



Mecklenburg County Bar

2017-18 ADVERTISING OPPORTUNITIES

Get reach and frequency when you advertise with the Mecklenburg County Bar. Whether you choose to advertise via our print publications or online, you can build top-of-mind-awareness among our 5,000+ members for a fraction of your current marketing investment.

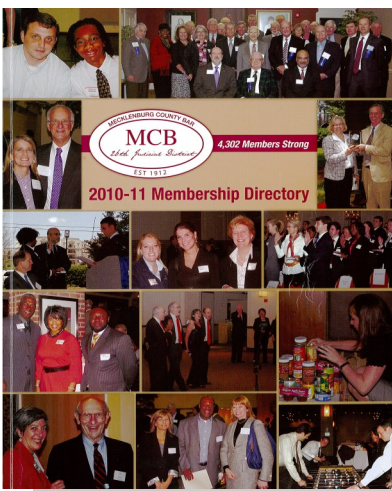


1 Mecklenburg Bar News

This monthly, 2-color print publication is mailed to all Bar members and includes feature articles written by judges, community leaders and attorneys; promotions of and wrap-up reports on Bar events; sponsor recognition; Continuing Legal Education course listings; and much more. Black and white ad placements are available.

2 www.MeckBar.org

Our website receives an average of 6,000 visitors and 21,000 page views each month, and the online classified ads page consistently receives the most traffic. Post your ad in one of our six categories and reach this broad audience of web visitors.



3 Annual MCB Membership Directory

More than 5,000 MCB Membership Directories are distributed each year to all Bar members as part of their annual dues. The Directory is a year-round resource for attorneys, judges, paralegals, legal secretaries and office staff. The Directory lists names and contact information of every member, by individual name, as well by firm name and area of legal concentration; contains important local, state and federal court information, as well as community resources and agencies; provides advertisers a full year of exposure to our members for one price; and offers full-color advertising opportunities.



2017-18 ADVERTISING OPPORTUNITIES

1

Mecklenburg Bar News 2017 - 2018 ADVERTISING RATES

2

Ad Rates

(effective
July 1, 2017-
June 30, 2018)

3

Ad Size	1 Edition	3 Editions	6 Editions	12 Editions
1/3-Page Vertical (3-Column) 2.431"W x 9.833"H 14p7 x 59p	\$350	\$945 <i>(Save \$35 per edition or \$105 total)</i>	\$1,680 <i>(save \$70 per edition or \$420 total)</i>	\$3,000 <i>(Save \$105 per edition or \$1,200 annually)</i>
1/3-Page Horizontal (3-Column) 7.792"W x 3"H 46p9 x 18p	\$350	\$945 <i>(Save \$35 per edition or \$105 total)</i>	\$1,680 <i>(save \$70 per edition or \$420 total)</i>	\$3,000 <i>(Save \$105 per edition or \$1,200 annually)</i>
1/4-Page Horizontal (2-Column) 5.101"W x 3"H 30p8 x 18p	\$300	\$810 <i>(Save \$30 per edition or \$90 total)</i>	\$1,440 <i>(Save \$60 per edition or \$360 total)</i>	\$2,600 <i>(Save \$90 per edition or \$1,000 annually)</i>
1/9-Page Vertical (1-Column) 2.431"W x 3"H 14p7 x 18p	\$225	\$608 <i>(Save \$22 per edition or \$66 total)</i>	\$1,080 <i>(Save \$45 per edition or \$270 total)</i>	\$2,000 <i>(Save \$68 per edition or \$700 annually)</i>
Classified Ads	\$200 for first 50 words; \$3 per word thereafter			

Advertising Deadlines

Edition	Content Deadline	Edition	Content Deadline
Jul. 2017	Jun. 2, 2017	Jan. 2018	Dec. 1, 2017
Aug. 2017	Jul. 3, 2017	Feb. 2018	Jan. 5, 2018
Sept. 2017	Aug. 1, 2017	Mar. 2018	Feb. 2, 2018
Oct. 2017	Sept. 1, 2017	Apr. 2018	Mar. 2, 2018
Nov. 2017	Oct. 4, 2017	May 2018	Apr. 4, 2018
Dec. 2017	Nov. 3, 2017	Jun. 2018	May 4, 2018



2017-18 ADVERTISING OPPORTUNITIES

1 **Mecklenburg Bar News: Display Ad Specifications**

Finished artwork following these specifications must be provided by the advertising deadline or the ad will be placed in the next scheduled edition:

- Advertiser is responsible for layout of the ad per the dimensions provided (see page 2, Ad Rates, Ad Size).
- **All display ads must be submitted in black and white.**

Ads not meeting required specifications will be returned to advertiser with a request to re-submit, following proper guidelines.

- MCB staff cannot guarantee re-submitted ads will be placed in requested edition.
- Advertiser will be notified if ad cannot be placed in requested edition.

MCB reserves the right to refuse any ad based on content or technical limitations, as well as to edit ads for content or space considerations.

- A refund will be provided for edited ads where word counts have been shortened.

Required Image Formats:

- ADOBE ACROBAT PDF: **All fonts must be embedded.** Make sure distiller settings are set for PRINT. Save at 300 dpi resolution.
- PHOTOSHOP TIFF OR EPS: **All fonts must be included** when submitting an eps file. Fonts must be in Mac format. No true-type fonts are accepted. Save at 300 dpi resolution.

We cannot accept the following formats for display ads: Word processing programs (Microsoft Word, Works, WordPerfect, etc.), Excel, Publisher or PowerPoint documents.

Ad Development:

- **The Bar does not have design or editing capabilities.**
- It is the responsibility of the advertiser to create their own artwork, following the required specifications, or to contract a graphic designer.
- If you need assistance in creating or editing an ad, we recommend Rachel Hewitt (704/375-9443 or rhewitt62@gmail.com). She will bill you direct for any design/editing work.



2017-18 ADVERTISING OPPORTUNITIES

1

Payment & Placement:

- Your ad(s) will be placed upon receipt of payment.
- Please make your check or money order payable to Mecklenburg County Bar.
- We also accept Visa or MasterCard. *Contact the Bar for details on payment via credit card.*

2

Ad Submission:

- Please submit all ads, artwork and text on CD (along with a hard copy of the final approved ad) to the Bar on or before stated deadline (see page 2, Advertising Deadlines).
- If you choose to e-mail your ad, please also fax a hard copy to 704/333-6209.
- Include your name, company name, phone number, ad type (classified or display) and size, and the time frame for when you would like your ad to run.

3

Submit your completed ad via CD (include a hard copy) to the Bar at:
MCB - Attention Adplace
2850 Zebulon Ave.
Charlotte, NC 28208
or via email to adplace@meckbar.org.

Mecklenburg Bar News: Classified Ad Specifications

Submit your ad to Mecklenburg County Bar via e-mail at adplace@meckbar.org. We accept Microsoft Word files and .txt files as attachments, or you may submit your copy in the body of the e-mail.

Your ad(s) will be placed only after payment is received. Make your check or money order payable to Mecklenburg County Bar. We also accept American Express, Visa or Mastercard. *Contact the Bar for details on payment via credit card.*

Your ad(s) will be placed only after payment is received. We accept payment by check, money order, Visa or MasterCard.



2017-18 ADVERTISING OPPORTUNITIES

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Mecklenburg Bar News ADVERTISING AGREEMENT

Please complete and return to:
adplace@meckbar.org or
 fax to 704/333-6209.

Name: _____

Company: _____

Address: _____

City, State Zip: _____

Phone: _____

Fax: _____

Email: _____

Please indicate the size of your ad and the month(s) you would like your ad to run:

Ad Size	Jul. 2017	Aug. 2017	Sep. 2017	Oct. 2017	Nov. 2017	Dec. 2017	Jan. 2018	Feb. 2018	Mar. 2018	Apr. 2018	May 2018	Jun. 2018	Total months
1/3-Page Vertical (3-column)													
1/3-Page Horizontal (3-column)													
1/4-Page Horizontal (2-column)													
1/9-Page Vertical (1-column)													
Classified Ad													
Total cost of ad(s): _____ (See page 2, Ad Rates for amounts)													

Payment & Placement:

- Your ad(s) will be placed upon receipt of full payment.
- Ads and payment must be received prior to the edition deadline in order to be included (see page 2, Advertising Deadlines).
- Placement is on a first-come, first-served availability basis.
- Please make checks or money orders payable to MCB. We also accept Visa or MasterCard. *Contact the Bar for details on payment via credit card.*

Date: ____/____/____ Authorized Signature: _____



2017-18 ADVERTISING OPPORTUNITIES

1
2
3

www.MeckBar.org ONLINE CLASSIFIED ADS

Ad Rates

Online Classified Ads
\$80 per month for the first 50 words and \$3 for every word thereafter.
Photos are an additional \$10 per month.

Specifications:

MCB reserves the right to refuse any ad based on content or technical limitations, as well as to edit for content or space considerations.

Classified ads are posted on our website in one of six categories based on advertiser choice:

- Office Space
- Attorney Positions Available
- Attorney Positions Sought
- For Sale
- Paralegal/Administrative Positions Available
- Paralegal/Administrative Positions Sought

Payment & Placement:

- Ads will usually be placed within three business days of payment being received.
- Please make checks or money orders payable to MCB. We also accept Visa, or MasterCard. *Contact the Bar for details on payment via credit card.*
- URLs, e-mail addresses & phone numbers count as 1 word each.
- Photo size is 125 pixels x 125 pixels (0.4" x 0.4").
- We accept Microsoft Word files, .txt and .jpg files as attachments, or you can submit your copy in the body of an e-mail to adplace@meckbar.org.

Ad Submission:

Please e-mail ads to adplace@meckbar.org or fax text-only ads to 704/333-6209. Include your name, company name, phone number, and the time frame for when you would like your online classified ad to run.



2017-18 ADVERTISING OPPORTUNITIES

1 *Annual MCB Membership Directory* ADVERTISING RATES

2 **Premium Full-Color Placements**

Full-page, full-color, printed on glossy paper with full bleed. Availability is limited!

Placement	Ad Size	Cost
Back Cover	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120
Inside Front Cover	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120
Inside Back Cover	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120

3 **Additional Full-Color Options**

Printed on glossy paper with no bleed.

Ad Type	Ad Size	Cost
Full-Page	7 5/8" x 10"	\$2,730
1/2-Page	7 5/8" x 5"	\$1,470
1/4-Page	3 3/4" x 5"	\$850

White Pages

Black and white listing placed in high-visibility sections, including: before the table of contents, before areas of concentration, before member listing and before firm listing.

Placement	Ad Size	Cost
Full-Page	7 5/8" X 10" (no bleed)	\$1,260

- All ads include a three-line listing under service category and in alphabetical index.
- All Full-, 1/2- and 1/4-Page ads include a copy of the directory.

For more information or to reserve a spot in the Membership Directory, contact Chastity Julg at 704/375-8624 or cjulg@meckbar.org.



2017-18 ADVERTISING OPPORTUNITIES

1

Membership Directory: Display Ad Specifications

Finished artwork following these specifications must be provided by the deadline of October 31, 2016 in order to be published in the 2016-17 Membership Directory.

2

- Advertiser is responsible for layout of the ad per the dimensions provided (see chart on next page).
- All one-color ads must be submitted in black and white. All full-color ads must be submitted in CMYK.

3

Required Image Formats:

If at all possible, supply us with both a “live” file and a PDF. (A “live” file is one that is created with an application prior to exporting as a PDF).

- ADOBE ACROBAT PDF: All fonts should be converted to outlines/paths before creation of PDF. Make sure your distiller settings are set for PRINT. Save at 300 dpi resolution.
- EPS VECTOR FILES (Illustrator and Freehand): All fonts should be converted to outlines/paths before creation of EPS.
- PHOTOSHOP (or similar bitmap editor): Photoshop format is not preferred, but if necessary, the format must be a TIFF, JPG or EPS image in CMYK, Grayscale or Bitmap (1 bit, black and white). Save at 300 dpi resolution
- QUARKXPRESS & INDESIGN: Include all images and fonts.

*We **cannot** accept the following formats for display ads: Word processing programs (Microsoft Word, Works, WordPerfect, etc.), Excel, Publisher or PowerPoint documents.*

Please submit all artwork and text on CD, along with a hard copy of the finished ad, and mail to the Bar at:
Mecklenburg County Bar
ATTN: Directory
2850 Zebulon Ave.
Charlotte, NC 28208

Ad Development:

- The Bar does not have design or editing capabilities.
- It is the responsibility of the advertiser to create their own artwork, following the required specifications, or to contract a graphic designer.
- If you need assistance in creating or editing an ad, we recommend Rachel Hewitt (704/375-9443 or rhewitt62@gmail.com). She will bill you direct for any design/editing work.



2017-18 ADVERTISING OPPORTUNITIES

1

Membership Directory ADVERTISING AGREEMENT

Please complete and return to Chastity Julg at cjulg@meckbar.org or fax to 704/333-6209.

Name: _____

Company: _____

Address: _____

City, State Zip: _____

Phone: _____

Fax: _____

Email: _____

2

3

Yellow Page Listings:

(Included with all advertising)

Advertising Heading:

Company Name:

Line 1:

Line 2:

Line 3:

Please indicate your selection below:

Ad Placement	Size	Cost	Selection
Inside Front Cover (full color, full bleed)	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120	<input type="checkbox"/>
Inside Back Cover (full color, full bleed)	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120	<input type="checkbox"/>
Outside Back Cover (full color, full bleed)	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120	<input type="checkbox"/>
Insert (full color, no bleed)	7 5/8" x 10" (Full-Page)	\$2,730	<input type="checkbox"/>
	7 5/8" x 5" (1/2-Page)	\$1,470	<input type="checkbox"/>
	3 3/4" x 5" (1/4-Page)	\$850	<input type="checkbox"/>
White Pages (one color, no bleed)	7 5/8" x 10" (Full-Page)	\$1,260	<input type="checkbox"/>

Payment & Placement:

- Your ad(s) will be placed upon receipt of full payment.
- Placement is on a first-come, first-served availability basis.
- Please make checks or money orders payable to MCB. We also accept Visa or MasterCard. *Contact the Bar for details on payment via credit card.*

Date: ____/____/____ Authorized Signature: _____