

Insertion Order Form

The Official Publication of the Austin Bar Association

Advertiser _____
 Media Relations/Agency Contact _____
 Address _____
 City _____ State _____ ZIP _____
 Telephone _____ Fax _____
 Email/URL _____

I. Insertion Specifications

A. Size of Ad

- A (full page)
- B (1/2 page)
- C (3/8 page)
- D (1/4 page)
- E (3/16 page)
- F (1/8 page)
- Page 2 (*premium*)
- Back Cover (*premium*)

B. Orientation

- Box
- Horizontal
- Other

C. Color

- Black&White only
- Black&White + Issue Color
(PMS 5463)
- Issue Color only
- 1 additional (non-issue)
- 2 additional
- 3 additional

D. Frequency

- 1x
- 3x
- 5x
- 10x
- Other

II. Price of Insertion

| | |
|-----------------------|----------------------|
| BASE RATE | <input type="text"/> |
| <i>plus</i> | |
| COLOR | <input type="text"/> |
| <i>this sum times</i> | |
| FREQUENCY | <input type="text"/> |
| <i>equals</i> | |
| SUBTOTAL | <input type="text"/> |
| <i>plus</i> | |
| PREPARATION | <input type="text"/> |
| <i>minus</i> | |
| DISCOUNTS | <input type="text"/> |
| <i>equals</i> | |
| TOTAL | <input type="text"/> |
| <i>or</i> | |
| PRICE/INSERTION | <input type="text"/> |

III. Dates of Insertion

Start Date: _____ (issue/yr)
 End Date: _____ (issue/yr)

IV. Special Instructions or Notes

V. Acceptance of Terms

I HAVE READ THE "GENERAL TERMS" FOR AD PLACEMENT, AND UNDERSTAND HOW THEY APPLY TO CONTRACT CHANGES AND/OR CANCELLATIONS (*Please Initial*).

I HAVE READ THE "BILLING TERMS" FOR AD PLACEMENT, AND UNDERSTAND HOW THEY APPLY TO FINANCE CHARGES (*Please Initial*).

Signature

Date

BY SIGNING THIS INSERTION ORDER, I ACKNOWLEDGE THE LEGAL RESPONSIBILITY TO PAY FOR ALL ADVERTISING, AND UNDERSTAND THAT THIS AGREEMENT IS ENTERED INTO SOLELY WITH NICHEPUBS.

Please fax or mail to:

Austin Lawyer Advertising c/o NICHEPUBS • PO Box 190 • Lockport, Illinois 60441-0190 • phone: (888) 777-2321; fax: (815) 838-4593