

General

# Information

## Knoxville Bar Association DICTA

Planning an ad campaign that directs your message specifically to potential customers has always been a gamble in general circulation magazines, and as budgets tighten, selecting the most effective media becomes even more critical. We would like to introduce you to DICTA, the most cost effective way to target your message to more than 2,900 members of the Greater Knoxville legal community.

DICTA is the official monthly magazine of the Knoxville Bar Association and is read by attorneys, judges, legal administrators, paralegals and other staff professionals. DICTA is chock full of substantive law articles, practical law updates, ethics opinions, and much more - what East Tennessee lawyers read and need to enhance their law practice. Because it contains timely, relevant information, DICTA remains in law offices and is read by office managers, paralegals, legal secretaries, and other staff. DICTA is best for your company if you want to reach qualified potential customers on a timely, consistent basis with high visibility. Current and past issues of DICTA appear on the KBA web site at [www.knoxbar.org](http://www.knoxbar.org).

DICTA is published monthly and advertising opportunities are available on a first-come, first-served basis. Our deadline is the 10<sup>th</sup> of the month prior to cover date (i.e., September 10 for the October issue). We publish on time, every time!

I will be more than happy to provide you with additional information or to reserve space in our next available issue. Please give me a call at (865) 522-6522 if I may be of assistance.

With kindest regards,



**Marsha S. Watson**  
Executive Director

Published by:  
Knoxville Bar Association  
505 Main Street, Suite 50  
P.O. Box 2027  
Knoxville, TN 37901-2027  
(865) 522-6522  
FAX: (865) 523-5662  
[www.knoxbar.org](http://www.knoxbar.org)

**Issuance:**

- Frequency: Monthly
- Issue Date: 1<sup>st</sup> of the month
- Size: 8 ½ x 11# saddle-stitched

**Placement of Advertising**

Advertising is interspersed and rotated.

When you choose DICTA, you are reaching active legal professionals in an eight-county metropolitan area in East Tennessee. DICTA is a well read, interesting publication that serves the advertiser, as well as the reader.

# Knoxville Bar Association DICTA

## **2020 Advertising**

DICTA, the monthly publication of the Knoxville Bar Association, is read by 85% of the practicing attorneys in the Knoxville area. DICTA is a well-respected publication with readers who depend on it to provide them with current information regarding legal news, legislative updates, community affairs, scholarly articles, KBA news, features, event calendars and continuing legal education.

## **Readership**

The readership of DICTA consists of decision makers within some of Knoxville's largest firms, as well as solo practitioners, who all look to DICTA's advertisers as the most reliable retailers, legal services and technology available. DICTA's readers also represent all practice areas within the legal profession and are actively involved in community affairs. Other subscribers include: law firm administrators, IT professionals, college professors, law libraries and law students.

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## **DICTA Advertising Agreement**

### **Payment**

All rates are net. **Payment must accompany ads for first-time advertisers.** All invoices are due and payable upon receipt. Any account outstanding 60 days from billing date may result in interruption of scheduled advertising. Payment in advance is required for first-time advertisers.

### **Publication Deadline & Distribution**

A copy of the advertising order and the camera-ready ad copy must be received by the 10<sup>th</sup> of the month prior to the date of publication. DICTA is distributed during the last week of the month, 11 times a year. There is no issue published during July.

### **Advertising Policy**

All advertisers must adhere to size specification contained on this rate card. The publisher's schedule of insertion order and copy deadlines must be observed in order to assure publication. Appearance of an advertisement in DICTA does not constitute a recommendation nor endorsement of that product or service by the Knoxville Bar Association. Positioning of all advertising shall be at the discretion of the Publisher, which shall give preference in positioning to larger advertisements purchased on extended contracts.

In the event Publisher is unable for any reason to publish the advertising purchased by Advertiser according to this order and agreement, Publisher shall refund the amount paid for space in the issue(s) in which such advertising was contracted for, but did not appear, or shall at Advertiser's option publish the advertising in the next succeeding issue.

Liability of the publisher for any error for which it may be held legally responsible is limited to the cost of the advertisement. All advertising is subject to publisher's approval. The KBA reserves the right to reject advertising which, in the opinion of the publisher, is not in keeping with its publication standards. Quality of reproduction is contingent on quality of materials furnished. When change of copy is not received by the closing date (the 10<sup>th</sup> of each month), the copy from the previous issue will be inserted. Cancellation of any advertising contract must be made in writing at least ninety (90) days in advance of the publication date. A cancellation fee is the equivalent of three (3) months of advertising and will be due upon the cancellation of the contract. In the case of advertising placed by an agency, the agency and the advertiser are jointly and severally liable for the price of the advertising space. No advertisement may be cancelled after the deadline.



**Submit material to:**  
**Knoxville Bar Association**  
 505 Main Street, Suite 50, Knoxville TN 37902  
 Phone: (865) 522-6522 FAX: (865) 523-5662  
 Attention: Marsha Watson, Executive Director  
[mwatson@knoxbar.org](mailto:mwatson@knoxbar.org)

**2020 Advertising Order**

Name of Advertiser \_\_\_\_\_

Address of Advertiser \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail: \_\_\_\_\_ FAX: \_\_\_\_\_

**Artwork:**

- Camera-ready artwork must be supplied at exact size or correct proportions.
- Deadline: 10<sup>th</sup> day of the month preceding the issue date (e.g., 10<sup>th</sup> of September for October issue)
- Electronic files are accepted under the following guidelines
  - All files must be high resolution (300 dpi or higher)
  - Accepted file formats include: WORD, TIFF, JPG, PDF (with fonts embedded)
  - All artwork should be grayscale unless otherwise approved by the KBA

During the months of **March, June** and **October**, DICTA will be circulated to all attorneys in Knox, Anderson, Blount, Sevier, Loudon, Union, Jefferson and Roane Counties. These super-circulation issues reach more than 2,900 legal professionals. Due to the increase in circulation, prices for ad space are higher during these months.

<b>DICTA Publication &amp; Advertising Information</b> (All Dimensions Based on Width x Height) Check Column on Left to Indicate Issue(s). Select Ad Size and Enter the Corresponding Cost in the Last Column.										
Month	Deadline	1/8 Page 3.5" x 2.5"	1/4 Page 3.5" x 5.25"	1/2 Page 7.5" x 5.25"	Full Page (B/W) 7.5" x 10.5"	Full Page Inside Front or Inside Back Cover (B/W) 7.5" x 10.5"	Full Page Inside Front or Inside Back Cover (Color) 7.5" x 10.5"	Back Cover COLOR 8.5" x 8.5"	Full Page Insert (Copies To Be Provided to KBA)	Cost of Ad
January '20	Dec. 10 <sup>th</sup>	\$100	\$150	\$300	\$400	\$500	\$600	\$600	\$500	\$
February '20	Jan. 10 <sup>th</sup>	\$100	\$150	\$300	\$400	\$500	\$600	\$600	\$500	\$
<b>March '20</b>	Feb. 10 <sup>th</sup>	\$125	\$250	\$400	\$500	\$600	\$700	\$700	\$600	\$
April '20	Mar. 10 <sup>th</sup>	\$100	\$150	\$300	\$400	\$500	\$600	\$600	\$500	\$
May '20	Apr. 10 <sup>th</sup>	\$100	\$150	\$300	\$400	\$500	\$600	\$600	\$500	\$
<b>June '20</b>	May 10 <sup>th</sup>	\$125	\$250	\$400	\$500	\$600	\$700	\$700	\$600	\$
July		No Issue Published								
August '20	July 10 <sup>th</sup>	\$100	\$150	\$300	\$400	\$500	\$600	\$600	\$500	\$
September '20	Aug. 10 <sup>th</sup>	\$100	\$150	\$300	\$400	\$500	\$600	\$600	\$500	\$
<b>October '20</b>	Sept. 10 <sup>th</sup>	\$125	\$250	\$400	\$500	\$600	\$700	\$700	\$600	\$
November '20	Oct. 10 <sup>th</sup>	\$100	\$150	\$300	\$400	\$500	\$600	\$600	\$500	\$
December '20	Nov. 10 <sup>th</sup>	\$100	\$150	\$300	\$400	\$500	\$600	\$600	\$500	\$
<b>QUESTIONS?</b> Phone: (865) 522-6522 Fax: (865) 523-5662		TOTAL ADVERTISING COSTS								\$
		LESS 10% FOR MULTIPLE AD DISCOUNT (You must purchase ad space in <b>four</b> or more issues to take discount)								\$
		TOTAL AMOUNT ENCLOSED								\$

Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_