

2018 ONLINE AD RATE CARD

The Hamilton Law Association's website is the premier go-to place for lawyers, legal professionals, and 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 firm and available services to a highly targeted audience. Ads are posted on a select number of spaces on our Find-a-Lawyer page, our most popular page 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 advertisement 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.

Note: Advertising space is limited to Law Firms with HLA Category 1, New, Part-time or Senior Members for whom Hamilton is their primary place of carrying on business.

CONTACT:

MARICA PIEDIGROSSI

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



STANDARD

125 X 125 pixels

Size: 30KB (max)

\$100.00

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 advertisement. Verbal agreements are not recognized. Contracted advertising commitments cannot be cancelled. Rates are subject to change at any time.

2018 ONLINE AD FAQ SHEET



Can law firms advertise on the *HLA Website*?

Only law firms with Category 1, New, or Part-time Hamilton Law Association Members for whom Hamilton is their primary place of carrying on business may place an advertisement on the Find-a-Lawyer page of the *HLA Website*.

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) based on calendar days.

Can the Hamilton Law Association or Webmaster 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.

What electronic formats do the Hamilton Law Association accept?

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

When do display advertisements need to be submitted?

All new advertisements 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.

Can my firm display more than one advertisement?

No, due to a limited number of available spaces, the Webmaster will only accept one advertisement per firm.

Can my firm have an advertisement larger than 125 x 125 pixels?

No, due to graphic limitations of the *HLA Website*, only the standard 125 x 125 pixel advertisement size is being offered at this time. Please visit www.hamiltonlaw.on.ca to view the current advertisements on display for your reference.

Can I request the advertisement to be positioned?

Positioning of the advertisement is at the discretion of the Webmaster. Law firm advertisements will only appear on the popular Find-a-Lawyer page of the *HLA Website*. Every effort is made to place the advertisement in a position 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, an advertisement can be changed once. If the advertisement is displayed on the *HLA Website* for 12 months, an advertisement can be changed twice.

Can visitors click on the advertisement?

Yes, a hyperlink to a provided website or email address can be embedded onto the advertisement.

Is there a contract for display advertising?

Yes, if an advertisement is agreed to be published on the *HLA Website* for 4 months or more, a contract is prepared and signed before publication. The contract specifies: advertiser contact information, advertisement size, publication duration, page, hyperlink address, unit and total price, positioning and terms & conditions.

How do I pay for the advertisement?

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

2018 ONLINE AD POLICIES



TERMS & CONDITIONS

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

DISCLAIMER

Choice of positioning of graphic logo or advertisement is at the discretion of the 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 from law firms with Category 1, New, or Part-time Hamilton Law Association Members only will be accepted.
3. Advertisements will be published on the first business day of the month.
4. Customer supplied artwork must adhere to any and all trademark and copyright laws.
5. Advertising is sold on a first come, first served basis.
6. One advertisement per firm.
7. Only the standard 125 x 125 pixel ad size is being offered at this time.
8. 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).
9. Duration of advertisement is based on date published.
10. Minimum one month commitment required.
11. Prepayment is required for all advertisements before publishing.
12. Prices do not include HST.
13. Contracted advertising commitments cannot be cancelled.

Cheques can be made payable to:

The Hamilton Law Association
Attn: Marica Piedigrossi
45 Main Street, East, Suite 500
Hamilton, Ontario L8N 2B7

Contracts can be submitted by:

Email:
mpiedigrossi@hamiltonlaw.on.ca
Fax:
905-572-1188