



## Advertising Insertion Order

P.O. Box 6130, Newport Beach, CA 92658

Phone 949.440.6700 ext. 123

Fax 949.440.6710

www.ocbar.org

CVID#: \_\_\_\_\_

**The Orange County Bar Association is hereby authorized to publish the advertisement of:**

### ADVERTISER:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ZIP \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### ADVERTISING AGENCY:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### AD SPECIFICATIONS:

Size:  Full Page  2/3 Page  1/2 Page  1/3 Page  1/6 Page

Frequency:  1x  3x  6x  12x  \_\_\_x

**Premium Placement:**  Back Cover  Inside Back Cover  Inside Front  First 5 Pages

(Call for Availability)

Consecutively, beginning with \_\_\_\_\_ issue, or

Specific Months (please list): \_\_\_\_\_

### RATE:

Base Rate: \$ \_\_\_\_\_

Less Agency/Member Discount: \$ ( \_\_\_\_\_ )

Total Amount Per Insertion: \$ \_\_\_\_\_

Agency  Advertiser

### CONDITIONS FOR ADVERTISING:

Advertiser and/or the Advertising Agency and the Orange County Bar Association agree as follows:

**All classified ads and all first-time display ads must be pre-paid in full.**

All advertisements for Orange County Lawyer magazine are accepted and published on the representation that the advertiser and or the advertising agency are authorized to publish the entire contents and subject matter therein.

The OCBA and/or the publisher reserve the right to reject any advertiser or advertising copy for any reason.

The OCBA and/or the publisher shall not be liable for damages if for any reason an advertisement is not published.

The advertiser and/or the advertising agency will defend, indemnify, and hold the OCBA, publisher, producer, and/or the publication harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of rights of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement. The advertiser and/or the advertising agency further guarantees to reimburse the OCBA and/or publisher for all attorneys' fees and costs resulting from the advertiser's and/or advertising agency's failure to timely pay the total amount due for the advertising space.

In the case of advertising placed by an agency, the agency and the client in whose name the agency is placing the ad are jointly and severally liable for the price of the advertising space.

Payment for advertising space is due within 15 days of the date of the invoice unless otherwise noted. Finance charges on overdue accounts will be charged at the rate of 1-1/2% per month or the maximum legal rate, whichever is less. The OCBA and/or publisher may stop inserting the advertiser's advertisements in the publication if the payment of any bill is not made when due.

Cancellation by the advertiser or the advertising agency must be made by the first day of the month preceding the month of publication, subject to payment or losses already incurred.

Early cancellations will be subject to prorated billing. Failure to acknowledge or return ad proof will not alter contract payments terms or obligations. The publisher will not be liable for any oral agreements or specific arrangement contrary to or in addition to the terms of this contract.

All advertising artwork must meet required specifications. Any production charges (i.e. lay-out, typesetting, etc.) incurred by OCBA will be billed additionally to the advertiser and/or the advertising agency.

**This Agreement is not binding on the OCBA until signed by an authorized OCBA representative.**

\_\_\_\_\_  
Name (Advertiser) Signature Title Date

\_\_\_\_\_  
Name (Advertising Agency) Signature Title Date

\_\_\_\_\_  
Name (OCBA Representative) Signature Title Date

\*Note: If an ad is placed by an advertising agency, both the advertiser and the advertising agency must sign this Agreement.