



# COMMUNIQUE

THE OFFICIAL PUBLICATION OF THE CLARK COUNTY BAR ASSOCIATION

*Ad rates & specifications effective 11/13/2024*

## Place a display ad in the *Communiqué* to showcase:

- Awards, achievements
- Law firm announcements
- Events
- Office, retail space
- Luxury items for legal professionals, law firms
- Professional services

**Request  
a quote  
today!**

*Comet Neowise at Red Rock Canyon courtesy of John H. Mowbray.*

### *Featured inside*

#### **About *Communiqué*, Editorial Calendar**

*See page 2*

#### **Ad Sizes, Rates, Specifications**

*See pages 3-4*

#### **Ad Order Form**

*See page 5*

### *Contact us today!*

Call the CCBA at 702-387-6011 or [StephanieAbbott@clarkcountybar.org](mailto:StephanieAbbott@clarkcountybar.org)

Ask about discounts, added value opportunities, and design services!

## About Communiqué

- **Publication & Format:** *Communiqué* is published in second week of the month, 11 times per year, with an issue published monthly except for July by the Clark County Bar Association (CCBA). Magazine trim size: 8 1/2" width by 11" height and saddle-stitched. Paper: 80 lb. House Gloss Coated Text White. Materials and format are subject to change without notice.
- **Circulation:** *Communiqué* is mailed to members of the Clark County Bar Association. Membership is comprised of attorneys, judges, legal professionals in southern Nevada, Reno, and across the United States. Circulation of an issue will vary depending on membership at the time of mailing. *Communiqué*s also mailed to select libraries and subscribers.
- **Added value oportunties:** Advertisers' names are published in a list of advertisers on the individual issue's page of the bar's website with a link to the advertiser's website. For example, view issues of the publication posted at <https://clarkcountybar.org/about/member-benefits/communique/>.
- **Content:** *Communiqué* is designed to keep the southern Nevada legal community informed with practical legal articles; procedural information from local, state, and federal courts; and updates about bar events and services. Each issue of the *Communiqué* maintains an editorial focus with practical legal articles and features for Nevada attorneys, judges, and their staff. Nevada attorneys who want to write an article first must submit a proposal for consideration by the editors. The content for each issue is planned several months in advance. For more information about our publication's editorial calendar, deadlines, editorial policy, and author guidelines, contact the CCBA staff.
- **Advertising:** Space is available in *Communiqué* for select businesses to showcase their professional services and products. Space reservations are required. Space is limited with placement only guaranteed to paid advertisements. Advertising space must be reserved with signed insertion order and payment at least one month prior to publication (cover) date (e.g. March 1 for April cover). Ad order & materials are due 30 days prior to the first day of the desired month of publication (e.g. July 1 for the August issue of the publication.) Final approved artwork is due by the closing date. Orders cannot be canceled after the closing date. When change of copy is not received by the closing date, copy run in the previous issue will be inserted.
- **Contact:** For more information and to confirm current ad rates, discounts, artwork specifications, and deadlines, contact the publisher at Clark County Bar Association, 717 S. 8th Street, Las Vegas, Nevada, 89101. Phone: (702) 387-6011.

### Communiqué Editorial Calendar

Cover Date	Topic of Articles	Space Reservations	Closing Date
January 2025	Five Things	11/1/2024	12/1/2024
February 2025	ADR	12/1/2024	1/2/2025
March 2025	Family Law	1/2/2025	2/1/2025
April 2025	Civil Procedure	2/1/2025	3/1/2025
May 2025	Estate Planning & Probate	3/1/2025	4/1/2025
June/July 2025	Membership Matters	4/1/2025	5/1/2025
August 2025	First Amendment	6/1/2025	7/1/2025
September 2025	Legislative Wrap-Up	7/1/2025	8/1/2025
October 2025	Science & Technology	8/1/2025	9/1/2025
November 2025	Mental Health	9/1/2025	10/1/2025
December 2025	Pro Bono	10/1/2025	11/1/2025

\*The combined June/July issue will be released in June. The editorial calendars, schedules, editorial policies, and writer's guidelines for the Communiqué are subject to change without notice.

## Communiqué Ad Sizes & Rates

This page contains information regarding print advertising options in *Communiqué*, the official publication of the Clark County Bar Association. All rates listed reflect cost for each insertion of a display ad. All ad dimensions listed below reflect the live area. Other restrictions apply. For more information, contact the CCBA at 702-387-6011, [StephanieAbbott@clarkcountybar.org](mailto:StephanieAbbott@clarkcountybar.org).

**FULL PAGE**  
8.75" Width x 11.25" Height  
Includes bleed of .125" off page  
LIVE MATTER: 8.5" W x 11.0" H  
INSIDE MARGIN: 7.5" W X 9.875" H  
4-Color: \$1,050/ea.  
Grayscale: \$840/ea.

**BACK COVER**  
8.75" Width in W x 8.25" Height  
Includes bleed of .125" off page  
LIVE MATTER: 8.5" W x 8.0" H  
4-Color only: \$1,313/ea.

**1/2 PAGE VERTICAL**  
3.625" W x 9.875" H  
4-Color: \$840/ea.  
Grayscale: \$420/ea.

**1/3 PAGE VERTICAL**  
2.375" x 9.875"  
4-Color: \$735/ea.  
Grayscale: \$368/ea.

**1/2 PAGE HORIZONTAL**  
7.5" W x 4.875" H  
4-Color: \$840/ea.  
Grayscale: \$420/ea.

**1/3 PAGE SQUARE**  
4.875" W x 4.875" H  
4-Color: \$735/ea.  
Grayscale: \$368/ea.

**1/4 PAGE VERTICAL**  
3.625" W x 4.875" H  
4-Color: \$630/ea.  
Grayscale: \$315/ea.

**1/6 PAGE VERTICAL**  
2.375" W x 4.875" H  
4-Color: \$315/ea.  
Grayscale: \$158/ea.

**1/6 PAGE HORIZONTAL**  
4.875" W x 2.375" H  
4-Color: \$315/ea.  
Grayscale: \$158/ea.

**1/8 PAGE HORIZ.**  
3.625" W x 2.25" H  
4-Color: \$250/ea.  
Grayscale: \$125/ea.

**1/12 PAGE SQUARE**  
2.375" W x 2.375" H  
4-Color: \$210/ea.  
Grayscale: \$105/ea.

### Ad Specifications & Design Requirements

- **Dimensions:** Dimensions listed above are listed above (see page 3) and are for live matter and the outer edges of the border of the ad.
- **Resolution:** The resolution of all elements (photos, logos, graphics, fonts, etc.) used in the design of the ad must not fall below 300 DPI (dots per inch) with color ads recommended to not fall below 300 DPI, and line art items to not fall below 300 DPI. Do not use rules less than .25 point. Fonts should be turned to outlines. Artwork should be flattened.
- **Formats:** Color ads must be formatted for 4-color printing with CMYK settings. No PANTONE, spot, duotone, or monochrome settings are allowed. No RGB, LAB, Index colors are allowed. All colors for all elements used in the design must be converted to CMYK color values only (U.S. Prepress Defaults). Grayscale ads should be formatted with grayscale settings (Gray Gamma 1.8 or 2.2).
- **Delivery of materials:** Submit as an electronic file in one of the following formats: PDF, EPS, TIF, or JPG via e-mail to the publisher, Clark County Bar Association via [stephabbott@clarkcountybar.org](mailto:stephabbott@clarkcountybar.org). It is the responsibility of the advertiser to secure delivery of artwork to the publisher.

### Advertising Policy

All advertisers (display and classified) must adhere to size specification, standards and policies contained on this official rate card. The publisher's schedule of insertion order and copy deadlines must be observed in order to assure publication in the Communiqué.

The advertiser assumes all responsibility for materials and copy submitted to be published. It is expressly understood that the advertiser and advertising agency will indemnify, defend and hold the publisher and its agents, servants, directors and employees harmless from and against any and all losses, expenses or other liabilities resulting from any claims or suits for libel, violation or rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such an advertisement, including reasonable lawyer's fees in defending against any such claim. In the case of advertising placed by an agency, the agency and the advertiser (client) are jointly and severally liable for the price of the advertising space. The publisher shall not be liable for any damages if for any reason he fails to publish an advertisement.

In the event of an error in the advertisement caused by the publisher, its agents, directors or employees, the liability of the publisher for those individuals will not exceed the cost of the space occupied by the erroneous copy or illustrations. No allowance will be made for errors that do not materially affect the value of the advertisement. Advertising material will be limited to the products and services provided by the advertiser. All materials and copy will be subject to the final approval of the publisher as to quality and content of ads.

Appearance of an advertisement in Communiqué neither constitutes a recommendation nor an endorsement of that product or service by the Clark County Bar Association.

Liability of the publisher for any error for which it may be held legally responsible is limited to the cost of the advertisement. All advertising is subject to publisher's approval. CCBA reserves the right to reject advertising which, in the opinion of the publisher, is not in keeping with its publication standards.

Costs incurred by the publisher for production work done on advertisements will be charged to the advertiser. When change of copy is not received by the closing date, copy run in the previous issue will be inserted.

Cancellation of any advertisement must be made in writing at least ninety (30) days in advance of the publication date. In the case of advertising placed by an agency, the agency and the advertiser are jointly and severally liable for the price of the advertising space. All orders are non-cancellable after the closing date.

To guarantee ad placement, this insertion order/agreement must be completed and e-mailed to [stephabbott@clarkcountybar.org](mailto:stephabbott@clarkcountybar.org) 30 days in advance of the requested publication month. A proof of the ad will only be provided before printing by request. You will have 24 hours to respond after receipt of that proof or else the ad design will be published as designed. To cancel the ad placement, the advertiser must contact the publisher in writing immediately and before the appropriate deadline for the issue.

# Communiqué Ad Insertion Order Form

ADVERTISER'S NAME: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_  
 AD AGENCY (IF APPLICABLE): \_\_\_\_\_ E-MAIL: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ PHONE #: \_\_\_\_\_

<b>AD PLACEMENT ORDER</b> <i>Complete order with selections made for ad size, format, number of placements, cover (dates).</i>  Publication will <u>not</u> be released in <u>July</u> . The combined <u>June/July</u> issue will be released in <u>June</u> . Contact CCBA to confirm availability of space, rate, discount and payment options. Payment is due upon placement of the order.	AD SIZE: _____	RATE PER PLACEMENT: \$ _____
	FORMAT (Color or b/w): _____	DISCOUNT PER PLACEMENT: \$ _____
	NUMBER OF PLACEMENTS: _____	PREMIUM PER PLACEMENT: \$ _____
	COVER DATE(S): _____	PRICE PER PLACEMENT: \$ _____
	_____	DESIGN SERVICE CHARGE: \$ _____
	_____	<b>TOTAL AMOUNT DUE: \$ _____</b>
		TOTAL AMOUNT ENCLOSED: \$ _____

**ADDITIONAL DISCOUNTS & CHARGES\***

*Add to or subtract from earned rate:*

- Premium Placement:** +15% per placement of ad on a page within the first half of the pages of the publication
- Frequency Placement Discount (for orders with ad placements of more than 2 times):**
  - Place ad for 3 to 5 times to get 5% off each placement
  - Place ad for 6 to 8 times to get 10% off each placement
  - Place ad for 9 to 12 times to get 15% off each placement
- Member Discount:** -15% per placement for CCBA members only
- Agency Discount:** -15% per placement for recognized ad agencies only
- Sponsor Discount:** -15% per placement for recognized sponsors of CCBA activities only
- Pre-Paid Discount:** -5% per total amount due is available for orders with frequency ad placements if the total amount is paid prior to the cover date of the 1st ad placement in the order.
- Ad Design Charge:** +\$75 per first ad placement. NOTE: Ad design services performed by the CCBA staff to design the ad file to meet the publication's artwork requirements. However, the advertiser must provide CCBA with all text and electronic files of high-resolution graphics, photos, logos to be included in the ad design.

The CCBA Member, Agency, and Sponsor Discounts may not be combined.

**CONDITIONS**

The advertiser assumes all responsibility for materials and copy submitted to be published. It is expressly understood that the advertiser and advertising agency will indemnify, defend and hold the publisher and its agents, servants, directors and employees harmless from and against any and all losses, expenses or other liabilities resulting from any claims or suits for libel, violation or rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such an advertisement, including reasonable lawyer's fees in defending against any such claim. In the case of advertising placed by an agency, the agency and the advertiser (client) are jointly and severally liable for the price of the advertising space. The publisher shall not be liable for any damages if for any reason he fails to publish an advertisement. In the event of an error in the advertisement caused by the publisher, its agents, directors or employees, the liability of the publisher for those individuals will not exceed the cost of the space occupied by the erroneous copy or illustrations. No allowance will be made for errors that do not materially affect the value of the advertisement. Advertising material will be limited to the products and services provided by the advertiser. All materials and copy will be subject to the final approval of the publisher as to quality and content of ads. To guarantee ad placement, this insertion order/agreement must be completed and e-mailed to StephanieAbbott@clarkcountybar.org 30 days in advance of the requested publication month. A proof of the ad will only be provided before printing by request. You will have 24 hours to respond after receipt of that proof or else the ad design will be published as provided in the proof. To cancel the ad placement, the advertiser must contact the publisher in writing immediately and before the appropriate deadline for the issue. For questions, contact COMMUNIQUÉ at (702) 387-6011.

*I hereby agree to the terms and conditions of this agreement:*

**SIGNATURE:** (Advertiser or client representative): \_\_\_\_\_ **DATE:** \_\_\_\_\_

**TO GUARANTEE PLACEMENT, SUBMIT A COMPLETED ORDER FORM WITH PAYMENT AT LEAST 30 DAYS PRIOR TO THE FIRST DAY OF THE COVER DATE OF PUBLICATION TO:**

Clark County Bar Association, 717 S. Eighth Street, Las Vegas, NV 89101  
 Phone: 702-387-6011 • Fax: 702-387-7867 • E-mail: StephanieAbbott@clarkcountybar.org

