



Serving members of the legal profession and the community in Northern California since 1934



ADVERTISING MEDIA KIT 2012

TABLE OF CONTENTS

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ABOUT THE CONTRA COSTA COUNTY BAR ASSOCIATION

The Contra Costa County Bar Association is a nonprofit organization dedicated to offering support in matters of the law, the legal community and the judicial system. Trusted since 1934, we continue to serve thousands of professionals and members of the public every year.

The Contra Costa County Bar Association is a voluntary association of legal professionals and affiliates. As part of its services, the Bar Association offers timely and relevant information to its members through legal education programs and popular print and online publications.

OUR DEMOGRAPHICS ARE EXCELLENT!

By advertising with the Contra Costa County Bar Association your message reaches a high-profile, targeted audience of legal professionals in Contra Costa County. The CCCBA reflects the best of the profession, with more than 1,800 active members.

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CONTRA COSTA COUNTY BAR ASSOCIATION

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www.cccba.org



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@CCCBAR



Contra Costa County
Bar Association Group



www.contracostalawyer.org

INTERESTED IN ADVERTISING WITH US?

ADVERTISING OPPORTUNITIES

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CONTRA COSTA LAWYER MAGAZINE - PRINT AND ONLINE

The Contra Costa Lawyer is the official publication of the Contra Costa County Bar Association. It is published **monthly** for an audience of more than **1,800 attorneys, judges and court officials, law libraries and public officials** involved with the administration of justice in Contra Costa County and has a **readership of approximately 4,500**. A recent survey showed that over 95% of respondents read the Contra Costa Lawyer on a regular basis.

The magazine is published in print 6 times per year and monthly on its award-winning online companion website.

In January, March, May, July, September and November, when print issues are mailed to our readership, the online magazine reflects the content of the print issue. In alternating months, fresh content is published online.

There are both display and classified advertising opportunities available in the print magazine. The online magazine offers tile ads, as well as classifieds:



Contra Costa Lawyer - print
published each January, March, May, July, September and November.



Contra Costa Lawyer - online

Our award-winning online magazine is published monthly, 6 times/year as a companion to the print edition, 6 times as a stand-alone edition.

DISPLAY ADVERTISING | Promote your business with attractive ads on the pages of the Contra Costa Lawyer! Ads in the print magazine range in size from as small as 1/12 page up to a full page in black and white only.

TILE ADS | Rotating tile ads in our award-winning online magazine are a great interactive way to promote your business and boost your website's visibility. Link your tile ad to your web site or a specific landing page for the best results.

CLASSIFIEDS | Trying to fill a vacant office? Offering a service valuable to the legal community? Contra Costa Lawyer classifieds are a great, affordable way to get the word out. Available both in print and online.

INTERESTED IN ADVERTISING WITH US?

Please contact Communications Coordinator Kerstin Firmin at kfirmin@ccba.org or 925.370.2542

ADVERTISING OPPORTUNITIES

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WEEKLY BROADCAST

Our e-broadcast of events and announcements is emailed to the entire membership every Tuesday. The weekly broadcast is the Bar Association's **most direct** publication, allowing you to invite traffic to your website directly from our members' inboxes.

We have consistent open and click-through rates of approximately 30%, well above the industry averages of less than 20% and 15%, respectively.

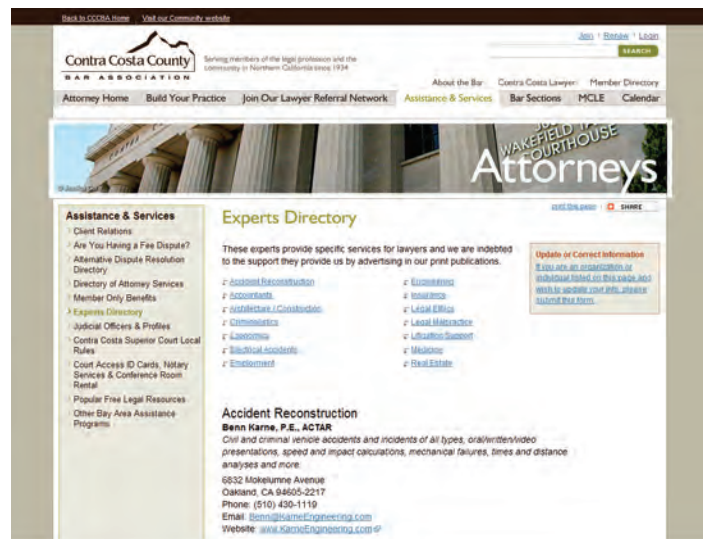
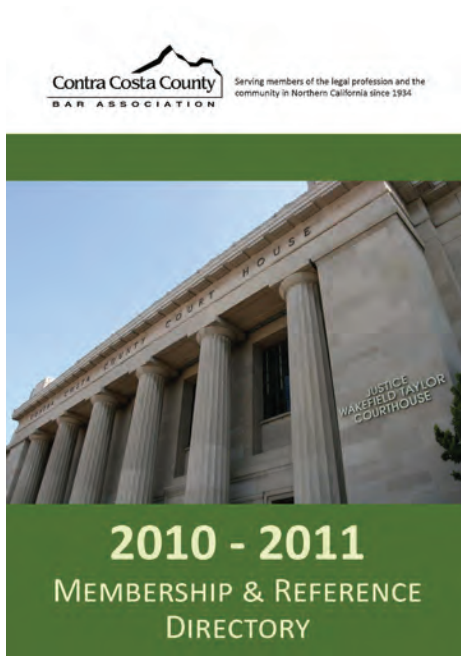
In addition to email distribution, the Weekly Broadcast is also shared via our social networks. Please see the specifications page for details on format and placements.



MEMBERSHIP DIRECTORY

The Membership Directory is an annual print publication distributed to the entire membership. A popular reference directory, it is well-used by attorneys and legal professionals all year long.

Offering display ads as well as professional listings, it is an advertising opportunity that is not to be missed! Listings are posted online in the Member Benefits or Expert Directory for an additional fee.



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CALENDAR AND DEADLINES

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CONTRA COSTA LAWYER EDITORIAL CALENDAR 2012

The Contra Costa County Bar Association will feature the following topics and themes in upcoming issues of the Contra Costa Lawyer (**Print issues in bold**). To help you choose the advertising placements that are the best fit for you and your business, please review the editorial calendar below:

ISSUE (PRINT/ ONLINE)	AD RESERVATION DATE	AD COPY/ART DEADLINE	THEME
JANUARY 2012	DEC 1, 2011	DEC 8, 2011	THE BAR ASSOCIATION ISSUE
FEBRUARY 2012	JAN 10, 2012	JAN 17, 2012	LOVE & THE LAW
MARCH 2012	FEB 1, 2012	FEB 6, 2012	TORTS/ PERSONAL INJURY
APRIL 2012	MAR 13, 2012	MAR 16, 2012	KIDS & THE LAW/ PRIVACY
MAY 2012	APR 2, 2012	APR 9, 2012	TAX/ FAMILY LAW
JUNE 2012	MAY 8, 2012	MAY 11, 2012	BANKRUPTCY/ REAL ESTATE
JULY 2012	JUNE 1, 2012	JUNE 8, 2012	SPORTS, ENTERTAINMENT LAW
AUGUST 2012	JULY 10, 2012	JULY 17, 2012	TECHNOLOGY/ PRACTICE MGMT.
SEPTEMBER 2012	AUG 1, 2012	AUG 8, 2012	BENCH/ BAR
OCTOBER 2012	SEPT 11, 2012	SEPT 17, 2012	POLITICS
NOVEMBER 2012	OCT 1, 2012	OCT 5, 2012	CRIMINAL LAW
DECEMBER 2012	NOV 13, 2012	NOV 16, 2012	CCCBA YEAR IN REVIEW

MEMBERSHIP DIRECTORY DEADLINES

The Membership Directory is printed and mailed in September.

Ad reservations are accepted until June and all artwork has to be submitted by July 1.

INTERESTED IN ADVERTISING WITH US?

Please contact Communications Coordinator Kerstin Firmin at kfirmin@cccba.org or 925.370.2542

ADVERTISING PACKAGES

© Brad Perks

WE OFFER ADVERTISING PACKAGES FOR EVERY BUDGET! Our Advertising Packages are designed to offer you visibility in print and online. Promote you business to a high-profile, targeted audience of legal professionals in Contra Costa County!

\$250

1 x business-card sized Display Ad, Contra Costa Lawyer
3 weeks, Weekly Broadcast

\$500

1 x 1/3-page Display Ad, Contra Costa Lawyer
5 weeks, Weekly Broadcast

\$625

One month of high-impact exposure, print & online

1 x 1/2-page Display ad, Contra Costa Lawyer
1 month, tile ad, Contra Costa Lawyer online
1 month, listing, Weekly Broadcast

\$800

3 months, online & interactive

3 months, tile ad, Contra Costa Lawyer online
3 months, listing, Weekly Broadcast

\$1,000

3 x 1/3-page Display Ad, Contra Costa Lawyer
6 weeks, Weekly Broadcast

\$1,700

3 x 1/2-page Display Ad, Contra Costa Lawyer
3 months, tile ad, Contra Costa Lawyer online
3 months, listing, Weekly Broadcast

\$2,000

6 x 1/3-page Display Ad, Contra Costa Lawyer
1 x 1/4 page Display Ad, Membership Directory

\$2,500

6 x 1/3-page Display Ad, Contra Costa Lawyer
1 x 1/4 page Display Ad, Membership Directory
3 months Contra Costa Lawyer online, tile ad

\$2,800

12 months, online & interactive

12 months, tile ad, Contra Costa Lawyer online
12 months, listing, Weekly Broadcast

\$3,000

6 x 1/3-page Display Ad, Contra Costa Lawyer
1 x 1/2 page Display Ad, Membership Directory
3 months Contra Costa Lawyer online, tile ad

\$5,000

6 x full-page Display Ad, Contra Costa Lawyer
1 x 1/2 page Display Ad, Membership Directory
6 months Contra Costa Lawyer online, tile ad

All advertising packages can be customized.

INTERESTED IN ADVERTISING WITH US?

INDIVIDUAL RATES

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CONTRA COSTA LAWYER - PRINT MAGAZINE

DISPLAY ADS | The display ads range in size from as small as a 1/12 page up to a full page. Your rate is determined by the size of your ad and the number of times you run it. Please see below for a complete listing of sizes and associated costs.

Display ads require completion of a contract when placing two or more consecutive ads. Pre-payment is required for a single ad; 50% of the total contract is required for consecutive ads. You will be billed for the remaining balance with each issue. You may submit completed artwork for your display ad or we can do the layout for you. The minimum charge for ad layout is \$40 and varies by size and complexity.

SIZE	1-TIME RATE	3-TIME RATE	6-TIME RATE
FULL PAGE	\$550	\$500	\$450
2/3 PAGE	\$500	\$425	\$375
1/2 PAGE	\$415	\$370	\$350
1/3 PAGE	\$350	\$310	\$280
1/6 PAGE	\$215	\$195	\$175
BUSINESS CARD	\$165	\$150	\$135
1/12 PAGE	\$125	\$110	\$90

CONTRA COSTA LAWYER - ONLINE MAGAZINE

TILE ADS | Tile ads come in one size: 300 x 250 pixels. (4.2 x 3.5 inches). Online ads rotate in three slots on each page of the site - analytics are available on request. You can purchase a tile for one month or for the whole year:

SIZE	1-TIME RATE	3-TIME RATE	6-TIME RATE	12-TIME RATE
TILE	\$165	\$150	\$135	\$105

CLASSIFIED ADS - PRINT | Classified ad rates for non-members are \$17.50 per line for a one-time insertion and \$15.00 per line for three or more insertions. Rates for members are \$15.00 per line for a one, time insertion and \$12.50 per line for three or more insertions. One to three insertions are to be paid in full at time of order. For four or more insertions, pay 50% of total contract with the balance to be billed prior to each issue. Should your ad be canceled after the first insertion, the one-time ad rate would prevail.

CLASSIFIED ADS - ONLINE | Online classifieds are available for a \$50/ month flat fee. In addition to text, you may submit photos or graphics to be posted along with your classified ad at no additional charge.

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INDIVIDUAL RATES

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WEEKLY BROADCAST

Sponsored listings in our weekly broadcast ads are available for only \$175 per month. Broadcasts are emailed to our full membership each Tuesday morning and, depending on the month, you receive 4 or 5 insertions for a one-month purchase. Along with your listing, contact information and link to your website, sponsored listings can also include your logo.

MEMBERSHIP DIRECTORY

DISPLAY ADS | Display ads are available on the tabbed dividing pages of the directory, printed on high-quality, durable card stock. For exceptional visibility, we also offer display ad space on the cover pages. Listings in the Directory of Services and Experts Directory are printed on highly visible yellow pages. For an additional fee (see above), the listings can be posted online as well.

SIZE	RATE	COVER INSIDE FRONT	COVER INSIDE BACK	COVER OUTSIDE BACK
FULL PAGE	\$1,650	\$2,000	\$1,775	\$2,000
3/4 PAGE	\$1,200	-	-	-
1/2 PAGE	\$900	\$1,200	\$1,075	\$1,200
1/4 PAGE	\$600	-	-	-
1/8 PAGE	\$425	-	-	-

LISTINGS | Basic listings in the print directory are \$175. With the purchase of a display ad, you receive one free basic listing with each ad. Additional lines are \$50 each. Additional categories are \$75 per category.

STANDARD LAYOUT | We can do the layout for your directory display ads, at the following rates:

1/8 PAGE	1/4 PAGE	1/2 PAGE	3/4 PAGE	FULL PAGE
\$50	\$60	\$75	\$90	\$100

INTERESTED IN ADVERTISING WITH US?

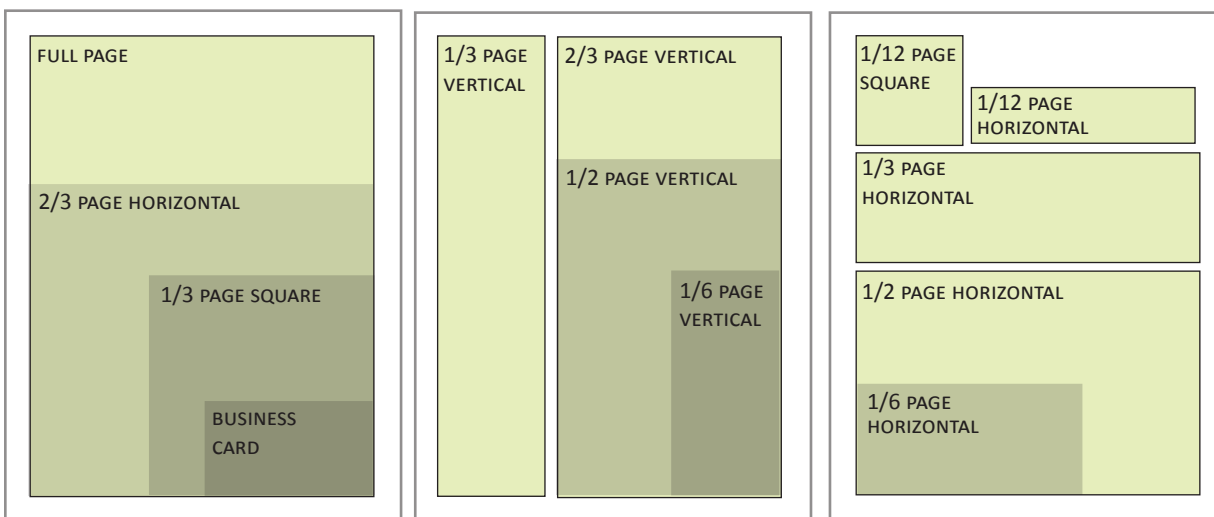
FORMATTING & SPECIFICATIONS

© Brad Perks

CONTRA COSTA LAWYER | DISPLAY ADS

Materials should be submitted in PDF (also accepted are eps files, jpg and tif files of at least 300dpi). To ensure the quality of your advertisement, please submit high-contrast, black-and-white art and copy.

SIZE	DIMENSION	
FULL PAGE	$7 \frac{3}{16} \times 9 \frac{5}{8}$	(7.1875 x 9.625)
2/3 PAGE (VERTICAL)	$4 \frac{11}{16} \times 9 \frac{5}{8}$	(4.6875 x 9.625)
2/3 PAGE (HORIZONTAL)	$7 \frac{3}{16} \times 6 \frac{1}{2}$	(7.1875 x 6.5)
1/2 PAGE (VERTICAL)	$4 \frac{11}{16} \times 7$	(4.6875 x 7)
1/2 PAGE (HORIZONTAL)	$7 \frac{3}{16} \times 4 \frac{11}{16}$	(7.1875 x 4.6875)
1/3 PAGE (VERTICAL)	$2 \frac{1}{4} \times 9 \frac{5}{8}$	(2.25 x 9.625)
1/3 PAGE (SQUARE)	$7 \frac{3}{16} \times 6 \frac{1}{2}$	(7.1875 x 6.5)
1/6 PAGE (VERTICAL)	$2 \frac{1}{4} \times 4 \frac{11}{16}$	(2.25 x 4.6875)
1/6 PAGE (HORIZONTAL)	$4 \frac{11}{16} \times 2 \frac{5}{16}$	(4.6875 x 2.3125)
BUSINESS CARD	$2 \frac{1}{2} \times 3$	(2.5 x 3)
1/12 PAGE (HORIZONTAL)	$4 \frac{11}{16} \times 1 \frac{3}{16}$	(4.6875 x 1.1875)
1/12 PAGE (SQUARE)	$2 \frac{1}{4} \times 2 \frac{5}{16}$	(2.25 x 2.3125)



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FORMATTING & SPECIFICATIONS

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MEMBERSHIP DIRECTORY | DISPLAY ADS

Materials should be submitted in PDF (also accepted are eps files, jpg and tif files of at least 300dpi). To ensure the quality of your advertisement, please submit high-contrast, black-and-white art and copy. The Outside back cover is the only display ad that can be printed in full color.

SIZE	DIMENSION
FULL PAGE	5 x 8
3/4 PAGE	5 x 6
1/2 PAGE (VERTICAL)	2 1/2 x 8 (2.5 x 8)
1/2 PAGE (HORIZONTAL)	5 x 4
1/4 PAGE (VERTICAL)	7 3/8 x 4 (2.375 x 4)
1/4 PAGE (HORIZONTAL)	5 x 1 7/8 (5 x 1.875)
1/8 PAGE	2 3/8 x 1 7/8 (2.375 x 1.875)

WEEKLY BROADCAST

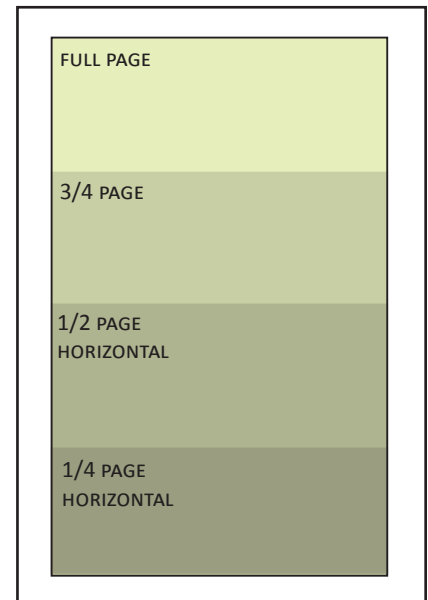
Sponsored listings in the weekly broadcast are featured in a content block each week. Listings should include a title with a hyperlink to your website or landing page, and no more than 30 words of text.

You can also include your logo. See below for an example:

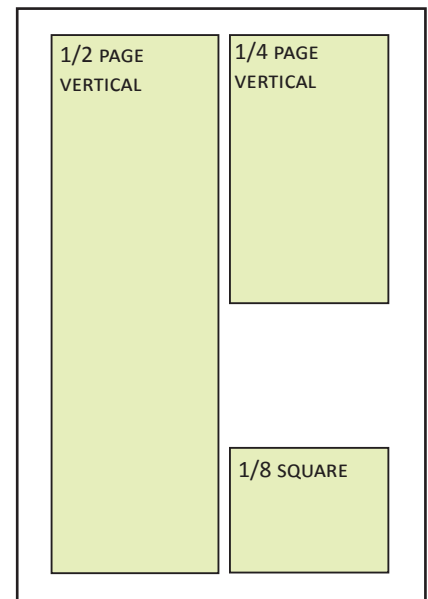
Contra Costa County Bar Association (hyperlink)

Serving members of the legal profession and the community in Northern California since 1934. Build your practice through our Lawyer Referral Service.

Contact us (hyperlink) to learn more!



Above and below: Membership Directory Display Ad visual aid for sizing.



INTERESTED IN ADVERTISING WITH US?

ADVERTISING POLICY

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ADVERTISING CONDITIONS

Advertiser and CCCBA agree that all accepted advertisements are published on the representation that Advertiser is authorized to publish the entire contents and subject matter of the advertisement(s). Advertiser agrees that publication of the advertisement is not to be construed as an endorsement by the CCCBA, its directors or members, of the product or service offered.

Advertiser will defend, indemnify, and hold the CCCBA and its publications harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of rights of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisements, and further guarantees to reimburse publisher for any and all costs of collection and/ or attorney fees and court costs.

All advertising is subject to approval by the publisher. The publisher reserves the right at any time to decline any advertising which it feels may be inappropriate. The following is a non-exclusive list of advertising which is unacceptable to the publisher:

- Advertising for products or services that are illegal
- Advertising which contains unlawful discriminatory language
- Advertising by which the advertiser violates or may encourage or enable another to violate the California Supreme Court's Rules of Professional Conduct.
- Advertising which may in subject matter, content, material or design, jeopardize the mailing status of the publication. The publisher reserves the right to require clearance from the U.S. Postal Service.

CONTRACT/ COPY CONDITIONS

PAYMENT TERMS | Pre-payment is required for a single ad. 50% of the total contract is required for consecutive ads. Advertiser shall pay all invoices for advertising provided hereunder within thirty days of the invoice date. Interest on overdue amounts will be charged at the rate of one and one-half percent per month. Funds collected in advance of advertising produced are non-refundable under any circumstances. Failure to acknowledge or return ad proof will not alter contract payment terms or obligations. The CCCBA shall have the right to cease publishing any advertisement purchased hereunder in the event that Advertiser fails to pay any invoice within thirty days of the date of the invoice.

CONTRACT YEAR | Advertising must be inserted within one year of the first insertion to earn the frequency discounts.

CANCELLATIONS | If an ad is cancelled by the Advertiser for any reason prior to fulfillment of the contract, Advertiser will be charged back for all costs incurred, including layout. In the event of cancellation, the charge for ad space will be calculated at the higher insertion rate for each advertisement actually published.

ADVERTISING RESPONSIBILITY | Staff of the CCCBA must be notified in writing within 10 days of receipt of publication of any errors in advertising or printing flaws. Otherwise billing for said advertising will be held indisputable. The CCCBA will not be liable for any oral agreements or specific arrangements contrary to or in addition to the written contract. If advertiser fails to submit acceptable advertising copy or artwork, any production charges will be billed additionally to the Advertiser.

In the event that the CCCBA institutes any action or proceedings against Advertiser to collect fees incurred under the contract, Advertiser shall pay all collection costs incurred, including attorney fees, court costs, interest and the fees of any collection agency to whom the account is tendered.

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PHOTO CREDITS AND COPYRIGHTS:

Cover image | Jessica Gore

Pages 2-3, 10-11 | Stephen Joseph

Pages 4-9 | Brad Perks



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