

**2012**

Decision-makers of all types look to the web for immediate access to product specifications, corporate information and facts about the goods and services they utilize every day, at home and at the office.

Position your marketing message where it's going to be most effective.

Create brand awareness, improve ROI and increase your customer base by advertising on *lawjournalbuffalo.com*. We're the perfect fit for companies of all sizes, across many fields. Through our site, you can deliver your message to an audience that includes:

- Practicing lawyers and legal professionals
- Decision-makers at top WNY law firms
- Business owners
- Real estate investors
- Private households

### Advertising rates

Ad type	Ad size	1 month	3 months	6 months	1 year
<b>Top banner</b>	728x90	\$150	\$125	\$113	\$81
<b>Large island</b>	300x600	\$250	\$213	\$188	\$138
<b>Small island</b>	300x250	\$150	\$125	\$113	\$81
<b>Bottom banner</b>	728x90	\$125	\$106	\$94	\$69
<b>Button</b>	180x90	\$94	\$75	\$69	\$50

### Accepted Standard Creative Types

- GIF
- JPEG
- Dynamic HTML
- HTML Banners
- Image map
- Java Script

### Combination rates

- Combine your Web advertising with ads in our two weekly print editions to maximize your coverage.
- Discounts based on length of Web contract will apply.

Contact advertising representative for details: [BLJads@bizjournals.com](mailto:BLJads@bizjournals.com)

\*.swf files ONLY

### General Guidelines

- Border: If ads are on a white background, they must include a black, encasing one pixel rule.
- Duration: 30 seconds
- Alternate GIF: Animated GIFs must be provided for all Flash creatives.
- Alternate Text: Cannot exceed 50 characters
- Sound: The use of audio streams must be initiated by click only. If deemed too distracting, The Buffalo Law Journal reserves the right to ask that the advertiser remove them. Use of audio in the initial download must include an option for turning off audio. This option must be clearly labeled in the creative.
- Testing: Creative must be delivered 72 hours prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple browser versions of Firefox and Internet Explorer. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

All ad sizes are accepted IAB ad units.  
 Ads may refresh at up to 4 rotations per position.  
 Monthly rate based on duration of contract.



## Ad Formats/Creative Types

No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system in experiencing technical difficulties or that they need to click on the box (ad) to eliminate the message from their screen.

Ads must not modify any elements of a user's browser or computer settings.

Ads must not resemble The Buffalo Law Journal/lawjournalbuffalo.com editorial content (exact or close replica). Ads must not include references to The Buffalo Law Journal/lawjournalbuffalo.com unless part of previously arranged co-promotions.

Design and content must be approved by The Buffalo Law Journal.

All logos served on lawjournalbuffalo.com must be provided in EPS format for the The Buffalo Law Journal staff to size to creative standards.

## Rich Media Specs

lawjournalbuffalo.com supports rich media advertising (see reverse for approved rich media). All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

As a general rule-of-thumb: any interaction with an ad must be user-initiated. For example, ads can only utilize audio on user click (not mouse-over), and should the user click to hear audio, an obvious "OFF" button must be available. Also, an ad may not cover any lawjournalbuffalo.com content unless the ad is user initiated.

Expandable rich media ads must contain a call to action that indicates "Roll your mouse over this ad to see more."



**Call**

### Bo Sunshine

Marketing Consultant

465 Main Street  
 Buffalo, New York  
 (716) 541-1657

BLJads@bizjournals.com  
 lawjournalbuffalo.com

## Rich Media Specs

Ad type	Ad size	Max Weight of Alt Image	Max Weight of Initial Download	Max # of Panels	Max Weight Per Panel	Total Max Weight of Download	Fly Out
Top banner	728x90	40k	40k	3	40k	40k	bottom
Large island	300x600	40k	40k	3	40k	40k	left
Small island	300x250	40k	40k	3	40k	40k	left
Bottom banner	728x90	40k	40k	3	40k	40k	top
Button	180x90	75k	40k	3	40k	40k	—

*All sizes: Ads may refresh at up to 4 rotations per position*

## Deadlines and policies

Standard creative materials are due to the Buffalo Law Journal three (3) business days prior to the start of the campaign. Rich media creative is due five (5) business days prior to the start of the campaign. Ad materials should be sent to bljads@bizjournals.com. If ad materials are late, the Advertiser/Agency is still responsible for the media purchased. It is the Advertiser/Agency's responsibility to send Ad Materials in accordance with lawjournalbuffalo.com specifications as outlined here.

No penalty will be applied if cancellation is received in writing by the Buffalo Law Journal 14 days prior to the start date of the campaign. Inside of 14 days, cancellation will be effective 14 days from the date the written cancellation is received.

Lawjournalbuffalo.com's liability for errors on its part will be limited to the cost of the space occupied by the error. No allowances will be made for errors that do not affect the value of the ad. All errors are compensated as "make goods" on comparable ad space in the next available spot. The Buffalo Law Journal shall not be responsible for any errors or flaws contained within an ad which has been approved by advertiser. Claims must be made within 30 days from date of publication.

The Advertiser/Agency agrees that payment for advertising will be monthly and is due upon the receipt of the invoice. If this contract is signed by an Advertising Agency, the Buffalo Law Journal reserves the right to hold the Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the Buffalo Law Journal, including all costs, attorney fees, and expenses incurred in collection thereof, without relief from valuation and appraisal laws.