



## 2010-11 Advertising Contract

Company Name:	Contact Person:
Telephone:	Fax Number:
Street Address:	
City/State/Zip:	Date:
Contact Person and Billing Address <i>(If different from above)</i> :	

### Packages:

**\$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

**\$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

**\$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

**\$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 the home page and *Bar Marketplace* on the website
- One set of MCBA membership mailing labels, for a one-time use

*Please see page 2 for individual publication rates for advertising.*

## Individual Publication Rates:

### The Docket

- 1/2-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**

#### *Issue by issue basis*

\_\_\_\_\_ Number of issues  
\_\_\_\_\_ Issue start date

#### *Six months*

2 Issues (**5% discount; prepay**)  
Contract period \_\_\_\_\_

#### *12 months (full year)*

4 Issues (**10% discount; prepay**)  
Contract period \_\_\_\_\_

### eDocket

2x2 ad in a premier location, with a live link to company's website or a targeted URL.  
*Monthly fee = \$250 per month (4 issues)*

#### *Month by month basis*

\_\_\_\_\_ Number of months  
\_\_\_\_\_ Issue start date

#### *Six months*

24 Issues, cost is only **\$225 per month**  
Contract period \_\_\_\_\_

#### *12 months (full year)*

48 Issues, cost is only **\$200 per month**  
Contract period \_\_\_\_\_

### Website – Homepage and key inside pages

2x2 ad in a premier location, with a live link to company's website or a targeted URL.  
*Monthly fee = \$350 per month*

#### *Month by month basis*

\_\_\_\_\_ Number of months  
\_\_\_\_\_ Start date

#### *Six months*

**\$325 per month**  
Contract period \_\_\_\_\_

#### *12 months (full year)*

**\$300 per month**  
Contract period \_\_\_\_\_

### Website - Bar Marketplace

Listing includes logo and direct URL website link.

*Monthly fee = \$75 per month*

#### *Month by month basis*

\_\_\_\_\_ Number of months  
\_\_\_\_\_ Start date

#### *Six months*

**\$50 per month**  
Contract period \_\_\_\_\_

*If advertising in one of our publications 12 months (full year)*

**\$25 per month**

Contract period \_\_\_\_\_

**\$35 per month**

Contract period \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Please return contract to:*

**Liz Novak, Membership & Communications Manager**

**Email: [lnovak@mcba.org](mailto:lnovak@mcba.org)**

**Fax: (585) 546-1807**