



AN OVERVIEW

HEADNOTES

Published monthly by the Dallas Bar Association, distributed to 11,000 Dallas-area attorneys.

For more than 140 years, the Dallas Bar Association has been the source that esteemed lawyers depend upon for networking opportunities, professional development, and community involvement. What began in 1873, continues today with more than 11,000 members who practice in a variety of legal niches and of all ages.

Each month, *Headnotes*, the official newsletter of the DBA, provides members with substantive law articles, membership news and a calendar of upcoming Continuing Legal Education programs. The DBA hosts more than 400 CLE programs each year, and *Headnotes* is an important tool in the publicity of these events. Survey results show that 93% of members read *Headnotes*.

In 1979, the Dallas Bar Association moved its headquarters to the historic Belo Mansion. And in 2003, the DBA opened the Pavilion at the Belo Mansion, a first-class expansion which accommodates more than 600 attendees for seminars, receptions and meetings. Undoubtedly, the uniqueness and convenience of the Belo Mansion, coupled with the DBA's high-caliber membership, has contributed to the enviable reputation the Dallas Bar Association has developed nationwide.



In 2016, *Headnotes* was recognized for its excellence by collecting *two Bar Association Newsletter Awards* presented by the State Bar of Texas.

Headnotes has also earned numerous APEX Awards for publication excellence.



DALLAS BAR ASSOCIATION

2101 Ross Avenue ■ Dallas ■ TX ■ 75201 ■ (214) 220-7477 ■ Fax (214) 220-7465 ■ www.dallasbar.org

Rev 2016



2017 ADVERTISING SCHEDULE

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*Each issue of Headnotes includes five to six articles on a particular focus, typically written by members of the Dallas Bar Association who practice in the particular area of law. **Deadlines subject to change. Please check to verify dates.***

<u>ISSUE</u>	<u>FOCUS</u>	<u>AD SPACE DEADLINE</u>	<u>AD MATERIALS DUE</u>
January 2017	Employee Benefits/Labor & Employment Law	December 5	December 9
February 2017	Computer/Intellectual Property Law	January 9	January 13
March 2017	Sports & Entertainment Law	February 6	February 13
April 2017	Appellate Law/Trial Skills	March 6	March 13
May 2017	Tort & Insurance Practice	April 6	April 13
June 2017	Immigration/International Law	May 8	May 15
July 2017	ADR/Collaborative Law	June 8	June 15
August 2017	Energy/Environmental Law	July 6	July 13
*September 2017	Family Law	August 10	August 17
*October 2017	Antitrust & Trade Reg./Business Litigation	September 8	September 15
November 2017	Corporate Counsel/Securities	October 6	October 13
December 2017	Probate, Trusts & Estates/Tax Law	November 3	November 8
January 2018	Construction/Real Property Law	December 4	December 8

■ **Ask about our bonus distribution in September and October to reach even more Dallas-area attorneys.*

■ *Deadlines subject to change.*

To view recent issues of *Headnotes*, click on www.dallasbar.org/headnotes.

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2017 CLASSIFIED ADVERTISING RATES

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CLASSIFIED ADVERTISING (Price per issue. Ask about multi-issue discounts)

ONE ISSUE	40 words or less	41-60 words	61-100 words	100+ words
DBA Members	\$85	\$120	\$150	\$1.50 per word
Non-Members	\$135	\$170	\$200	\$2.00 per word

TWO OR MORE ISSUES	40 words or less	41-60 words	61-100 words	100+ words
DBA Members	\$80	\$105	\$140	\$1.40 per word
Non-Members	\$125	\$160	\$180	\$1.80 per word

WEBSITE ONLY	40 words or less	41-60 words	61-100 words	100+ words
DBA Members	\$80	\$105	\$130	\$1.30 per word
Non-Members	\$125	\$145	\$170	\$1.70 per word

BOXHOLDER SERVICE (additional charge for advertisers who wish for resumes or inquiries to be sent through the DBA)
 DBA Members \$30 per month
 Non-Members \$50 per month

COMBO AD - HEADNOTES + WEBSITE (1 MONTH) (posted 1 to 2 business days after placement) (Maximum words: 150)
IN ADDITION TO HEADNOTES AD
 DBA Members \$40
 Non-Members \$60

CLASSIFICATIONS
 Positions Available • Positions Wanted • Office Space • Services • For Sale *(Please specify your preference.)*

PAYMENTS: Due at the time ads are submitted (checks made payable to DBA; credit cards also accepted).

DEADLINES: The 10th of the month prior to publication date (i.e., ads for the May 1 issue of *Headnotes* are due April 10).

CLASSIFIED ADVERTISING INQUIRIES: Contact **Judi Smalling** at JSmalling@dallasbar.org or (214) 220-7452.

OTHER: Classified ads appear in a paragraph format without specialized design. Ad text and credit card information **cannot** be taken via phone; please send information via email, fax or USPS. Ad text is subject to minor editing to conform with publication's style. Editors reserve the right to reject advertising.



2017 ADVERTISING RATES & SPECIFICATIONS

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DISPLAY ADVERTISING RATES (color rates)		Frequency (price per issue)				Professional Announcements
Ad Size	Dimensions (width x height)	12X	6X	3X	1X	
Back Cover	10.25" x 15.75"	\$2,325	\$2,525	\$2,750	\$3,025	\$2,015
Full Page	10.25" x 15.75"	\$2,100	\$2,280	\$2,480	\$2,685	\$1,995
Junior Page	7.65" x 10.5"	\$1,625	\$1,810	\$1,995	\$2,200	\$1,645
1/2 Page	10.25" x 7.75" (horizontal)	\$1,260	\$1,450	\$1,530	\$1,815	\$1,515
	5" x 15.75" (vertical)					
1/4 Page	5" x 7.75"	\$730	\$910	\$995	\$1,270	\$915
1/6 Page	5" x 5"	\$580	\$755	\$830	\$1,065	\$760
1/8 Page	2.4" x 7.75" (vertical)	\$410	\$490	\$625	\$795	\$595
	5" x 3.875" (horizontal)					

B/W Ads: Prices listed above are for color ads. 10% discount for black-and-white ads (except Professional Announcements).

Professional Announcements: To announce new firm name/partners/associates, awards, verdicts, etc.

Premium Position: Add 10% (1/2-page ad or larger)

Discount for Non-Profit Advertisers: -15%

Texas Lawyer Combo Discount: -10% (does not apply to Professional Announcements)

DISPLAY ADVERTISING INQUIRIES: Contact **Annette Planey** at aplaney@alm.com / (214) 914-7920 or **Jessica D. Smith** at jsmith@dallasbar.org / (214) 220-7477.

The Dallas Bar Association is a non-profit organization, and therefore does not offer agency discounts.

MECHANICAL SPECIFICATIONS

Send Materials To: jsmith@dallasbar.org (Save art as a CMYK PDF with all fonts embedded and distilled between 600 and 900 dpi. 85 line screen.)

Page Size: 11.25" x 17.5" tabloid

Bleeds: Not Available

Design and production services available at no extra cost, through two sets of proofs with rapid turn-around. Corrections beyond the second proof will be billed at a fair market rate.

POLICIES & REQUIREMENTS

- All advertisements shall be placed in *Headnotes* at the sole discretion of the Dallas Bar Association.
- All advertisements must accompany a signed Advertising Agreement. Any advertiser/agency who fails to fulfill the Agreement will be short-rated. **Accounts not paid within 60 days of invoice are considered delinquent** and are subject to suspension and/or referral to collection agency, and may incur additional charges. Discounts will be withdrawn on delinquent accounts.
- It is the attorney/advertisers responsibility to obtain approval from the State Bar Advertising Review Department before disseminating any advertisement. Certain ethical standards for advertising are contained in the Texas Disciplinary Rules of Professional Conduct.
- The *Headnotes* staff and the Dallas Bar Association do not assume any responsibility for ads—including errors or omissions—beyond the cost of the ad itself. Claims for error adjustment must be made within 45 days of receipt.
- No paid political advertising, nor announcement of candidacy for elected office, shall be placed in *Headnotes*.
- It shall be the policy of the Dallas Bar Association that no advertisement should indicate preference, limitation, specification or discrimination based on color, handicap, religion, sex, national origin or age.

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