

# Alabama Association for Justice

## Journal Advertising Rates & Exhibitor Information

A PUBLICATION OF THE ALABAMA ASSOCIATION FOR JUSTICE

# Journal

	B & W	2 Color	4 Color
Inside Back Cover			\$2,214
Inside Front Cover			\$2,214
Back Cover			\$2,214
Full Page	\$1,007	\$1,290	\$1,892
1/2 Page	\$582	\$757	\$1,064
1/4 Page	\$407	\$506	\$658
*Advertiser Article	\$1,392		

\*Advertiser Article (Limit One per issue) – Maximum of 750 words including color graphic or photo.

### Ad Size/ Mechanical Requirements

	SIZE
Trim .....	8 1/2" x 11"
Full Page .....	7 1/2" x 10"
Full Page Bleed* .....	8 3/4" x 11 1/4"
Back Cover Bleed* .....	8 x 8 3/4"
1/2 Page Horizontal .....	7 1/2" x 4 7/8"
1/2 Page Vertical .....	3 5/8" x 10"
1/4 Page .....	3 5/8" x 4 7/8"

\*Keep Live Matter 1/4" from Trim

The deadline for all advertising in the Spring Journal is March 15th, 2024.



### SPECIFICATIONS FOR ALL PRINTED PUBLICATIONS

- Publications are created in Adobe In Design. Native InDesign files (Mac or PC) or importable high-res files (EPS, TIFF, JPEG, PDF) preferred. Microsoft Word, Excel, Publisher or PowerPoint are not acceptable (except to be placed as text)
- Adobe PDF: High-resolution PDF files are acceptable; emailed them to jsmith@alabamajustice.org (please specify which publication your artwork is for)
- All linked graphic files must be supplied (i.e.: TIFF, EPS, JPEG). "Embedded" files may not print. Black/white photos should be scanned as grayscale in at least 300 dpi when placed same size. Line art should be scanned at 600 dpi as bitmap, not grayscale. Clipart (.eps, .wmf) must be in spot colors or black not RGB. Scans are preferred saved as TIFF files, LZW compressed.
- Document size should be consistent with ad size as stated on rate cards.
- For 4-color Ads: Colors must be indicated on the documents as Pantone Process Color. Unused colors should be deleted from the color palette. All EPS or imported files must share the exact color names as in the document. Files must be prepared as CMYK to print correctly.
- All fonts must be supplied. Specify whether fonts are Mac or PC. Fonts not supplied will be replaced with the closest equivalent.
- EPS files: EPS files created in Adobe Illustrator (AI, EPS) are preferable. EPS files created with FreeHand or Corel Draw are acceptable but the printer cannot support FreeHand or Corel "native" files. TYPE must be converted to paths/curves.
- TIFF Files: TIFF files of at least 300 dpi grayscale or 600 bitmap are acceptable.
- Quark Xpress files may be accepted if necessary. These may be exported to EPS or PDF or another format in order to place in Indesign. Be sure to include all linked files and fonts.
- A composite site paper proof (and printouts of all plates for 4-color) including crop marks and labels, must be supplied. This is the only way we can verify that all files and typefaces are printing correctly.
- Include contact name, phone number and email address on your disk in case of technical problems with the file.
- Publication of advertising does not imply endorsement of products or services. ALAJ reserves the right to reject any ad for any reason, in its sole discretion, including but not limited to rejection on the basis of content or format. Advertiser agrees to hold harmless and indemnify ALAJ and its directors, officers, agents, employees, subsidiaries, affiliates, successors and assigns from and against any and all loss, damage, liability, claims, costs, causes of action, judgments, payments, expenses, including expenses for investigation and attorneys' fees, which in any way result or arise from the acts and omissions of the advertiser, its directors, officers, agents, employees, parent, subsidiaries, affiliates, successors, assigns or insurers in connection with the advertisement.
- Advertiser agrees to ALAJ's current advertising policies which are incorporated by this reference as a part of this contract.
- Advertiser agrees that ALAJ's maximum liability to advertiser for error or omission by ALAJ in regard to the advertisement shall be limited to a refund to the advertiser for such erroneous or omitted advertisement.
- Advertiser agrees to check the first appearance of any advertisement for errors and to advise ALAJ immediately of any corrections.
- ALAJ policy requires that advertising be prepaid.
- Prices listed below are for year 2024- and are subject to change at any time.
- No ads may be canceled after announced deadline.
- One Advertising Article per publication shall be included in each journal on a first-come, first-serve basis.
- Publisher reserves the right to reject any advertising. All copy and accompanying photos and/or art are subject to publisher's approval.
- Publisher will not accept any political advertisements.

# Alabama Association for Justice

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To complete your registration to exhibit or advertise with us please print out and complete both pages of the contract and mail with your check to ALAJ, Post Office Box 1187, Montgomery, AL 36101, or email to [jsmith@alabamajustice.org](mailto:jsmith@alabamajustice.org) with your credit card information.

Advertiser: \_\_\_\_\_

Type of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

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

Phone \_\_\_\_\_ Fax: \_\_\_\_\_

### JOURNAL ADVERTISING

Publication	Size	Price

Total \_\_\_\_\_

### EXHIBITOR RESERVATION:

Please reserve a display area for \_\_\_\_\_ at ALAJ's conference.

#### 2024 Winter Summit

Name of Individual Who Will Represent Company: \_\_\_\_\_

Name of Additional Representatives: \_\_\_\_\_

I UNDERSTAND THE CHARGES LISTED:  \$900.00 Reservation |  \$50.00 Each Additional Rep(s)

TOTAL ADVERTISING FEE: \_\_\_\_\_

TOTAL EXHIBITOR FEE: \_\_\_\_\_

\*TOTAL ADVERTISING/EXHIBITOR FEE \_\_\_\_\_

*(Bundle Discount Deduct 15% from the Ad Rate)*

TOTAL DUE AND PAYABLE: \_\_\_\_\_

**\*Receive a 15% discount on your ad rate by buying an ad in the Journal and registering to exhibit at our conference.**

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Payment Method:  Check  Credit Card

Name on Card: \_\_\_\_\_

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

Expiration Date: \_\_\_\_\_ Authorization Number: \_\_\_\_\_

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

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

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

Authorized Agent Signature: \_\_\_\_\_

Authorized Agent Title (Type or Print): \_\_\_\_\_

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

### CLE EXHIBITING RULES

#### 1. Contract

The following rules and regulations become binding upon the acceptance of this contract between the applicant and its employees and the Alabama Association for Justice (ALAJ). The ALAJ does not guarantee attendance counts or your success at meetings. ALAJ offers exhibits at its meetings to offer companies exposure to ALAJ members. ALAJ will do their best to offer maximum exposure to attending companies.

#### 2. Space Assignment

ALAJ Fellows are given the first opportunity to exhibit, as long as their agreements are received by specified deadline to be determined for each exhibit. After that time exhibit assignments are made in good faith on a first-come, first-serve basis in the order of receipt of the exhibit agreement and payment (first company, second and so on). The ALAJ will take into consideration competitors during placement. The earlier your agreement with payment is received the more likely you are to receive a space. Space will not be reserved until payment is received in full.

#### 3. Exhibit Space Description

All space include a 6 foot draped table and two chairs. Electrical, easels, telephone access and other services are an additional charge. Name badges of the representative(s) will be provided. No walls, partitions, signs, easels or other obstructions may be erected in locations that interfere with the general view "down the aisle" or with other exhibit flow.

#### 4. Use of Booths

Exhibitors shall reflect their company's highest standards of professionalism while maintaining the exhibit during open hours. Exhibitor misconduct in any way toward ALAJ members or other exhibits will result in immediate evictions. Pulling clients away from other exhibitors or hassling association members will not be tolerated. No photographing or video taping of other exhibits is acceptable. No exhibitor shall assign or share booth without the permission of the ALAJ staff. If food or beverages are served in your exhibit space, it must be ordered through the hotel's room service or catering department. Food products from outside vendors will not be permitted in the Exhibit Hall as it is in violation of the contract between the hotel and the Alabama Association for Justice.

#### 5. Eligible Exhibits

The ALAJ reserves the right to determine the eligibility of any company or product for inclusion in the Exhibit Hall and reserves the right to reject, evict or prohibit any exhibit or representative(s) with or without giving cause.

#### 6. Loitering

Only registered exhibiting companies and their representative(s) along with conference attendees and staff are allowed to stay in the Exhibit Hall during open hours. Any company and/or representative(s) not exhibiting will not be allowed to stay in the Exhibit Hall without paying the exhibiting fee.

#### 7. Liability and Insurance

The hotel management and the ALAJ are under no circumstances responsible for loss of exhibitor's property by theft or fire or other causes. ALAJ will request that the exhibit area be locked during the evening hours if possible. This is not applicable if exhibit areas are set in a foyer area. Exhibitors are responsible for their own acts and those of their employees and agents. Applicant agree to hold harmless and indemnify the Alabama Association for Justice in regard to any and all liability to third parties resulting from any negligence, misconduct, or other activity of applicant or its employees or agents.

#### 8. Damage to Property

Exhibitors are liable for any damages caused to the building, floor, walls, columns, hotel rental equipment or other exhibitor's property.

#### 9. Cancellations

If a company registers to exhibit at a seminar and cancels before the deadline for exhibit registrations, one fourth of the exhibit registration fee will be retained with the remainder re-funded. If the company cancels after the deadline for exhibit registration, one half of the exhibit fee will be retained and one half will be refunded. If a company cancels as late as three weeks prior to the seminar, there will be no refund of exhibit fees at hotel.

**Housing:** Housing accommodations will be made available at pre-arranged conference rates with the conference facility and are to be made by the exhibitor on a direct basis. The reservation information will be located at [www.alabamajustice.org](http://www.alabamajustice.org).