

## **“THE COMMON GROUND” ADVERTISING POLICY**

The Common Ground is the ADR Section’s bi-annual digital newsletter.

It reaches nearly 1,000 members and is also shared on the Section’s Social Media.

### **Costs and Availability**

- 2 ½ page spaces available @ \$800 each - includes two editions of The Common Ground
- 4 ¼ page spaces available @ \$400 each - includes two editions of The Common Ground
- 8 1/8<sup>th</sup> page spaces available @ \$200 each - includes two editions of The Common Ground
- Analytics will be provided upon request.

### **Criteria for Advertising**

1. Must be relevant to the ADR professional and the profession.
2. Advertiser may or may not be a Section Member.
3. Must have broad appeal.
4. May not take a political position.
5. Must be copy-ready (provided in AI, EPS, SVG, or PDF formats).
6. Should contain some graphics.
7. If internet links are being used, URL must be provided.
8. First come, first served basis.
9. Location of the ad shall vary within the publication.
10. Co-editors reserve the right to reject an ad that does not fit these criteria.
11. Co-editors also reserve the right to edit and make suggestions to advertisements they approve for publication.

### **Payment Process**

1. Payment must be processed and final ad must be submitted to [lisa@prflorida.com](mailto:lisa@prflorida.com) and [acmaldonado@uww-adr.com](mailto:acmaldonado@uww-adr.com) one week prior to publication. Payment is due in full for the year (2 editions) prior to publication.
2. Advertisers may renew annually or book up to two years (four editions) in advance.
3. Payment may be processed at the following link: <https://member.floridabar.org/s/lt-event?id=a1R1R0000088jXJUAY>
4. Deadlines for 2022 Spring and Fall Editions
  - February 1, 2022
  - August 1, 2022