



# Reaching the Bar . . .

Online Legal Marketplace

All Legal Marketplace listings will be included on the KBA website from July 1, 2017 – June 30, 2018

**The KBA's online Legal Marketplace is your exclusive connection to Knoxville attorneys.**

## ONLINE Listing - Legal Marketplace @www.knoxbar.org

Knoxville's legal professionals consider www.knoxbar.org a prime practice tool and utilize the Online Legal Marketplace to meet the needs of their law office. The Online Legal Marketplace makes it easy for attorneys and their staff to find your company 24/7 with options to search by company name or type of service. Choose the Premium listing in order to include your company under multiple (up to four) service headings for greater exposure. **An Online Listing drives traffic!** The legal community is actively engaged with the **BRAND NEW** KBA website to update their member profile, register for seminars and take advantage of the many options available in the members' only section.

### Online Legal Marketplace Listings (Please select)

- \_\_\_ PREMIUM ONLINE LEGAL MARKETPLACE            \$350
- \_\_\_ PLUS ONLINE LEGAL MARKETPLACE                \$250

Premium listings are \$350 per year and include all features below.

- Listed first in search results
- Create your own categories that won't include Plus and Basic Listings
- Full contact information & website URL
- Key contact's name and option to directly email that person
- Company description
- Social media sharing links
- Ability to include photos, PDFs & videos for special promotions
- Embedded map
- NEW in 2017! Companies who purchase a Premium listing are featured on the members' only myKBA page and the Friday broadcast email

Plus listings are \$200 per year. Features include:

- Listed after premium listings but before basic listings in search results
- Full contact information & website URL
- Key contact's name and option to directly email that person
- Company description (60 words or less)
- Choose 1 category to list under

**NEW FOR 2017!**  
 Companies who purchase a Premium Online Legal Marketplace Listing will be featured prominently in the weekly broadcast email "News You Can Use" sent to KBA members and local legal administrators. This is a great way to build your name recognition and keep your brand visible.



**Legal Marketplace Listings**  
 Brand new www.knoxbar.org launched in April 2017. Mobile friendly site makes it easier for KBA members to find what they need.

Plus	\$250
Premium	\$350

Premium Listings are included under 4 service heading categories

Hyperlinked phone numbers so member can call with one click.

Provide the name of a local company representative.

Include a company description and view an embedded Google map of your location.

Receive e-mails from potential customers.

**Image Matters, Inc.**  
 3017 Sutherland Avenue  
 Knoxville, TN 37919-4539  
 Phone: (865) 212-3600  
 Website: <http://www.imagemattersinc.com>  
 Contact: Allison Roop  
 Products/Services Provided:

Image Matters is Knoxville's authorized dealer of Xerox, Muratec, and KIP products. In addition, we are the area's leader in managed print services helping maintain printer fleets while cutting costs for companies. Image Print and Copy can also handle all of your company's commercial printing.

Contact Image Matters, Inc.  
 Direct E-Mail

**Type**  
Premium

**Categories**  
 Copier Sales & Services  
 Managed Network  
 Office Equipment  
 Printing Services

Upload photos, PDFs and videos.

Premium Listings appear first in search results, followed by Plus Listings, then Basic Listings. For the first time, there will be several hundred basic listings appearing in the search results. Market your business with the KBA to keep your message in front of East Tennessee attorneys all year long.

# Online Legal Marketplace Advertising Agreement & Insertion Order

Please indicate the company information exactly as you would like it to appear (please print clearly)

Company: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Service/Product Heading(s): \_\_\_\_\_

Limit each heading to 20 characters or less. If you are purchasing the Premium Legal Marketplace Listing, you can list 4 different headings. If there are other companies included in the Online Legal Marketplace with the same heading as yours, the listings will appear in alphabetical order, according to company name. (If you do not list a heading, one will be assigned to you.) Example: Accident Reconstruction, Certified Public Accountants, Legal Research, Wireless Service, etc.)

Description of product(s) and/or service(s) provided in 60 words or less:

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## Online Listing Fees

<input type="checkbox"/> PLUS LEGAL MARKETPLACE	\$250
<input type="checkbox"/> PREMIUM LEGAL MARKETPLACE	\$350

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Make checks payable to the Knoxville Bar Association.  
Questions or to process payment by credit card, please call the KBA Office at (865) 522-6522.

Send or deliver to:  
Marsha Watson, Executive Director  
Knoxville Bar Association  
505 Main Street, Suite 50  
P.O. Box 2027  
Knoxville, TN 37901-2027  
[mwatson@knoxbar.org](mailto:mwatson@knoxbar.org)