

MBA

Memphis Bar Association

Weekly e-newsletter of the MBA

BAR BULLETIN

Advertising Rate Card

- ▶ Disseminated to 2,000+ members of the Memphis legal community
- ▶ 35% of readers open the Bulletin within 24 hours

Display Ads

Ad Size	One to Three Times	Four + Times
300 px X 250 px	\$100 per ad	\$80 per ad
320 px X 480 px	\$150 per ad	\$120 per ad
320 px X 600 px	\$200 per ad	\$160 per ad
728 px X 90 px	\$100 per ad	\$80 per ad

Sample Display Ads



320x480



300x250



728x90

Classified Ads

Word Count	One to Three Times	Four + Times
Up to 50 words	\$25 per ad	\$20 per ad
50-100 words	\$40 per ad	\$32 per ad
100-150 words	\$50 per ad	\$40 per ad
150-250 words	\$75 per ad	\$60 per ad
250+ words	\$75 + \$1 per word over 250 per ad	

- Ads to include hyperlink to company website
- Company to provide display ads in electronic format - PNG, JPEG, or GIF
- Company to provide copy for classified ads
- Submit ads to kswan@memphisbar.org