

# BUFFALO Law Journal

WNY's most reliable legal business tool since 1929



## 2014 *Media Kit*

465 Main Street • Buffalo, New York 14203 • 716.541.1650

<u>PUBLICATION DATE</u>	<u>SPECIAL REPORT TOPIC/ AD DEADLINE</u>	<u>LISTS BEING PUBLISHED</u>
MONDAY, JANUARY 20	<b>INTELLECTUAL PROPERTY &amp; PATENT LAW</b> 1/14/14	STAFFING AGENCIES-1/27/14
MONDAY, FEBRUARY 17	<b>INVESTMENTS &amp; FINANCE</b> 2/11/14	CLOUD COMPUTING COS.-2/24/14
MONDAY, MARCH 17	<b>REAL ESTATE &amp; DEVELOPMENT</b> 3/11/14	LAW FIRMS-3/31/14
MONDAY, APRIL 21	<b>LABOR &amp; EMPLOYMENT LAW</b> 4/15/14	TECHNOLOGY COS.-4/28/14
MONDAY, MAY 19	<b>TECHNOLOGY IN THE COURTS</b> 5/13/14	INTERNATIONAL LAW FIRMS-5/26/14
MONDAY, JUNE 16	<b>MEDIATION &amp; ARBITRATION</b> 6/10/14	HEALTH CARE PLANS-6/30/14
MONDAY, JULY 21	<b>BUILDING A BETTER CASE</b> 7/15/14	UB LAW-7/28/14
MONDAY, AUGUST 18	<b>IMMIGRATION &amp; CROSS-BORDER COUNSELING</b> 8/12/14	ENGINEERING FIRMS-8/25/14
MONDAY, SEPTEMBER 22	<b>LEGAL ELITE SPECIAL PUBLICATION</b>	CPA FIRMS-9/29/14
MONDAY, OCTOBER 20	<b>EDUCATION LAW</b> 10/14/14	FINANCIAL PLANNING FIRMS-10/27/14
MONDAY, NOVEMBER 17	<b>ACCOUNTING &amp; TAX</b> 11/11/14	PAYROLL SERVICES-11/24/14
MONDAY, DECEMBER 15	<b>THE YEAR IN REVIEW</b> 12/09/14	ACCOUNTING FIRMS-TAX-12/29/14

**OTHER PUBLICATIONS OF INTEREST:**

- **CITY OF BUFFALO IN REM FORECLOSURE PROPERTY LISTINGS:**

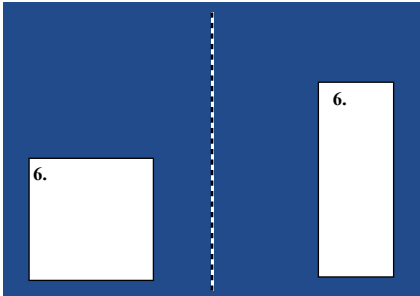
**SPRING: DATES NOT YET AVAILABLE / FALL: DATES NOT YET AVAILABLE**

- **ADVERTORIALS: AVAILABLE UPON REQUEST**

- **2014 LEGAL ELITE: 9/22/13**

EFFECTIVE JAN. 1, 2014

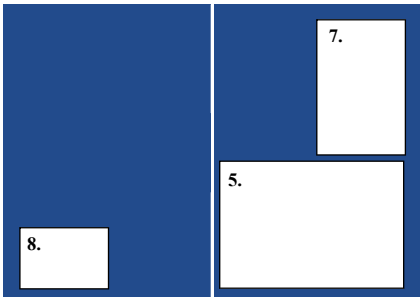
## Display RATES



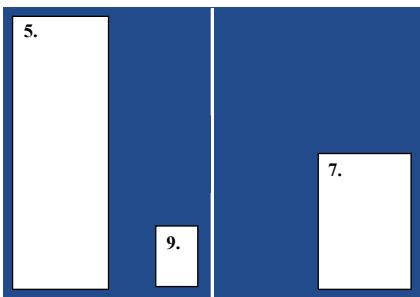
6. 3/8 Page (V), 4.733"x10"  
6. 3/8 Page (H), 7.5"x6.75"

- 2. Full page
- 5. 1/2 page
- 6. 3/8 page
- 7. 1/4 page
- 8. 1/8 page
- 9. 1/16 page

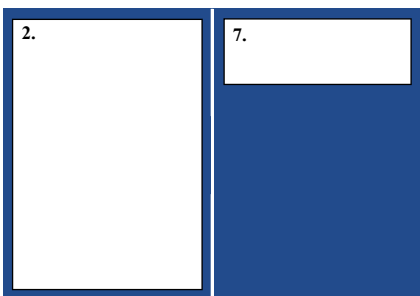
Open	6x	13x	26x	39x	52x	104x
962	874	786	692	608	547	486
528	480	432	380	334	300	267
411	374	336	296	236	212	189
294	267	240	210	184	165	148
163	148	133	116	103	93	82
115	104	93	82	72	65	57



8. 1/8 Page (H), 4.90" x 3.75"  
7. 1/4 Page (H), 4.733" x 7.625"  
5. 1/2 Page (H), 10" x 7.625"



5. 1/2 Page (V), 4.733" x 15.5"  
9. 1/16 Page (V), 2.20" x 3.75"  
7. 1/4 Page (V), 4.733" x 7.625"



2. Full Page, 10" x 15.5"  
7. 1/4 Page (H), 10.00" x 3.75"

**4-COLOR ISSUES:** All issues are 4-color. To run an ad in 4-color, please add an additional 10% to the rates listed above.

**FREQUENCY DISCOUNTS:** Frequency discounts are determined by combining the total number of insertions in the Buffalo Law Journal within the contract period. Contract begins with date of first insertion and must be fulfilled within a twelve-month period. Rates subject to change during contract period.

**DEADLINES:** The Buffalo Law Journal is published every Monday. Space reservations are due the previous Tuesday at 5 p.m. All copy for ad workups is due with space reservations.

**CANCELLATION:** Cancellation of an ad or a change in its schedule must be received by email or by calling before space reservation deadline. Ads canceled after reservation deadline will be billed at 100%.

**PRE-PRINTED INSERTS:** Insert your brochure, catalog or direct-mail piece in the Buffalo Law Journal for a fraction of the cost of a direct-mail campaign. Inserts must be 8.5" x 11". Inserts must be delivered to our offices one week prior to publication date. \$300 per run. Additional charges apply for pieces weighing more than 1 oz.

**GUARANTEED POSITION FEE:** (First come, first serve basis) Contact Bo Sunshine at bsunshine@bizjournals.com or call (716) 541-1657 to learn whether guaranteed positioning is available for an additional 10% fee.

# Classified RATES

	1x	6x	13x	26x	52x+
1 column x 1"	\$20	\$16	\$14	\$12	\$9
1 column x 2"	33	26	24	21	17
1 column x 3"	47	37	34	30	24
1 column x 4"	56	42	39	35	29
1 column x 6"	79	62	56	50	40
1 column x 8"	97	77	70	62	49
1 column x 10"	107	87	79	69	55
2 columns x 2"	56	42	39	35	29
2 columns x 3"	79	62	56	50	40
2 columns x 4"	97	77	70	62	49
2 columns x 5"	107	87	78	69	55
2 columns x 6"	121	97	87	77	62
2 columns x 7"	135	108	94	80	60
2 columns x 8"	150	120	104	88	66
3 columns x 3"	120	96	83	70	52
3 columns x 4"	153	122	106	90	57

**\$25 BLIND BOX RATE**  
(Fee applies to mailed responses only)

*Sent to your office, a private address or picked up at our offices*

**FIRST-TIME ADVERTISERS:** Must pre-pay by check, Visa, MasterCard or American Express. Payment must accompany all copy until credit has been established with our billing department. No cash discounts. Any discrepancies in advertising invoices must be questioned within 10 days of publication. All ads and inserts are net and non-commissionable. Ad materials that require production or camera work or electronic ads not meeting production requirements will be charged at the appropriate rate.

# About THE

# Buffalo Law Journal

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*

Based in Buffalo since 1929, the Buffalo Law Journal is a weekly newspaper of general circulation covering legal, financial, real estate, insurance and general news. It is an official paper for all notices of New York State Supreme, Erie County, Erie County Family and Erie County Surrogate's courts. The Buffalo Law Journal, as a newspaper of general circulation, is qualified to meet all of your regional legal notice and public notice publishing needs.

In addition to news stories and guest columns about the people and trends that shape legal practice and business today, we publish more public record from Erie and Niagara\* counties than is available in any other publication, including:

- *Bankruptcy filings*
- *Classified & display advertisements*
- *Erie County Deeds & Mortgages*
- *Federal Tax Liens/Releases*
- *Lis Pendens*
- *Mechanics Liens*
- *State Tax Warrants/Releases*
- *Supreme/County Court Judgments*

**The Buffalo Law Journal is a member of the National Newspaper Association, New York Press Association and American Association of Court and Commercial Newspapers.**

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

## Advertising rates

Ad type	Ad size	1 month	3 months	6 months	1 year
Small island	300x250	\$250	\$225	\$200	\$150

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.

### Accepted Standard Creative Types

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

\*.swf files ONLY

### Combination rates

- Combine your Web advertising with ads in our 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)

### 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.





## 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. 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."

## 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
Small island	300x250	40k	40k	3	40k	40k	left

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

**Call**

### Bo Sunshine

Marketing Consultant

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

BLJads@bizjournals.com

**lawjournalbuffalo.com**

## 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.



# 2014 Five Questions Sponsorships

Integrated marketing placement with frequency and color makes this a prime sponsorship opportunity.

## 2014 FIVE QUESTIONS SPONSORSHIP RATES

	13x	26x
1/8 Page (4.90" x 3.75")	\$1,209 (\$93/run)	\$2,132 (\$82/run)

\*\* ALL ADS ARE 4-COLOR\*\*

Sponsorship opportunities are available in consecutive publications only and are limited.

Please call Bo Sunshine at (716) 541-1657, [bsunshine@bizjournals.com](mailto:bsunshine@bizjournals.com) to reserve space today.

The "Five Questions" column has become one of the most popular read sections of our redesigned publication. The "Q&A" format allows readers to get the facts on local business leaders in a concise design which lends itself to the paper's mission of being a business tool for the legal, financial and real estate industries.

## COURT REPORTING

Accurate, fast and organized transcripts of all legal proceedings

- Realtime reporting
- Expert testimony
- Reliable results delivered on time
- Conference room available
- On-line scheduling available

A proud sponsor of 'Five Questions' with local business leaders

**ABC**  
Reporting Services, Inc.

999 Boise Avenue • Ste. 601 • Buffalo, NY 14202  
Ofc: 716-499-9010 • Fax: 716-499-9011  
Info@abcreporting.com

## Five questions with...

Robert McLaughlin  
Partner  
Hodgson Russ



Your firm recently formed a Gaming Law Practice Group. Is this the result of the movement to bring more casinos to New York?

The firm has been representing gaming interests for some time and certainly with the explosion of gaming in the state in so many different forms, and the fact that we were existing new and existing clients that all branched into the gaming space, we felt that it was an appropriate time, especially with the referendum on the horizon, to start a gaming practice.

Who are the target clients and will you be doing work on the lobbying

side of the issue?

We look at gaming not only as the traditional horse racing, lottery, racinos and casinos because gaming also includes fantasy sports, sweepstakes contents, charitable gaming and, potentially down the road, sports wagering. We want to be able to service existing clients and also be the go-to firm in the state as gaming continues to expand. As far as lobbying, we don't envision getting into that at this time. We don't have what people would think of as a traditional lobbying group, and to the extent that any of our clients or potential clients need those types of services, we usually direct them to people who work exclusively as lobbyists.

Do you handle cases only in New York or is it a broader practice?

The focus for gaming will always be in New York. We are a Buffalo-based firm. We have offices throughout the state and so our focus will always be first on New York state. That being said, many of these issues go into multi-jurisdictions. Certainly our lottery practice deals with many states, and we partner with other law firms and professionals in those states to assist our clients to be successful in those different jurisdictions.

You mentioned wanting Hodgson Russ to be the "go-to firm" in New York. In light of the fact that casinos have become a polarizing issue, is there concern that the firm will face backlash for being so out in front in representing such interests?

I think the distinction is we want to be known as the firm to represent those clients with interests in gaming, but Hodgson Russ has more than three dozen different practice groups in a wide variety of areas, so we don't want to be known just as a gaming firm. We are a multi-practice firm, and my goal of the gaming group is to be able to use our different practice groups to assist clients that are in the gaming space. There are carryover issues and we can certainly assist on issues of intellectual property, real estate and environmental issues, licensing issues, potential litigation — all those issues that can crop up in the gaming space.

As former CEO, director and general counsel at the New York Lottery, how has that positioned you to be part of this specialty practice? And what can you bring from the other side of the table?

As part of that background with the Lottery, not only do I have specific expertise with the traditional lottery but I also developed the first set of regulations for what are called the racinos throughout New York state. I was instrumental in obtaining the opening of eight of those facilities at racetracks around the state including Buffalo Downs, Batavia Downs, Finger Lakes Saratoga, Vernon Downs Tioga, Monticello and Yonkers Raceway. After I left the Lottery, I was a gaming consultant for an accounting firm. Part of my mission was to assist state and local entities in their gaming needs. We did a lot of consulting for gaming commissions on licensing issues, on work for Native American tribes and also assisted the California attorney general to develop procedures for monitoring the California card rooms. I have broad, nationwide gaming experience, which I think helps to set us apart.

— MATT CHANDLER



# Pre-Printed Inserts 2014



*Your company's pre-printed promotional material can be inserted into the Buffalo Law Journal for less than the cost of direct mailing. By putting your insert in the Buffalo Law Journal, you can target our top management subscriber without buying expensive mailing lists. The Buffalo Law Journal can give you the most influential mailing list in town – its subscribers.*

**INSERT RATES (Frequency discounts available)**

**\$300 (1,000 inserts)**

**SPECIFICATIONS**

- Shall not exceed 8 1/2" x 11"
  - Cannot contain any postal indicia
  - Should weigh one ounce or less
- A sample of the insert must be provided to the Law Journal prior to printing.

Inserts should be delivered to: Buffalo Law Journal, 465 Main Street, Suite 100, Buffalo, NY 14202  
OR

Webster Printing Corporation, 46 North Avenue, Webster, NY 14580

Must be delivered the Tuesday prior to the issue date and must be marked "INSERTIONS for Buffalo Law Journal"

**Please contact Bo Sunshine at (716) 541-1657 for details**

# Advertorials

**YOU PROVIDE THE TEXT AND TAILOR THE MESSAGE TO YOUR NEEDS**



## 2014 RETAIL RATES

	<u>1x</u>	<u>3x</u>
1/2 page (1/4 pg ad & 1/4 pg article)	\$ 517	\$ 460
Full page (1/2 pg ad & 1/2 pg article)	\$ 730	\$ 630
Two Page Spread (full pg ad & full pg article)	\$1114	\$ 940

**\*ALL PUBLISHED IN 4-COLOR\***

When you advertise in the Buffalo Law Journal, you gain an instant presence and added credibility throughout the WNY legal community. You will be reaching our readers: attorneys, decision makers at law firms, real estate investors and business owners. Compared to other media, advertising in the Buffalo Law Journal is a low-cost investment that will lead to more referrals for your business.

### AD SIZE SPECIFICATIONS

	Width x Height ( in inches)
FULL PAGE	10" x 15.5"
1/2 PAGE HORIZONTAL	10" x 7.625"
1/4 PAGE	4.733" x 7.625"

### WORD COUNT SPECIFICATIONS

FULL PAGE	1,440 word maximum
1/2 PAGE HORIZONTAL	720 word maximum
1/4 PAGE	360 word maximum

**BUFFALO**  
**Law Journal**

**Call Bo sunshine for more information.**

**716-541-1657 or email: [bsunshine@bizjournals.com](mailto:bsunshine@bizjournals.com)**