

# ADVERTISING TERMS AND CONDITIONS

## ADVERTISING POLICY

- The State Bar of Wisconsin reserves the right to refuse any advertising. All ads are subject to approval.
- Acceptance of advertising does not constitute an endorsement of any advertiser or advertiser's message. As such, no advertiser shall claim any endorsement of, or affiliation to, the State Bar of Wisconsin unless they have an approved written contract.
- Advertisers and advertising agencies assume liability of all content (including text, representations, and illustrations) of advertisements and assume responsibility of any claims arising thereof made against the State Bar of Wisconsin.

## PAYMENT POLICY

- All new Wisconsin Lawyer advertisers must prepay their initial insertion; all online ads must be paid in advance of posting. Checks, MasterCard, VISA, and American Express are accepted. Advertising will be cancelled by the State Bar of Wisconsin when payment is 60 days past due.
- The State Bar reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies that are due and payable.

## AGENCY COMMISSIONS AND CASH DISCOUNTS

- Fifteen percent commission to recognized agencies on print display ads. No agency commission on electronic ads, classified ads, or mechanical costs (e.g. color, bleeds). Invoices must be paid within 30 days or commission will be lost. No cash discounts.

## RATE POLICY

- Cancellation of space reservations for any reason will result in adjustment of the earned rate to reflect the actual number of insertions used.
- The State Bar of Wisconsin reserves the right to adjust rates on a 60-day written notice. New rates apply to all advertising regardless of previous contract, although advertisers have the right to adjust their contracts in the event of a rate change.
- A contract may be suspended or cancelled on 30 days' written notice and rate will be adjusted to that earned rate by actual number of insertions used. If space is reserved and materials do not arrive by the deadline, advertiser will be billed for the space.
- There is a 20 percent premium for guaranteed placement in print publications and such placement must be confirmed by the advertising manager.

## PRODUCTION CHARGES

- Any production charges incurred by the State Bar of Wisconsin may be billed back to the advertiser at \$100 per hour.

## STIPULATIONS

- The State Bar of Wisconsin will not be bound by any conditions, printed or otherwise, appearing on insertion orders or copy instructions when such conditions conflict with its stated policies.
- The State Bar of Wisconsin's liability of any error will not exceed the cost of the space occupied by the error in the erroneous ad.
- The State Bar of Wisconsin will not be held liable for any advertisement that it failed to publish.

