



## Advertising Kit – 2010-11

The information below provides a brief overview of the Monroe County Bar Association (MCBA) for advertising purposes. For more information, please contact Liz Novak, Membership & Communications Manager, at (585) 402-7193 or [lnovak@mcba.org](mailto:lnovak@mcba.org).

### Fast Facts:

- Approximately 2,000 MCBA members in the 7<sup>th</sup> Judicial District (Monroe, Cayuga, Livingston, Ontario, Seneca, Steuben, Wayne, Yates)
- Offices located in Downtown Rochester at the Telesca Center for Justice; One West Main Street, Rochester, NY 14614
- Publications include *The Docket*, *eDocket* and *CLE eDocket*. Please see below more details.

### About the MCBA

The Monroe County Bar Association, originally formed as the Rochester Bar Association, was organized in 1892. What started with just 25 members, has grown to 2,000 law professionals in Monroe County, committed to improving the quality and accessibility of justice; promoting respect and understanding of the law; enhancing professional growth, fulfillment, excellence, collegiality and diversity among its members; and serving as a voice for the law profession.

### Publications

#### *The Docket*

Hardcopy newsletter published quarterly, with MCBA news, member bylines and substantive articles. Newsletter is distributed to MCBA members and community leaders = **2,000 circulation**. Ad is included in “Bar Marketplace” section.

#### *eDocket*

E-newsletter companion to *The Docket* newsletter that is published on a weekly basis, and sent as an HTML page to all MCBA members and non-member attorneys = **2,900 circulation, with a 30-35% average open rate**.

#### *CLE eDocket*

E-newsletter companion to the *CLE Docket*, published weekly, sent as an HTML page to all MCBA members non-member attorneys = **2,900 circulation, with a 30-35% average open rate**.

#### *Website*

Recently revamped website offers advertising on homepage and key inside pages, along with inclusion in Bar Marketplace. **Website is used as a resource by members, non-member attorneys and the legal community.**

## Advertising Packages

### \$2,500 – Platinum

- 4 issues of *The Docket* --full year -- ad size - 1/2 -page = 4.5 (h) x 7.5
- 12 mos. of the *eDocket* (48 issues)
- 8 issues of the weekly *CLE eDocket* (two months)
- 12 mos. of home page ad and logo on the *Bar Marketplace* on the website
- One set of MCBA membership mailing labels, for a one-time use

### \$1,500 – Gold

- 4 issues of *The Docket* --full year -- ad size - 1/6 -page = 4.5(h) x 2.55
- 12 mos. of the *eDocket* (48 issues)
- 8 issues of the weekly *CLE eDocket* (two months)
- 12 mos. of the *Bar Marketplace* on the website

### \$1,000 – Silver

- 2 issues of *The Docket* -- ad size - 1/6 -page = 4.5(h) x 2.55
- 6 mos. of the *eDocket* (24 issues)
- 4 issues of the weekly *CLE eDocket* (one month)
- 6 mos. of the *Bar Marketplace* on the website

### \$500 – Bronze

- 1 issue of *The Docket* -- ad size - 1/6 -page = 4.5(h) x 2.55
- 3 mos. of the *eDocket* (12 issues)
- 3 mos. of the *Bar Marketplace* on the website

## Individual Publication Rates

### The Docket

- ½ -page = 4.5 (h)x 7.5 = **\$750 per issue**
- 1/3 -page = 4.5 (h) x 5 = **\$575 per issue**
- 1/6 -page = 4.5(h) x 2.55 = **\$300 per issue**
- 1/12 -page = 2.25(h) x 2.55 = **\$175 per issue**
- Sign for six months, receive **5% discount**
- Sign for 12 months, receive **10% discount**



Your ad here!

### eDocket

- 2x2 ad in premier location, with a live link to company's website or a targeted URL designated by sponsor.
- Monthly Fee= **\$250 per month (4 issues)**
- Sign for six months, cost is only **\$225 per month.**
- Sign for 12 months, cost is only **\$200 per month.**



Your ad here!

**Website – Homepage and key inside pages**

- 2x2 ad in premier location, with a live link to company’s website or a targeted URL designated by sponsor.
- Monthly Fee = **\$350 per month**
- Sign for six months, cost is only **\$325 per month.**
- Sign for 12 months, cost is only **\$300 per month.**
- No more than three display ads will appear on a page
- Arrangements can be made to have ad developed if needed
- Ads can link to sponsors website or targeted URL designated by sponsor.



**Website – Bar Marketplace**

- Category listing includes logo and direct URL web site link.
- Monthly fee = **\$75 per month**
- Sign for six months, and cost is only **\$50 per month**
- Sign for 12 months, and cost is only **\$35 per month**
- Advertise in one of our publications, and the cost is only **\$25 per month.**



**Artwork Requirements**

Please submit artwork in one of the following ways, along with height and width requirements. Please submit artwork in one of the following ways:

- Print Optimized PDF**
- High Resolution JPG (at least 600 DPI)**
- High Resolution TIFF (at least 600 DPI)**

*Artwork should be sent via email or on a CD to Liz Novak, Membership and Communications Manager. It is the responsibility of the advertiser to deliver the artwork to the publisher in a timely manner.*

Send to [lnovak@mcba.org](mailto:lnovak@mcba.org) or mail to:

**Liz Novak**  
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