WEBSITE ADVERTISING

ONLINE *WWW.LSBA.ORG*

WEBSITE ADVERTISEMENTS

INSERTION	DIMENSIONS			
	Width	Height	DPI	Package Price
Top of *LSBA.org* homepage 3x run	900 pixels	166 pixels	72 dpi	$1,620
Top of *LSBA.org* homepage 6x run	900 pixels	166 pixels	72 dpi	$3,060
Top of *LSBA.org* homepage 12x run	900 pixels	166 pixels	72 dpi	$5,760

Website Advertising Specifications:

- **Homepage Banner size:** 900 x 166 pixels. File sizes must not exceed 500K
- All ads must be web-ready in GIF, PNG or JPG format
- All ads must be in RGB or Index color
- Ads may be animated, all animations must occur in six seconds
- Please submit URL of your Web site that ads will click through to when submitting ad
- Alternate Text Line must be included but needs to remain under 50 text characters
- We DO NOT allow banner placement scripted from external servers. All ads must physically reside on the LSBA's local web server.
- All advertising must be prepaid
- **Deadline:** 15th of the month preceding month of web publishing

Agency Commission (Home Page Banner Advertisements Only):

- A fifteen (15) percent commission on gross billing of home page banner ads will be given to recognized agencies (a recognized agency will have three or more accounts) on the charges for banner ad space, provided that at least three or more months have been booked and provided that payment is received by the ad contract deadline.

Advertising Priority and Guidelines:

- Priority for advertisement placement shall be given to individuals and corporations that currently advertise in other LSBA publications or with which the LSBA has preferred-vendor agreements in place.
- The LSBA reserves the absolute right, in its unfettered discretion, to decline to accept advertisement from any individual, corporation, partnership, entity, group, or association, without the necessity of giving a reason for its declination.

Note to Lawyer/Law Firm Advertisers:

- Per Rule 7.7 of the Louisiana Rules of Professional Conduct, all lawyer advertisements - unless specifically exempt under Rule 7.8 — are required to be filed for a compliance review by the Louisiana State Bar Association's Ethics Counsel prior to first publication. This process could take up to 30 days, so advertisers should consider that time window in relation to the publication's ad placement deadline. For more information on compliance with the Rules, contact LSBA Ethics Counsel and/or go online: *www.lsba.org/LawyerAdvertising*. Communications Department staff cannot discuss Rules compliance issues.

For more info or to advertise, contact
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www.lsba.org/NewsAndPublications

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