bar-o-Meter

Specifications and Advertising Rates Per Issue

	12 Times	6 Times	Single Insertion	
Full Page	\$300	\$330	\$360	 7 1/2" x 9 7/8"
Inside Back Cover	\$330	\$360	\$390	
Inside Front Cover	\$360	\$370	\$420	
Back Cover	\$400	\$430	\$460	
Half Page	\$180	\$210	\$240	 4 7/8" x 7"  7 1/2" x 4 1/2"
One-third Page	\$120	\$150	\$180	 4 7/8" x 4 5/8"  7 1/2" x 3"  2 3/8" x 9 7/8"
One-sixth Page	\$60	\$90	\$150	 4 7/8" x 2 1/4"  2 3/8" x 4 5/8"

Wichita Bar Association members are billed at the 6 times rate for single ad insertions.

June Huie

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Dayna Wilmoth

Bar-o-Meter Liaison
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POLICIES AND SPECIFICATIONS

TRIM SIZE Trim size is 8 1/2" X 11". Keep all critical matter within the dimensions set forth.

SPECIAL POSITION Guaranteed position is available at extra cost of (10%).

SPECIAL STOCK The Bar-o-Meter is printed on 60# Opaque; cover is 80# Matte Text.

COPY REGULATIONS Liability for content of ads (text, representation, and illustrations) is assumed by companies and advertising agencies for any claims arising therefrom against the Wichita Bar Association or the publisher.

PAYMENT Thirty days net to companies with established Bar-o-Meter credit. Otherwise advance payment is required, no cash discount. For multiple insertions of six times or more, advanced payment of three months is required. Subsequent insertions will be billed in three month increments and payment will be due in advance of publication. Both companies and advertising agencies are equally responsible for payment of advertising appearing in this publication. Default by either party does not remove the burden of payment by the remaining party.

FREQUENCY Discounts are not retroactive.

CANCELLATIONS Cancellations prior to end of contract term or after closing date does not remove the burden of payment and client will be billed at 100%. Contract signature indicates acceptance of terms

MECHANICAL CHARGES Ad production services are available at the following rates:

TYPESETTING ONLY

1/6 page—\$25; 1/3 page—\$35;
1/2 page—\$50; full page—\$75

TYPESETTING AND DESIGN

1/6 page—\$35; 1/3 page—\$50
1/2 page—\$65; full page—\$90

DEADLINES!

The Bar-o-Meter is published on the first of each month. Insertion orders must be received by the 10th of the month preceding the cover date. Ad copy is due on the 15th.

