



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



# ADVERTISING MEDIA KIT 2017

CCCBA MEMBER RATES

# TABLE OF CONTENTS

© Stephen Joseph

## 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.

## CONTENTS

ADVERTISING OPPORTUNITIES.....	3-4
EDITORIAL CALENDAR AND DEADLINES.....	5
ADVERTISING PACKAGES.....	6
INDIVIDUAL RATES.....	7-8
FORMATTING AND SPECIFICATIONS.....	9-10
ADVERTISING POLICY.....	11

### CONTRA COSTA COUNTY BAR ASSOCIATION

2300 Clayton Road, Suite 520, Concord, CA 94520

Ph 925.686.6900 | Fx 925.686.9867

[www.cccba.org](http://www.cccba.org) | [cclawyer.cccba.org](http://cclawyer.cccba.org)



[facebook.com/CCCBA](https://facebook.com/CCCBA)



[@CCCBAR](https://twitter.com/CCCBAR)



Contra Costa County  
Bar Association Group



[www.contracostalawyer.org](http://www.contracostalawyer.org)

INTERESTED IN ADVERTISING WITH US?

# ADVERTISING OPPORTUNITIES

© Stephen Joseph

## 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 online**. A recent member 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. Beginning in March 2017, the print issues will be in full color.**

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. **Pricing on page 7.**

**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. **Pricing on page 7.**

**CLASSIFIED ADS** | 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. **Pricing on page 7.**

INTERESTED IN ADVERTISING WITH US?

Please contact Communications Coordinator Carole Lucido at [clucido@cccba.org](mailto:clucido@cccba.org) or 925.370.2542

# ADVERTISING OPPORTUNITIES

© Brad Perks

## WEEKLY BROADCAST ADS

Our broadcast e-newsletter 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%, which is well above the industry averages of less than 20% and 15%, respectively.

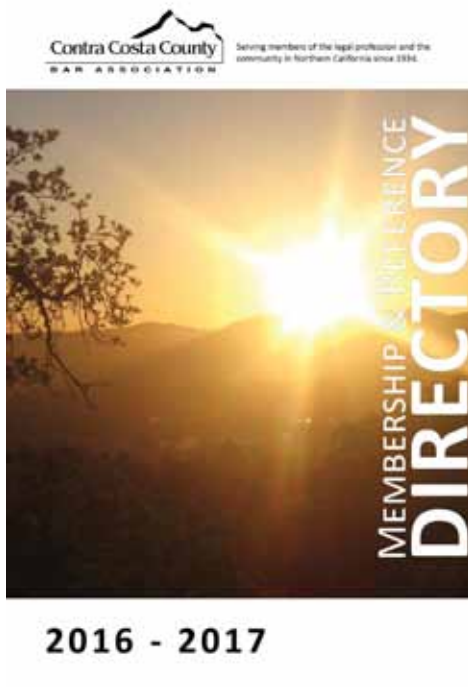
In addition to email distribution, the weekly broadcast is also shared via our social networks. Please see pages 8 and 10 for details on broadcast ad pricing and formats.



## MEMBERSHIP DIRECTORY ADS/LISTINGS

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 also posted on our website in the Directory of Attorney Services, the ADR or Expert Directories. For more detailed information, view the Directory Advertising Kit.

**Reservation Deadline: June 5 | Artwork Deadline: July 1**



INTERESTED IN ADVERTISING WITH US?

# CALENDAR AND DEADLINES

## CONTRA COSTA LAWYER EDITORIAL CALENDAR 2017

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 ( <b>PRINT/ONLINE</b> )	AD RESERVATION DATE	AD COPY/ART DEADLINE	THEME
<b>JANUARY</b>	<b>DEC 1, 2016</b>	<b>THE BAR ASSOCIATION ISSUE</b>	<b>THERESA HURLEY</b>
FEBRUARY	JAN 10, 2017	LGBTQ/DIVERSITY & THE LAW	SUMMER SELLECK
<b>MARCH</b>	<b>FEB 2, 2017</b>	<b>REAL ESTATE</b>	<b>MARCUS BROWN</b>
APRIL	MAR 8, 2017	ADR	MAGGIE GROVER
<b>MAY</b>	<b>APR 6, 2017</b>	<b>EPP RIGHT TO DIE</b>	<b>VIRGINIA GEORGE</b>
JUNE	MAY 10, 2017	BANKRUPTCY	DAVID ARIETTA
<b>JULY</b>	<b>JUNE 1, 2017</b>	<b>EMPLOYMENT (PAGA)</b>	<b>JAMES WU</b>
AUGUST	JULY 11, 2017	ATTORNEY ATHLETES	DAVID PEARSON
<b>SEPTEMBER</b>	<b>AUG 3, 2017</b>	<b>BUSINESS &amp; TAX</b>	<b>CHRISTINA WEED</b>
OCTOBER	SEP 12, 2017	LITIGATION	LEONARD MARQUEZ
<b>NOVEMBER</b>	<b>OCT 5, 2017</b>	<b>BENCH/BAR</b>	<b>STEPHEN NASH</b>
DECEMBER	NOV 7, 2017	POTPOURRI	EDITORIAL BOARD

## MEMBERSHIP DIRECTORY DEADLINES

The Membership Directory is printed and mailed in September.  
Ad and listing reservations are accepted until June 5 and all artwork must be submitted by July 1.

## WEEKLY BROADCAST DEADLINES

Ad reservations and artwork are due the Thursday prior to a Tuesday Broadcast.

INTERESTED IN ADVERTISING WITH US?

Please contact Communications Coordinator Carole Lucido at [clucido@cccba.org](mailto:clucido@cccba.org) or 925.370.2542

# ADVERTISING PACKAGES

**WE OFFER ADVERTISING PACKAGES FOR EVERY BUDGET!** Our Advertising Packages are designed to offer you visibility in print and online. Promote your 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  
4 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  
3 months, listing, Weekly Broadcast

**\$5,000**

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

*All advertising packages can be customized.*

INTERESTED IN ADVERTISING WITH US?

Please contact Communications Coordinator Carole Lucido at [clucido@cccba.org](mailto:clucido@cccba.org) or 925.370.2542

# INDIVIDUAL RATES

© Brad Perks

## 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
Back cover/inside*	\$690	\$625	\$565
2/3 PAGE	\$500	\$425	\$375
1/2 PAGE	\$415	\$370	\$350
Cover/inside*	\$520	\$465	\$440
1/3 PAGE	\$350	\$310	\$280
1/6 PAGE	\$215	\$195	\$175
BUSINESS CARD	\$165	\$150	\$135
1/12 PAGE	\$125	\$110	\$90

\*Color ad placement pages currently available are the inside back cover or inside pages 17-24.

## 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 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.

INTERESTED IN ADVERTISING WITH US?

Please contact Communications Coordinator Carole Lucido at [clucido@cccba.org](mailto:clucido@cccba.org) or 925.370.2542

# INDIVIDUAL RATES

© Brad Perks

## WEEKLY BROADCAST ADS

Sponsored ads 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. See page 10 for specs and format information.

## 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, ADR and Experts Directories are printed on highly visible yellow pages. Listings are also posted on our website in the Directory of Attorney Services, the ADR or Expert Directories. For more detailed information, view the Directory Advertising Kit. **Reservation Deadline: June 5 | Artwork Deadline: July 1**

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	\$1,200	\$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?



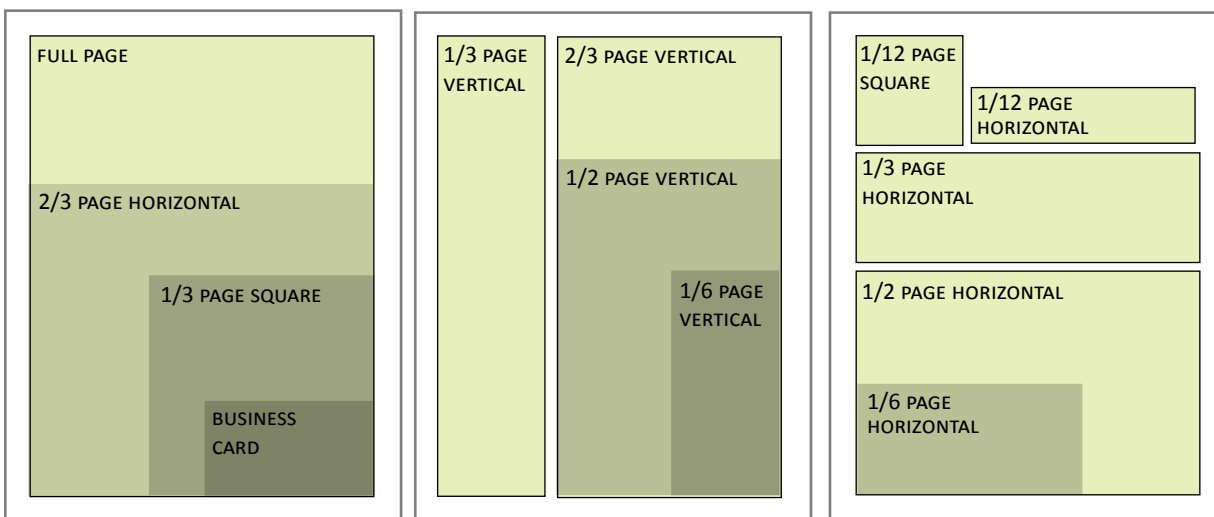
# FORMATTING & SPECIFICATIONS

© 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 300 dpi). To ensure the quality of your advertisement, please submit high-contrast, color art (CMYK) and copy.

SIZE	DIMENSION (W X H)	
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 (HORIZONTAL)	$7 \frac{3}{16} \times 2 \frac{5}{16}$	(7.1875 x 2.3125)
1/3 PAGE (SQUARE)	$4 \frac{11}{16} \times 4 \frac{9}{16}$	(4.6875 x 4.5625)
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	$2 \times 3 \frac{1}{2}$	(2 x 3.5)
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)



INTERESTED IN ADVERTISING WITH US?

Please contact Communications Coordinator Carole Lucido at [clucido@cccba.org](mailto:clucido@cccba.org) or 925.370.2542

# FORMATTING & SPECIFICATIONS

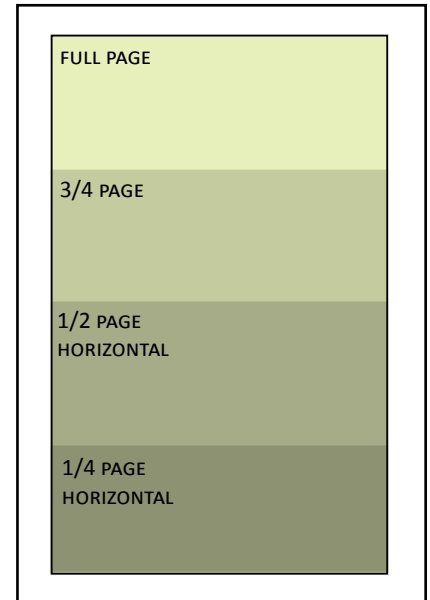
© Brad Perks

## MEMBERSHIP DIRECTORY | DISPLAY ADS

Materials should be submitted in PDF (also accepted are eps files, jpg and tif files of at least 300 dpi). 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.

**Reservation Deadline: June 5 | Artwork Deadline: July 1**

SIZE	DIMENSION (W X H)	
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)	2 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)

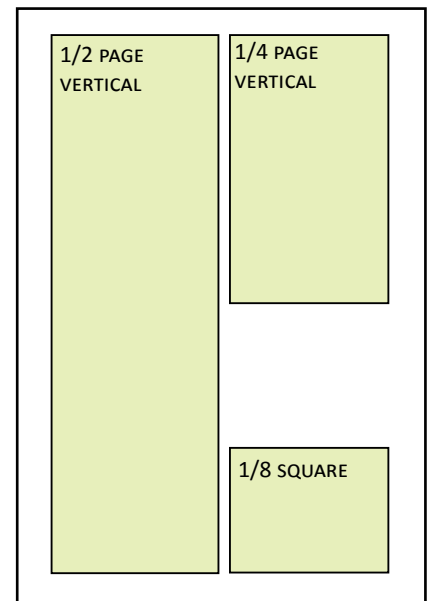


**Above and below:** Membership Directory Display Ad visual aid for sizing.

## WEEKLY BROADCAST ADS

Sponsored ads in the weekly broadcast are featured in a content block each week. The broadcast ad can either be a color display ad or a text ad. The display ad artwork should be submitted in jpg format, 72 dpi, 180 x 450 pixels. The text ad should contain your contact information and website, a short description of your company and services (around 30 words), as well as your logo, which would link to your website. See samples below and right:

**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!



INTERESTED IN ADVERTISING WITH US?

# ADVERTISING POLICY

© Brad Perks

## 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. Fifty percent (50%) of the total contract is required for consecutive ads. Advertiser shall pay all invoices for advertising provided hereunder within 30 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 30 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.

INTERESTED IN ADVERTISING WITH US?

Please contact Communications Coordinator Carole Lucido at [clucido@cccba.org](mailto:clucido@cccba.org) or 925.370.2542

**PHOTO CREDITS AND COPYRIGHTS:**

Cover image | Jessica Gore

Pages 2-3, 10-11 | Stephen Joseph

Pages 4-9 | Brad Perks



[facebook.com/CCBA](https://facebook.com/CCBA)



[@CCCBAR](https://twitter.com/CCCBAR)



Contra Costa County  
Bar Association Group



[www.contracostalawyer.org](http://www.contracostalawyer.org)

**CONTRA COSTA COUNTY BAR ASSOCIATION**

2300 Clayton Road, Suite 520, Concord, CA 94520

Ph 925.686.6900 | Fx 925.686.9867

[www.cccba.org](http://www.cccba.org) | [cclawyer.cccba.org](http://cclawyer.cccba.org)