Serving the Legal Profession and the Community since 1885, The Montgomery Bar Association is a non-profit organization of nearly 2,100 Montgomery County attorneys, offering its members numerous opportunities for professional development while helping to deliver the services of member attorneys to the community.

The goals then and now remain the same with responsibilities reflecting the changing times.
1. To promote and protect the legal system.
2. To provide education, both to attorneys and the public.
3. To promote high ethical standards.
4. To provide services and benefits to the members.
5. To keep members appraised of actions that focus and impact on the legal system.
6. To help members improve their quality of life.

Montgomery Bar Association
100 West Airy St., Norristown, PA 19404  610.994.3652
www.MontgomeryBar.org

Executive Director, Nancy R. Paul

EDITORIAL FOCUS

*Sidebar* serves members of the Montgomery Bar Association, fulfilling a growing need for a publication that addresses and explores issues relevant to the legal profession and their commitment to strengthening Montgomery County communities where they live and practice. Articles include thought provoking features, updates and advancements on a broad range of legal issues that impact businesses and individuals, member engagement in communities and organizations, individual or group accomplishments, and recognition and fellowship activities within the membership.

MARKET AND AUDIENCE PROFILE

*Sidebar* is mailed directly to the nearly 2100 members of the Montgomery Bar Association, and to more than 800 professional, medical and dental waiting rooms, and to nearly 500 community leaders throughout Montgomery County.

3,500+ 35,000+

QUARTERLY CIRCULATION TOTAL READERSHIP

<table>
<thead>
<tr>
<th>2017 Editorial Schedule</th>
<th>Publication Deadlines</th>
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<tr>
<td><strong>ISSUE</strong></td>
<td><strong>AD RESERVATIONS DUE</strong></td>
</tr>
<tr>
<td>Winter (January)</td>
<td>December 5, 2016</td>
</tr>
<tr>
<td>Spring (April)</td>
<td>March 20, 2017</td>
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<td>Summer (July)</td>
<td>June 20, 2017</td>
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<td>Fall (October)</td>
<td>September 20, 2017</td>
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</tbody>
</table>

Publish date is mid-month for the months of January, April, July and October.
AD SPECIFICATIONS

BLEEDS
Bleeds for full page or two page spread ads only. There are no additional charges for bleeds.

GUARANTEED POSITIONS
Add 25% to ad rates to guarantee position. Space and availability are limited.

DIGITAL FILE GUIDELINES
- All fonts outlined or embedded or included with native files
- All art must be CMYK, press ready
- Accepted files: High Res-PDF (preferred), InDesign, TIFF, EPS, JPEG
- All fonts (if not outlined) and graphics packaged with native files
- High res artwork (300 dpi pics, 133 line screen)

Please supply all ads in digital format. Hoffmann Publishing can produce ads for advertisers when necessary, and will do so on a voluntary basis. Complimentary ad development will include production of one ad (per supplied copy and photos) and/or one set of changes. Hoffmann Publishing designed ads are for use only in our publications. Low resolution pdfs will be provided and proofing is the responsibility of the advertisers. All claims are the responsibility of the advertisers. Additional design changes will be billed at a minimum of $35 per change. Additional charges may incur if images need to be purchased.

AD MATERIAL INSTRUCTIONS

MECHANICAL REQUIREMENTS

A. Full Page ............................................ 7.375 x 9.875
B. Full Page Bleed .................................... 8.625 x 11.25
   (trim size is 8.375 x 10.875)
C. 2 Full Page Spread ............................... 17.25 x 11.25
   (trim size is 16.75 x 10.875)
D. 1/2 Page Horizontal ............................. 7.375 x 4.833
E. 1/2 Page Island ................................. 4.9375 x 7.5
F. 1/2 Page Vertical ............................... 3.5625 x 9.875
G. 1/4 Page ........................................... 3.5625 x 4.833
H. 1/8 Page ........................................... 3.5625 x 2.2813
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- 2017  WINTER (Jan–Mar)
- 2017  SPRING (Apr–Jun)
- 2017  SUMMER (Jul–Sep)
- 2017  FALL (Oct–Dec)

- 2018  WINTER (Jan–Mar)
- 2018  SPRING (Apr–Jun)
- 2018  SUMMER (Jul–Sep)
- 2018  FALL (Oct–Dec)

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2017 NET ADVERTISING RATES

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