

## THE HAMILTON LAW ASSOCIATION HLA JOURNAL FAQ

### ***Can out of town firms/members place an ad in the HLA Journal?***

The Hamilton Law Association Board of Trustees passed a motion that advertising in the HLA Journal by law firms is limited to HLA members for whom Hamilton is their primary place of carrying on business.

### ***How often is the HLA Journal published?***

The HLA Journal is published 6 times per year – February, April, June, August, October, and December.

### ***When do the display ads need to be submitted?***

All new ads and/or instructions are submitted by email to Laura Richmond at [lrichmond@hamiltonlaw.on.ca](mailto:lrichmond@hamiltonlaw.on.ca) one month prior to publication. The deadlines to receive your advertising material /instructions are: January 6, March 10, May 5, July 7, September 8, and November 10. If we do not receive your new advertising material or your instructions for using a past ad already in our files by the applicable deadline, we will use the same ad as appeared in the most recent previous issue.

### ***Is there a contract for display advertising?***

Yes – if you are placing an advertisement more than once, a contract for display advertising is prepared. The contract specifies the following items: contact information, number of placements in which issues, advertisement size, unit price, total price and positioning or other specifications.

### ***What artwork formats does the HLA accept?***

- ◆ PDF Files 6.0 compatible - 300 DPI resolution – fonts embedded

### ***Can I request the ad to be positioned?***

Positioning of the advertisements is at the discretion of the HLA Journal, every effort is made to place the advertisement when a specific position is requested.

### ***Do I approve a new display advertisement?***

Advertisers will receive a proof for their display ad and will have 24 hours to view and make any corrections/changes. Corrections are limited to typographical errors. Any proof not responded to will print with no error credit.

### ***How do I pay for the advertisement?***

Prices do not include HST. We send an invoice with a copy of the HLA Journal after it has gone to press. You can also pre-pay by cheque, Visa or MasterCard.

### ***For more information contact:***

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