

Dicta Advertisement Rates

The Knoxville Bar Association is the premiere professional membership association for lawyers in the East Tennessee area. Our 1,900+ members represent the broadest spectrum of the legal community, including senior partners at Tennessee largest law firms, solo practitioners, corporate counsel, government attorneys and law students.

Advertising opportunities are available on a first-come, first-served basis. If you would like to preview a copy of the magazine or download the advertising contract, go to the KBA website at www.knoxbar.org.

Dicta is a well read, interesting publication that serves the advertiser, as well as the reader.

Reach active legal professionals in an eight-county metropolitan area in East Tennessee.

Advertising in KBA's magazine, Dicta, gives you access to:

- **A well-represented market.** The KBA has over 1,900 members, a market penetration of 83% and a retention rate of 95.%
- **A market that covers Knox County and the contiguous counties.** 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.
- **A diverse market.** The KBA reaches lawyers early in their practice and those well established. Most KBA members are in private practice (78%) followed by government (12%) and corporate (6%).

Special Offer

20% Off
for 2019 Expo sponsors
who commit to three
ads in 2019.

Advertising Rates	1/8 Page	1/4 Page	1/2 Page	Full Page (B/W)	Full Page Inside Front or Inside Back Cover (B/W)	Full Page Inside Front or Inside Back Cover (Color)	Back Cover (Color)
Exact Ad Size	3.5"x2.5"	3.5"x5.25"	7.5"x5.25"	7.5"x10.5"	7.5"x10.5"	7.5"x10.5"	8.5"x8.5"
Price: Regular Issues Approx. 1,900 recipients	\$100	\$150	\$300	\$400	\$500	\$600	\$600
Price: Super-Circulation Issues March, June & October Approx. 2,900 recipients	\$125	\$250	\$400	\$500	\$600	\$700	\$700



Issuance:

Frequency: Published Monthly Except July
Issue Date: 1st of the month
Size: 8 1/2 x 11# saddle-stitched

Placement of Advertising:

Advertising is interspersed and rotated.
Contract and ad due by 10th day of prior month.
We publish on time, every time!

DOWNLOAD 

**DOWNLOAD A Dicta
ADVERTISING CONTRACT AT
WWW.KNOXBAR.ORG.**