Reach over 2,000 members of the Memphis area legal community with a variety of advertising options.

- Print Publications
- Online Publications
- Website
- Social Media

145 Court Avenue
Memphis, TN 38103
901-527-3573
kswan@memphisbar.org
www.memphisbar.org
Founded in 1874, the Memphis Bar Association (MBA) is the largest bar association and the fifth largest professional or trade association in the Memphis/Mid-South area. A voluntary association of over 2,000 lawyers, law students, judges and other legal professionals. Primary areas of activity include continuing legal education seminars to improve the competency of attorneys; providing pro bono outreach to the greater community; educating the public about the judicial system; and encouraging diversity in the profession. Most members work in Shelby County (56% downtown; 32% in the eastern part of the county) but reach extends to northern Mississippi and eastern Arkansas. Young attorneys (36 years of age or under) comprise over 1/3 of the membership. Most members are in private practice (81%) followed by corporate (11%) and government (8%). Firms with 10 or fewer employees make up 57% of the membership.

**Advertising Options**

**Memphis Lawyer Magazine**
- Published quarterly
- Distributed to over 2,000 lawyers and judges in the Memphis area
- Display ad sizes from 1/8 to full page
- Classified ads listed by area (e.g., office space, professional services, etc.)
- Discounted rate for multiple issues

**Bar Bulletin E-Newsletter**
- Disseminated weekly to over 2,000 lawyers and judges in the Memphis area
- Over 35% of people click on the bulletin when it arrives in their inbox

**Online**
- MBA Website (One Month)
  - $250.00 for Logo + link to your company’s website on MBA home page
  - $100.00 for Logo + link to your company’s website on MBA member profile pages
- MBA Facebook Page
  - $50.00 for one time mention

To discuss packages for advertising on various formats, contact Kelly Swan at kswan@memphisbar.org.
# Memphis Lawyer Magazine

## Advertising Rates/Specifications

### DISPLAY RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page</td>
<td>3.5” wide x 2.5” high</td>
<td>$100.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.5” wide x 4.75” high</td>
<td>$150.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>7.5” wide x 3.25” high</td>
<td>$220.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>7.5” wide x 4.75” high or 3.5” wide x 10” high</td>
<td>$300.00</td>
</tr>
<tr>
<td>Full page</td>
<td>7.5” wide x 10” high</td>
<td>$400.00</td>
</tr>
<tr>
<td>Front or back inside cover (color)</td>
<td>7.5” wide x 10” high</td>
<td>$600.00</td>
</tr>
<tr>
<td>Back cover (color)</td>
<td>8.5” wide x 8” high</td>
<td>$600.00</td>
</tr>
</tbody>
</table>

### CLASSIFIED RATES

- All ads include hyperlink to company website

<table>
<thead>
<tr>
<th>Words</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 words or less</td>
<td>$75.00</td>
</tr>
<tr>
<td>50 words or more</td>
<td>$75.00 + $1.00 for each word over 50</td>
</tr>
</tbody>
</table>

10% discount for multiple insertions; ad must be placed in two or more issues to receive the discount.

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**Bar Bulletin**

*weekly e-newsletter of the MBA*

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>4x (1 month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 words or less</td>
<td>$75.00</td>
</tr>
<tr>
<td>50 words or more</td>
<td>$75.00 + $1.00 for each word over 50</td>
</tr>
</tbody>
</table>

10% discount for ads placed more than 4 times.
Advertising Order & Agreement

The Memphis Bar Association is authorized and engaged to publish advertising according to the following terms and conditions:

Name of Advertiser ________________________________
Contact Person ________________________________
Telephone ________________________________ E-mail ________________________________

Payment: □ Check enclosed □ Please bill me (magazine display ads only) □ Credit Card
Billing Address ________________________________ Zip __________________
Card # __________________ Exp. Date __________
Credit Card Signature ________________________________

Today's Date __________________

Memphis Lawyer Magazine
• Camera-ready artwork must be supplied at the exact size or correct proportions
• Electronic files are accepted under the following guidelines:
  All files must be high resolution (300 dpi or higher)
  Accepted file formats include: EPS, TIFF, JPEG & PDF
• Include copy for classified ads
  All ads include hyperlink to company website

Insertion Issue(s)/Art Deadlines:
□ 2020 Volume 2 (June 5) □ 2020 Volume 3 (July 31) □ 2020 Volume 4 (Oct 30) □ 2021 Volume 1 (Dec 31)

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page</td>
<td>$100.00</td>
<td>□ 50 words or less $75.00</td>
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<td>$150.00</td>
<td>□ 50 words or more $75.00 + $1.00 for each word over 75</td>
</tr>
<tr>
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<td>$220.00</td>
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Bar Bulletin E-newsletter
Include copy for classified ads

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<th></th>
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</tbody>
</table>

10% discount for ads placed more than 4 times

All ads include hyperlink to company website

Return contract and ad artwork and copy to:
Kelly Swan
145 Court Ave. #301 | Memphis, TN 38103
kswan@memphisbar.org | 901.527.3573
Payment: 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 may be requested of first-time advertisers. All advertisements are published for the benefit of the agency and the advertiser and each of them is jointly and severally liable for all charges.

The Memphis Bar Association MEMPHIS LAWYER (‘Publisher’) shall publish the advertising copy in the number of next succeeding issue(s) of the MEMPHIS LAWYER contracted for following the commencement date, provided that if this contract and ad copy are received after the publication deadline for the next succeeding issue, publication shall commence with the first issue following such next succeeding issue.

Positioning of all advertising shall be at the discretion of Publisher, which shall give preference in positioning to larger advertisements purchased on extended contracts. Publisher is not responsible for reproduction or positioning if material is received after closing date.

This order and agreement shall not be canceled by Advertiser. Advertiser reserves the right to substitute other suitable advertising copy for that furnished, provided that such substitution is made prior to the publication deadline for the next following issue in which the advertising is to appear.

Publisher reserves the right to reject advertising which it feels is not in keeping with Publisher’s standards and the character of its publication. Quality of reproduction is contingent on quality of materials furnished.

All advertising contracted for shall appear in grayscale (black and white) unless otherwise approved by the Memphis Bar Association.

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 its next succeeding issue. Typographical or other substantial errors in publication shall be corrected by publishing a corrected advertisement in an additional issue without charge and shall not constitute grounds for a refund.

Advertising rates are subject to change. Publisher will notify contract advertisers 30 days prior to rate change, at which time advertiser may either accept new rate for the remainder of contract term or cancel.

It is mutually understood and agreed that the Memphis Bar Association MEMPHIS LAWYER is a quarterly publication of the Memphis Bar Association with a circulation of approximately 2,000 to Memphis Bar Association members.