

# Advertise in *the Checkoff!*

**Advertising Policy:** *The Checkoff* will accept all legal advertisements and professional announcements that are in keeping with the publication's standards of ethics, legality, and propriety, so long as such advertising is not derogatory or demeaning. Advertising in which the advertiser violates or enables another to violate the Rules of Professional Conduct of The Florida Bar or the Florida Code of Judicial Conduct will not be accepted. While advertising copy is reviewed, publication herein does not imply endorsement of any advertiser's goods, services or opinions. *The Checkoff* is distributed electronically to the 2,200 members of the Labor & Employment Law Section, including attorneys, judges, students, other legal professionals, and subscribers.

Ad Size	Cost
Standard	\$ 150.00
1/4 page	\$ 350.00
1/2 page	\$ 600.00
Full Page	\$ 1,000.00

Classified Advertisements	
50 words* or less:	\$50 per insertion
51-75 words:	\$65 per insertion
Classified box:	\$75 per insertion (up to 75 words)

**\*\*\* Full payment must be received by Submission Deadline \*\*\***

Issue	Ad Deadline
February	January 25th

For further information, contact Cathleen Scott 561-653-0008 or  
Email: [CScott@FloridaLaborLawyer.com](mailto:CScott@FloridaLaborLawyer.com)

Advertiser's Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Phone No: ( ) \_\_\_\_\_ - \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Ad size: \_\_\_\_\_

### METHOD OF PAYMENT (CHECK ONE):

- Check enclosed made payable to The Florida Bar. (Payment amount: \$ \_\_\_\_\_.)  
 Credit Card. Fax to 850/561-9413.  
 \_\_\_ MASTERCARD \_\_\_ VISA \_\_\_ DISCOVER \_\_\_ AMEX Exp. Date: \_\_\_/\_\_\_ (MO./YR.)

Signature: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_  
 Card No. \_\_\_\_\_ #8150003

I hereby agree to comply with all of above procedures and policies as set forth by the Labor & Employment Law Section of The Florida Bar

\_\_\_\_\_ Date  
 Contact Signature

**Send form to: Cathleen Scott  
 Cathleen Scott, P.A.  
 250 S. Central Boulevard, Suite 104  
 Jupiter, FL 33458-8812  
 E-mail: [cscott@floridalaborlawyer.com](mailto:cscott@floridalaborlawyer.com)  
 Fax: 561-653-0020**

All ads must be camera-ready, in high resolution—at least 300 dpi—and in one of the following formats:

- Print optimized PDF (preferred) (MAC or PC)
- JPEG, EPS or TIF, 300 dpi (MAC or PC)
- Adobe Photoshop 6.0 - 8.0 (MAC or PC)
- Adobe Illustrator CS2 or before


All fonts must be imbedded. Please *do not use an image from the web* (typically 72 dpi and not acceptable for print media). We reserve the right to refuse low resolution or poor quality images. Every effort will be made to utilize files sent to us, but ads that have to be resized or reformatted (this includes Word files) will be charged a set-up charge: \$50.00 for a full-page ad; \$35.00 for all other ads.

\* Position requests are not guaranteed

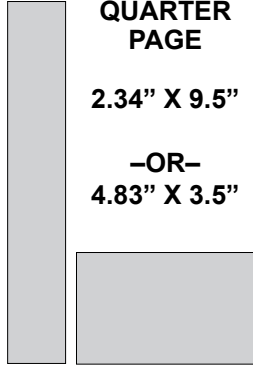
**FULL PAGE**  
**7.5" X 9.5"**



**HALF-PAGE**  
**7.5" X 4.67"**



**QUARTER PAGE**  
**2.34" X 9.5"**  
 -OR-  
**4.83" X 3.5"**



**STANDARD**  
 (Business Card Size)  
**3.5" X 2"**

