

SAVANNAH BAR ASSOCIATION
Advertising Guidelines for *The Citation*

The Citation will accept advertising subject to the following guidelines:

A. Advertisement Subject Matter

Advertisements in *The Citation* shall be limited to legal-related/professional subject matter. Examples of permissible advertisements include, but are not limited to, the following:

- (1) Professional meetings, events and other activities, as well as those of other minority or special interest bar associations, and of the judiciary;
- (2) Law-related volunteer needs, e.g. Armstrong Moot Court, Young Lawyers Section, Truancy Intervention Project, Georgia Legal Services, etc.;
- (3) Sale or lease of professional items, including office equipment, office space, etc.;
- (4) Information about programs of interest to the membership;
- (5) Information from the State Bar of Georgia and other bars or law-related entities that might be of interest to the SBA membership;
- (6) Information about legal job openings in the immediate area;
- (7) Professional announcements from members, including promotions, additions to a firm or office, notices of professional accomplishments, awards, honors, etc.; and
- (8) Personal announcements from members, including personal accomplishments, birth announcements, etc.

Non-permissible uses include, but are not limited to, the following:

- i. Political notices or campaign notices;
- ii. General solicitations for funds; and
- iii. Items not germane to the practice of law.

B. Placing an Advertisement

All requests for advertisements shall be made to the Editor of *The Citation*. Requests from any SBA members or non-members falling in the above permissible categories will be included in *The Citation* without additional approval. For any request the Editor might consider questionable or inappropriate for circulation, the permission of the SBA Executive Committee will be sought. Once permission is obtained, the information will be published in *The Citation*.

C. Advertising Costs

SBA members may place qualifying advertisements in *The Citation* at no charge. Non-SBA members may place qualifying advertisements in *The Citation*. A non-member will be charged an advertisement of \$25.00 for each month the advertisement is placed in *The Citation*. It will be the responsibility of the Editor of *The Citation* to inform the non-member of the cost and to obtain billing information for the non-member. The Editor will have the responsibility of obtaining payment from the non-member prior to the publication of the advertisement.

D. Advertising Appearance

The overall design, appearance and content included in the advertisement shall be at the discretion of the Editor of *The Citation*.

[Adopted as SBA policy on 05.11.09 reaffirmed by SBA ExComm on 01.02.13]

Colin McRae, SBA Secretary