

## 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 Karen Cooper at [kcooper@hamiltonlaw.on.ca](mailto:kcooper@hamiltonlaw.on.ca) one month prior to publication. The deadlines to receive your advertising material /instructions are: January 10, March 7, May 9, July 4, September 5, and November 7. 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:***

Stacey Zip  
[szip@hamiltonlaw.on.ca](mailto:szip@hamiltonlaw.on.ca)  
(905) 522-1563

THE HAMILTON LAW ASSOCIATION—HLA JOURNAL RATE CARD 2019

SIZES	1 INSERT	3 INSERTS	6 INSERTS	9 INSERTS	12 INSERTS
<b>1/8<sup>TH</sup> PAGE</b> 2 ½" h X 2 ½" w	\$127	\$117	\$107	\$97	\$87
<b>1/5<sup>TH</sup> PAGE VERTICAL</b> 5" h X 2 ½" w	\$198	\$178	\$158	\$138	\$128
<b>1/5<sup>TH</sup> PAGE HORIZONTAL</b> 2 ½" h x 5" w	\$198	\$178	\$158	\$138	\$128
<b>1/3<sup>RD</sup> PAGE</b> 4 ½" h x 5" w	\$340	\$310	\$280	\$255	\$230
<b>1/2 PAGE HORIZONTAL</b> 4 ½" h X 7 ½" w	\$400	\$360	\$340	\$310	\$280
<b>2/3<sup>RD</sup> PAGE VERTICAL</b> 9 ½" h x 5" w	\$545	\$510	\$480	\$460	\$440
<b>FULL PAGE INSIDE</b> 9 ½" h X 7 ½" w	\$650	\$620	\$600	\$570	\$545
<b>INSIDE FRONT COVER</b> 10" h x 7 ½" w	\$680	\$650	\$620	\$600	\$570
<b>INSIDE BACK COVER</b> 10" h x 7 ½" w	\$680	\$650	\$620	\$600	\$570
<b>OUTSIDE BACK COVER</b> 7 ½" h x 7 ½" w	\$800	\$740	\$675	-	-
<b>CLASSIFIED MEMBERS</b> Per line / min. charge \$10.	\$3.60	\$3.60	\$3.60	\$3.60	\$3.60
<b>CLASSIFIED NON-MEMBERS</b> Per line / min. charge \$10.	\$5.60	\$5.60	\$5.60	\$5.60	\$5.60

**\*ADVERTISING IN THE HLA JOURNAL BY LAW FIRMS IS LIMITED TO HLA MEMBERS FOR WHOM HAMILTON IS THEIR PRIMARY PLACE OF CARRYING ON BUSINESS.**

The HLA Journal is published six times per year (February, April, June, August, October & December) and is distributed to over 1000 members of the legal community. **Rates do not include HST.**

Positioning of advertisements is at the discretion of the HLA Journal, except where a specific position is requested. Advertising prices do not include the cost of preparing artwork. Artwork costs are the responsibility of the advertiser. Artwork is accepted in the following formats:

- PDF Files 6.0 Compatible - 300 DPI resolution - Fonts embedded
- JPEG format that is able to be placed in Adobe InDesign

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Advertising Contact: Karen Cooper, The Hamilton Law Association, 45 Main Street East, Suite 500, Hamilton, ON L8N 2B7  
Tel: 905-522-1563 | Fax: 905-572-1188 | email: [kcooper@hamiltonlaw.on.ca](mailto:kcooper@hamiltonlaw.on.ca)