"THE COMMON GROUND" ADVERTISING POLICY

The Common Ground is the ADR Section's bi-annual digital newsletter. It reaches over 1,300 members and is also shared on the Section's social media.

Advertisement Cost (includes two editions of The Common Ground)

- 1/2 page @ $800
- 1/4 page @ $400
- 1/8 page @ $200

Specifications

- Files must be provided in one of the following formats: JPG, PNG, SVG, WebP or AVIF, and created at 300 DPI in CMYK color for best quality.
- File dimensions: Half Page (approx. 7.5" x 4.75"), Quarter Page (approx. (3.5" x 4.75"), and 1/8th Page (approx. 3.5" x 2.125").

Submission Deadlines

Final ad due via email to maldonadomediation@gmail.com by:

- Spring/Summer issue: March 15th
- Fall/Winter issue: October 15th

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

1. Payment via check to The Florida Bar with a note "ADR Section Publication".
   Mail to: The Florida Bar, attn ADR Section, 651 E Jefferson St, Tallahassee, FL 32399
2. Payment is due in full for the year (2 editions) prior to publication.
3. Advertisers may renew annually or book up to two years (four editions) in advance.