

2017 ONLINE AD RATE CARD

The Hamilton Law Association's website is the premier go-to place for lawyers, legal and other professionals as well as members of the public to communicate with Hamilton's growing and vibrant legal community. The Hamilton Law Association offers prime ad placement opportunities that will help you enhance the visibility of your available products and services to a highly targeted legal audience. Ads are posted on a select number of spaces on the Home, Find-a-Lawyer or Careers pages, our most popular pages of the website.

AVERAGE MONTHLY TRAFFIC:

Total Visitors: 9,000

Total Page Views: 30, 000

SPECIFICATIONS:

- Ad created in .gif, .jpg or .png format.
- A destination URL to serve as a hyperlink for the ad.

The HLA will post the ad on the first business day of the following month of final approval of advertising material.

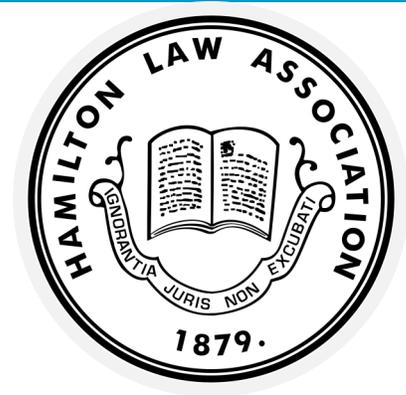
PAYMENT:

Advertising rates and duration must be agreed upon by both parties before publication. Prepayment by cheque, Visa or MasterCard or invoice is required before publishing.

CONTACT:

MARICA PIEDIGROSSI

905-522-1563 | mpiedigrossi@hamiltonlaw.on.ca



STANDARD

125 X 125 pixels

Size: 30KB (max)

\$100 per month +
HST

Receive 2
months FREE
with a one year
commitment!

SAVE 17%!

TERMS & CONDITIONS

The Hamilton Law Association shall not be held liable for failure, for any cause, to post an ad. Verbal agreements are not recognized. Advertising commitments cannot be cancelled. Rates are subject to change at any time.

2017 ONLINE AD FAQ SHEET

How often are advertisements published on the HLA website?

New advertisements are published every month. The duration of the advertisement begins on the publishing date and continues for the agreed upon number of month(s).

When do display ads need to be submitted?

All new ads and/or instructions are submitted by email to Marica Piedigrossi at mpiedigrossi@hamiltonlaw.on.ca by the 21st of each month for publishing on the first business day of the following month.

Is there a contract for display advertising?

Yes, if an advertisement is placed on the HLA website for 3 months or more, a contract for display advertising is prepared. The contract must be submitted by the 21st of the month, before the advertisement is placed on the website. The contract specifies: contact info, ad size, duration, page, hyperlink, unit price, total price, positioning and any other specifications.

What electronic formats do the HLA accept?

- ✓ .gif (Graphics Interchange Format)
- ✓ .jpg (Joint Photographic Experts Group)
- ✓ .png (Portable Network Graphics)

Can the HLA create an advertisement for the advertiser?

No, advertisers must submit their own graphic logo or advertisement as the Hamilton Law Association does not possess professional graphic design programming. The graphic logo or advertisement will appear as 125 x 125 pixels square on the website and must be no larger than 30KB when submitted. Ads with white backgrounds must have a black 1 x 1 pixel border around the edge of the design.

Can I request the ad to be positioned?

Positioning the advertisement on a specific page is at the discretion of the HLA Webmaster. Ads will appear on the popular Home, Find-a-Lawyer or Careers page of the *HLA Website*. Every effort is made to place the advertisement on a page with the greatest exposure to visitors.

Can I change my advertisement during the display period?

If the advertisement is displayed on the HLA website for 6 months, a new ad can be submitted and changed once. If the advertisement is displayed on the HLA website for 12 months, a new ad can be submitted and changed twice.

Can visitors click on the advertisement?

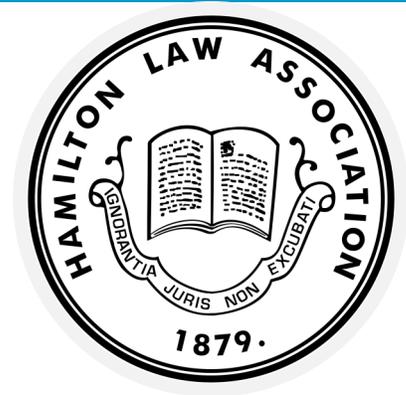
Yes, a hyperlink to a provided website or email address can be embedded into the ad.

Can out of town law firms/members place an ad on the HLA website?

No, only law firms or HLA members for whom Hamilton is their primary place of carrying on business may place an advertisement on the *HLA Website*.

How do I pay for the advertisement?

Prices do not include HST. Prepayment by cheque, Visa or MasterCard or invoice is required before publishing.



2017 ONLINE AD POLICIES



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DISCLAIMER

Choice of webpage and positioning of graphic logo or advertisement is at the discretion of the HLA Webmaster. Advertising prices do not include the cost of preparing an advertisement. Artwork costs and changes to graphic logo or advertisement are the responsibility of the advertiser.

POLICIES

1. The Hamilton Law Association reserves the right to:
 - a. Refuse any advertising material on the basis of sole discretion,
 - b. To terminate advertising at any time for any reason,
 - c. To label an ad as "Advertisement" if it cannot be easily distinguished from website content.
2. Advertisements will be published on the first business day of the month.
3. Customer supplied artwork must adhere to any and all trademark and copyright laws.
4. Advertising is sold on a first come, first served basis.
5. A contract specifying size, duration, webpage and total cost must be signed by the advertiser and the HLA before the advertisement is published (verbal agreements are not recognized).
6. Duration of advertisement is based on date published.
7. Prepayment is required for all advertisements.
8. Prices do not include HST.
9. Advertising commitments cannot be cancelled.