



**WESTCHESTER
COUNTY BAR
ASSOCIATION**

REACH YOUR TARGET MARKET

2018 MEDIA KIT

4 Westchester Park Drive, Suite 155, White Plains, NY 10604 | 914-761-3707 ext. 40 | editor@wcbany.org | www.wcbany.org



Westchester Lawyer Magazine

The WCBA's *Westchester Lawyer* magazine is a monthly publication that features articles on timely legal topics and highlights the WCBA's events and activities, continuing legal education opportunities, seminars and much more. The *Magazine* is distributed to attorney members, business affiliate members and top business professionals throughout Westchester. It is also available as an interactive printable PDF on the WCBA website at www.wcbany.org.

Display Ads

	Size	Color	Member	Non-Member
Bus. Card H	2hx3½w"	b/w	\$90	\$160
Bus. Card H	2hx3½w"	4/C	\$160	\$250
Bus. Card V	3hx2.38w"	b/w	\$90	\$160
Bus. Card V	3hx2.38w"	4/C	\$160	\$250
Quarter Page	4hx3½w"	b/w	\$210	\$315
Quarter Page	4hx3½w"	4/C	\$265	\$450
Third Page V	11hx3.081"w	b/w	\$275	\$425
Third Page V	11hx3.081"w	4/C	\$375	\$560
Half Page H	4hx7½w"	b/w	\$405	\$605
Half Page H	4hx7½w"	4/C	\$525	\$895
Half Page V	9h¾x3½w"	b/w	\$450	\$660
Half Page V	9h¾x 3½w"	4/C	\$630	\$945
Full Page	9h¾x 7½w"	b/w	\$815	\$1260
Full Page	9h¾x 7½w"	4/C	\$1050	\$1680

Classified Ads

Up to 40 words	\$65	\$100
Up to 80 words	\$95	\$135

Web/Print Combo

Up to 40 words (Member)	\$100	\$140
Up to 80 words (NonMember)	\$140	\$180

Web Only

Up to 40 words (Member)	\$55	\$80
Up to 80 words (NonMember)	\$80	\$130

Ad Deadline The 1st of the month preceding publication (For example: June 1 for July issue). Advance reservations recommended.

Specifications

Paper: 80 lb. gloss text
 Trim Size: 8½" x 11"
 Color: 4/C, full bleeds
 Circulation: 1700 plus web archive

Display Ads Preferred Format: PDF, press ready CMYK, all fonts embedded. Accepted Formats: JPEG, EPS, TIFF, PDF. All images must be high resolution (300 dpi minimum).

Proofs for ads will be emailed to you. To ensure the Magazine schedule, your approval will be presumed if we do not receive approval or corrections by the date specified on your proof.

Classified Ads Ads must be reserved in writing by email. Ad changes must be submitted in writing. Ad renewals made over the telephone are subject to written confirmation. The WCBA reserves the right to reject any ad copy at any time for any reason.

Design Services are available.

Payment Pre payment is required on all ads. We accept AMEX, VISA, Master Card, Discover Card and checks.

Prepayment Discounts:
 Three issues: 10% discount. Full year: 15% discount

Send checks made out to "WCBA" to:
 WCBA Magazine, 4 Westchester Park Drive, Suite 155,
 White Plains, NY 10604.

Contact For more information or to email an ad contact: editor@wcbany.org; 914-761-3707 ext. 40



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Westchester Bar Journal

The WCBA's *Westchester Bar Journal* is distributed to our members as well as law libraries, courts, legal-related businesses and other bar associations. Advertising in the *Westchester Bar Journal* will reach an upscale market of legal professionals in Westchester County. It is also available as printable PDF on the WCBA website at www.wcbany.org.

Specifications

Paper: 70 lb. smooth white
DPI: 150 min., 300 max., LPI: 133
Size: 6" x 9"

Rates per issue

	Size	Price
Back Cover: 4/C	5" w X 5.5" h	\$625
Inside Covers: 4/C	5" w X 7" h	\$500
Full Page: B/W	5" w X 7" h	\$350
Half Page: B/W	5" w X 3.5" h	\$225

Ad Specifications

Preferred Format: PDF, "Press" all fonts embedded.
Accepted Digital Formats: JPEG, EPS, TIFF, PDF.
Ads should be emailed to: editor@wcbany.org.

Color Specifications Color is available on inside and outside covers. Color ads (4/C) must be submitted in CMYK format. Proofs for ads will be emailed to you. To ensure the *Bar Journal* schedule, your approval will be presumed if we do not receive approval or corrections by the date specified on your proof.

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