



# BAR ASSOCIATION OF ERIE COUNTY **BULLETIN**

*Buffalo, New York*

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2026 - 2027

## **ADVERTISING SPECIFICATIONS & RATES**

438 Main Street, 6<sup>th</sup> Floor • Buffalo, New York 14202  
716.852.8687 • [www.eriebar.org](http://www.eriebar.org)

# ADVERTISING IN THE BULLETIN

The Bar Association of Erie County has an exciting advertising opportunity for you. Consider placing an ad in our Bulletin! As you may know, our Bulletin is our most widely distributed publication, sent electronically to roughly 3,000 attorneys, judges, and other legal professionals in the 8th Judicial District. We have six issues of the Bulletin each year. It provides our members with news and updates on the Association, the Erie County Bar Foundation, and Continuing Legal Education. It features timely, relevant, and well-written articles from some of our members on a variety of legal topics and issues. The Bulletin also recognizes achievements and promotions of our member law firms and attorneys.

## Features of our Bulletin format

- **Our Bulletin continues to be distributed electronically.** We utilize a powerful digital publication platform that displays the Bulletin in an attractive, easy-to-read format, with the ability for readers to share via email or social media, download for offline reading, or print for a physical copy.
- The page count ranges from 32 to 40 pages. The dimensions of each page are 9" height by 12" width. There is a 0.75" margin on all sides. Nothing is displayed in the margins.
- The Bulletin is displayed in full color on all pages. We will accept black and white ad files if that is what you prefer.

## Advertiser Notes

- We do our best to give your ad as much visibility as possible. Ad saturation will be minimized by restricting ad placement to 1 or 2 per page, with the possibility of 3 for the smaller sized ads. We will also make sure you will not have to share the page with an ad of one of your competitors.
- We offer a "Classifieds" section as well. These ads come at a reduced rate as they will be grouped together with the other Classified ads. There will still be ample white space between each ad to ensure readability. These ads are also full color.
- Ad placement is randomized. You may request your ad be placed on a particular page, but we cannot guarantee or reserve a specific space, unless you purchase one of our premium spots.
- In the digital version of the Bulletin, ads can have a hyperlink embedded in them that redirects readers to your website, making your message instantly actionable. There is an index of ads at the end of the issue that link to the ad in the issue.

## CALENDAR & DEADLINES *(PUBLISH DATES ARE SUBJECT TO CHANGE)*

Date of Issue	Ad Deadline (Friday by 4pm)	Projected Distribution Date
July/August 2026	July 3, 2026	July 13, 2026
September/October 2026	August 21, 2026	September 8, 2026
November/December 2026	October 30, 2026	November 16, 2026
January/February 2027	January 22, 2027	February 8, 2027
March/April 2027	March 26, 2027	April 12, 2027
May/June 2027	May 7, 2027	May 24, 2027

NOTE: Distribution dates are subject to change.

A 5% early bird discount is applied when payment and contract are received by the Bar Association of Erie County on or before **July 3, 2026**.

## AD DESIGN REQUIREMENTS

- All ad materials must be provided electronically in press-ready PDF files. Fonts must be 100% embedded, no subsets. Adobe Illustrator, InDesign, or Photoshop files are also accepted (text converted to paths).
- We cannot accept ads created in Microsoft programs (e.g. Word, Publisher, PowerPoint, etc.) or as bitmap image files (e.g. JPEG, PNG, etc.).
- Ad must be designed to exact size specifications as outlined in the Display Ad Sizes & Rates chart on the next page.
- Ad file may be submitted via email or trustworthy downloadable link from the cloud (e.g. Dropbox, Google Drive, etc.).

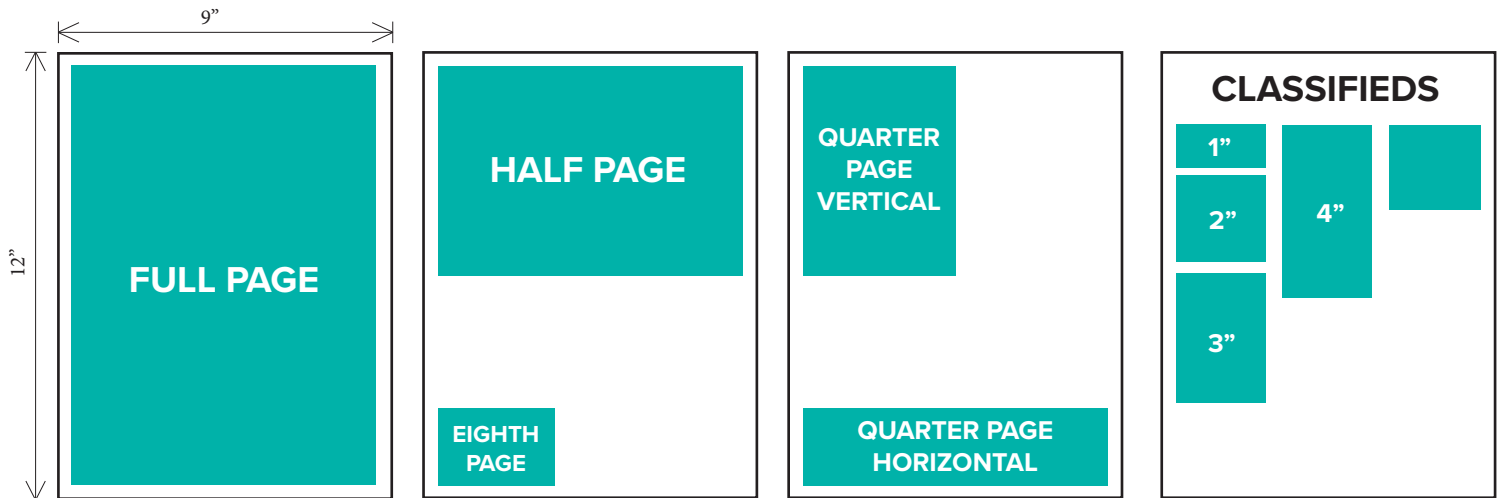
## AD SUBMISSION REQUIREMENTS

- Ad files must be received by the specified deadline date for each issue and accompanied by a completed contract (found on last page). We reserve the right to refuse any ad for which a contract has not been received on or before the deadline.
- Cancellations are accepted only before the published deadline.

**Email your ad file and completed contract to: [sbelasik@eriebar.org](mailto:sbelasik@eriebar.org)**

# DISPLAY AD SIZES

Here is how the various display ad sizes will look and fit on a page.



## DISPLAY AD SIZES & RATES

Ad Type	Dimensions	Single Insertion Cost* (1-3 issues)	Recurring Ad Cost (20% off)* (4-6 issues)
PREMIUM Second Page (After Front Cover)	8.25" w x 11.25" h	\$1800	\$1440
Full Page	8.25" w x 11.25" h	\$1500	\$1200
Half Page	8.25" w x 5.5" h	\$780	\$624
Quarter Page Horizontal	8.25" w x 2.5" h	\$430	\$344
Quarter Page Vertical	4" w x 5.5" h	\$430	\$344
Eighth Page	4" w x 2.5" h	\$240	\$192
Classified Ad - 1"	2.5" w x 1" h	\$60	\$48
Classified Ad - 2"	2.5" w x 2" h	\$120	\$96
Classified Ad - 3"	2.5" w x 3" h	\$150	\$120
Classified Ad - 4"	2.5" w x 4" h	\$180	\$144

\*Cost is for one single ad insertion.

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# BULLETIN ADVERTISING CONTRACT



BAR ASSOCIATION  
OF ERIE COUNTY

Business Name \_\_\_\_\_

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

Business Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Contact Email Address \_\_\_\_\_

## RUN DATES

All Six (6) Issues

or check individual issues to advertise in:

July/August 2026     September/October 2026     November/December 2026

January/February 2027     March/April 2027     May/June 2027

## AD SIZE

Check one ad size below. If you would like to publish a different size ad in a particular issue, please submit a second insertion order contract.

	Ad Type	Dimensions	Single Insertion Cost* (1-3 issues)	Recurring Ad Cost (20% off)* (4-6 issues)
<input type="checkbox"/>	PREMIUM Second Page	8.25" w x 11.25" h	\$1800	\$1440
<input type="checkbox"/>	Full Page	8.25" w x 11.25" h	\$1500	\$1200
<input type="checkbox"/>	Half Page	8.25" w x 5.5" h	\$780	\$624
<input type="checkbox"/>	Quarter Page Horizontal	8.25" w x 2.5" h	\$430	\$344
<input type="checkbox"/>	Quarter Page Vertical	4" w x 5.5" h	\$430	\$344
<input type="checkbox"/>	Eighth Page	4" w x 2.5" h	\$240	\$192
<input type="checkbox"/>	Classified Ad - 1"	2.5" w x 1" h	\$60	\$48
<input type="checkbox"/>	Classified Ad - 2"	2.5" w x 2" h	\$120	\$96
<input type="checkbox"/>	Classified Ad - 3"	2.5" w x 3" h	\$150	\$120
<input type="checkbox"/>	Classified Ad - 4"	2.5" w x 4" h	\$180	\$144

\*Cost is for one single ad insertion.

If you're interested in the premium ad spot, please email [sbelasik@eriebar.org](mailto:sbelasik@eriebar.org) to check availability and reserve the spot

Cost per insertion (based off ad size chart above): \_\_\_\_\_

## PAYMENT

Check enclosed (Check made out to **Bar Association of Erie County**)

Mastercard, Visa, or Discover (fill out form below)

Please invoice me

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Please email this filled-out contract and ad file to Stephanie Belasik at [sbelasik@eriebar.org](mailto:sbelasik@eriebar.org).  
Mail checks to: **438 Main St., 6th Floor, Buffalo, NY 14202**  
We send invoices and process payments immediately following the publication of each issue.