



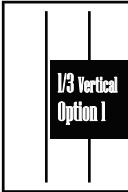
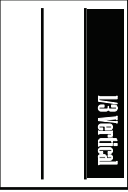
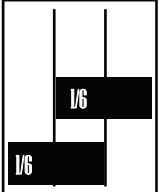
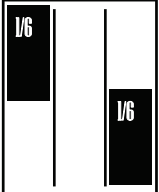


Bar-o-Meter

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	 4 7/8" x 7"  7 1/2" x 4 1/2"
Half Page	\$180	\$210	\$240	
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.

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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.

FREQUENCY Discounts are not retroactive.

PAYMENT Thirty days net to companies with established Bar-o-Meter credit. Otherwise advance payment is required, no cash discount. 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.

CANCELLATIONS Cancellations prior to end of contract term or after closing date does not remove the burden of payment, 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

Special artwork, logos, halftones, stripping, screens and so on necessary to bring ads into camera-ready format will be charged additional.

MATERIALS ACCEPTED Electronic files. Black and white advertisement art that is camera ready should be presented in the following order of preference: line art, clean laser copy, velox (positive with 85 lpi screens), or negatives with 133 lpi screens.

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. Final camera-ready copy is due on the 15th.

