

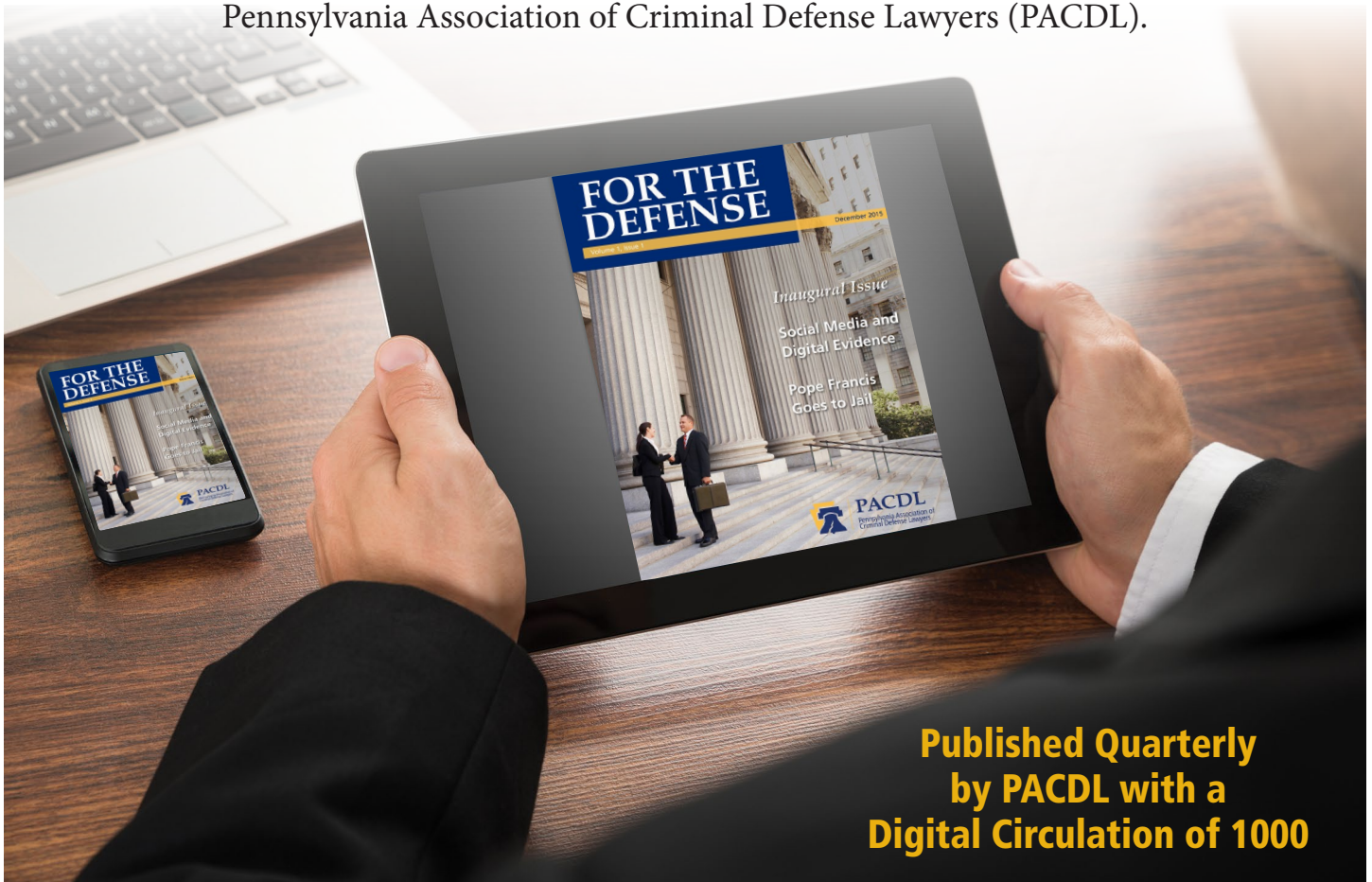


**PACDL**  
Pennsylvania Association of  
Criminal Defense Lawyers

2017  
ADVERTISING RATES  
& INFORMATION

# FOR THE DEFENSE

The official digital publication of the  
Pennsylvania Association of Criminal Defense Lawyers (PACDL).



**Published Quarterly  
by PACDL with a  
Digital Circulation of 1000**

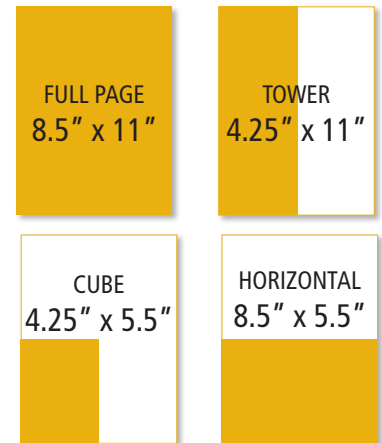
The Pennsylvania Association of Criminal Defense Lawyers (PACDL) is a statewide nonprofit association representing private and public criminal defense lawyers admitted to the Pennsylvania Supreme Court and actively engaged in providing criminal defense representation. Based in Harrisburg, PACDL represents criminal defense practitioners in legislative and governmental relations matters, offers strong professional development opportunities and continuing education courses, and advances thought leadership for the protection of those individual rights guaranteed by the Pennsylvania and United States Constitutions while achieving justice and dignity for criminal defendants. PACDL's membership includes more than 1000 private criminal defense practitioners and public defenders throughout the Commonwealth of Pennsylvania.

PACDL | 115 State Street, Harrisburg, PA 17101 | (717) 234-7403 | (717) 234-7462 (Fax) | [www.pacdl.org](http://www.pacdl.org)

## 2017 Advertising Rates

AD STYLE/LOCATION	FEB 2017	MAY 2017	SEP 2017	DEC 2017
Inside Front Cover Full Page	\$1500	\$1500	\$1500	\$1500
Tower/Horizontal	\$750	\$750	\$750	\$750
Cube	\$500	\$500	\$500	\$500
Full Page	\$1000	\$1000	\$1000	\$1000
Inside Back Cover Full Page	\$1250	\$1250	\$1250	\$1250
Back Cover Full Page	\$1500	\$1500	\$1500	\$1500

## Advertising Sizes



## Advertising Contract

Fill out this contract completely, make a copy for your records, and return this page to the address, email or fax number below.

Company Name

Contact Person

Street Address

City

State Zip

Email

Phone Fax

Contact Person for Billing  
(if different than above)

Signature of Contact Person

Date

Ad Agency (if using one)

Agency Contact

Street Address

City

State Zip

Email

Phone Fax

Contact Person for Billing  
(if different than above)

Signature of Agency Rep.

Date

Execution of this advertising contract signifies assumption of legal responsibility to pay for all advertising in accordance with the terms and conditions set forth herein.

## Advertising Position

Please select size and issue: FEB 2017 MAY 2017 SEP 2017 DEC 2017

Inside Front Cover Full Page

Tower/Horizontal 1/2 Page

Cube

Full Page

Inside Back Cover Full Page

Back Cover Full Page

### Closing Dates:

January 15 for February 2017 Issue

April 27 for May 2017 Issue

August 1 for September 2017 Issue

November 1 for December 2017 Issue

## Advertising Payment Information

Credit card: Visa MasterCard American Express

for the amount of \$

Card Number

Expiration Date CVV

Name as it appears on card

Credit Card Billing Address

City, State, Zip

Please check one: Bill Advertiser Bill Advertising Agency

### Questions:

Call PACDL: (717) 234-7403.



**PACDL**

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## Digital Advertising Terms and Conditions

### PLEASE READ CAREFULLY

The following terms and conditions are deemed to be a part of and incorporated in this agreement between PACDL and the advertiser and/or the advertising agency. The advertiser has read and agrees to abide by the current PACDL **For the Defense Advertising Rates and Terms and Conditions** for publication of a digital advertisement as set forth in this contract.

- 1. Editorial and Advertising Policy:** The acceptance of digital advertising in this publication does not necessarily constitute an endorsement by the Pennsylvania Association of Criminal Defense Lawyers for products and services offered by the advertisers. Official positions and services endorsed by the Pennsylvania Association of Criminal Defense Lawyers will be clearly stated and noted in this digital publication. Opinions by authors do not necessarily reflect positions of PACDL. The association reserves the right to reject any advertisement deemed inappropriate for publication in **For the Defense**.
- 2. Advertising payments:** Advertisers must pay no later than 30 days in advance of the publication date. All legal obligations arising out of the placement of the advertisements will be binding on both the company and advertising agency. The company and advertising agency each agree to be jointly and severally liable for the payment of all bills and charges incurred for each ad placed on the company's behalf. If submitting advertising for the first time and the closing date has passed, PACDL will charge a 15 percent (15%) late penalty if it is still able to accept and timely process the new advertisement.
- 3. Advertising Author's Corrections:** All author's corrections on advertisement copy shall be billed as an additional charge to the advertiser or ad agency. No cancellations or ad copy changes will be accepted after the closing date.
- 4. Contract Regulations:** PACDL reserves the right to reject any advertisement for reasons including: the advertisement, whether through its grammar, layout, artwork or otherwise, fails to meet editorial standards of the publication; the advertisement advertises or otherwise promotes a product that PACDL, as a matter of practice or policy, has decided not to advertise; the advertisement makes untrue or misleading claims or otherwise disparages a competing product; or the advertisement is in poor taste.

- 5. Cancellation:** PACDL reserves the right to cancel an advertisement contract for nonpayment. A cancellation by an advertiser shall not be accepted after the closing date for an issue. A cancellation fee of 20% of the advertising cost shall be assessed for any cancellation post contract signing and any rate discount based on issue frequency will be readjusted to remove the discount if appropriate.
- 6. Liability:** Advertising and advertising agencies assume liability for all content of the printed advertisement and for any claims arising therefrom made against the publisher. PACDL accepts no responsibility for the content of an advertisement or the truth of any matters claimed within the advertisement. PACDL's liability for any error shall not exceed the cost of the space in which the error appeared.
- 7. Indemnification:** The advertiser and ad agency agree to indemnify and hold PACDL harmless from any and all claims, including but not limited to the costs of defending such claims and attorneys' fees arising from a claim.
- 8. Subscriptions:** All advertisers who advertise at least one time per year shall receive a complimentary one-year subscription to the digital magazine.
- 9. Ad Rate Changes:** Please note that advertising rates are subject to change at any time.

### Technical Specifications

To ensure the highest quality possible advertisement, please review the specifications below. Any electronic file not complying with the guidelines will be assessed an additional fee. If you have any questions or require additional assistance regarding the submission of your files, please call PACDL at (717) 234-7403.

### Electronic Ad Artwork.

High quality PDF file formats are required with a resolution of 300 dpi for best quality reproduction. PDF file formats are accepted only when fonts are embedded appropriately and color match has been verified.

### URL Links

If an advertiser has a URL in its ad, PACDL will link out to that website. If an advertiser does not have a URL in its ad, but would like to link its ad out to its site, the advertiser should supply the URL.