

# THE MISSISSIPPI Lawyer

## 2020 Advertising Contract

### Advertising Regulations

All advertising accepted is subject to the approval of the publisher. The advertiser and advertising agency assume liability for entire content of advertisements printed and also assume responsibility for any claims therefrom made against the publisher.

Publisher is not responsible for errors in key numbers or other elements of any advertising typeset by the publisher.

A signed contract is required for any advertisement.

Copy submission is the responsibility of the advertiser and/or advertising agency. No cancellation will be accepted after the closing date for space, and cancellations must be submitted in writing.

Advertisement of last insertion will run if copy is not received by specified closing date; if no previous insertion, client is liable for cost of contracted space not used, and space will be re-allocated at the discretion of the publisher.

### For More Information

#### Contact:

**Krissa Dobbins Easley**  
Marketing Manager  
Phone: 601-355-7548  
[keasley@msbar.org](mailto:keasley@msbar.org)

**The Mississippi Lawyer**  
PO Box 2168 · Jackson,  
MS 39225-2168



THE MISSISSIPPI BAR

### Issues for Insertion:

- Winter 2020  
 Spring 2020  
 Summer 2020  
 Fall 2020

### Special Instructions:

- Black and White  
 Black and 1 Color (Blue)  
 4-Color  
 Run Same Copy Each Insertion  
 New Copy Each Insertion

### Space Ordered:

- |   |   |
|---|---|
| <input type="checkbox"/> Full Page Display Ad           | <input type="checkbox"/> 1/3 Page Square Display Ad   |
| <input type="checkbox"/> 2/3 Page Horizontal Display Ad | <input type="checkbox"/> 1/6 Page Horizontal Display Ad   |
| <input type="checkbox"/> 2/3 Page Vertical Display Ad   | <input type="checkbox"/> 1/6 Page Vertical Display Ad   |
| <input type="checkbox"/> 1/2 Page Horizontal Display Ad | <input type="checkbox"/> Classified Ad: Small <input type="checkbox"/> Large <input type="checkbox"/> |
| <input type="checkbox"/> 1/2 Page Vertical Display Ad   | <input type="checkbox"/> Small Professional Announcement  |
| <input type="checkbox"/> 1/3 Page Horizontal Display Ad | <input type="checkbox"/> Large Professional Announcement  |
| <input type="checkbox"/> 1/3 Page Vertical Display Ad   |   |

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment:

All advertisers will receive a tear sheet of their ad from the issue in which it appeared along with an invoice. Payment will be expected within 30 days upon receipt.

### Advance Payment:

If you would like to pay in advance:

Amount: \$ \_\_\_\_\_ Charge my: (circle one) VISA, MC, AMEX or Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CVV Code (3 digits for V/MC and 5 digits for AmExp) \_\_\_\_\_

Billing Address: (street number or PO number only, ex: 960) \_\_\_\_\_ Billing Zip \_\_\_\_\_

My check is enclosed (made payable to The Mississippi Lawyer)

This application for advertising space represents a commitment to advertise and shall serve as a binding agreement between the parties. Refer to the advertising regulations.