

Advertising & Sponsorship Media Kit 2021



**Contra Costa County
Bar Association**



About the CCCBA

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.

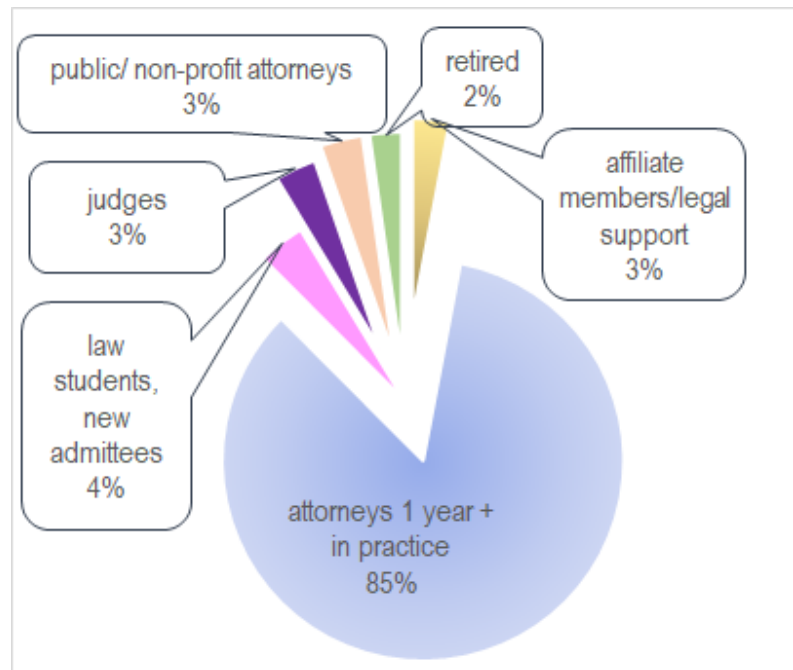
The Contra Costa County Bar Association is a voluntary association of legal professionals and affiliates. As part of its services, the Bar Association offers timely and relevant information to its members through legal education programs and popular print and online publications.

With 22 sections, the CCCBA has a very active membership in a variety of practice areas. CCCBA members are community leaders with reach into a variety of businesses and government agencies. Members volunteer their time to write and edit articles for the award winning Contra Costa Lawyer magazine. CCCBA and its sections produce over 100 events each year.

Demographics

1500 Members

60% in Solo/Small Firms



Contra Costa County Bar Association

2300 Clayton Road, Suite 520, Concord, CA 94520
925.686.6900 | www.cccbba.org



facebook.com/CCCBA



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



linkedin.com/company/contracosta-county-bar-association



Editorial Calendar

Contra Costa Lawyer Magazine - Editorial Calendar 2021

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

Issue Date	Ad Reservation Deadline	Theme	Guest Editor
January 2021	Nov 23, 2020	The Bar Association Issue	Theresa Hurley
March	Jan 25, 2021	Family Law	Katy Gronowski
May	Mar 17, 2021	Lawyer Wellness	Ann Dalsin & Heidi Coad Hermelin
July	May 24, 2021	Access to Justice	Mary Grace Guzman
September	July 20, 2021	Estate Planning & Probate	Kathryn Schofield
November	Sept 20, 2021	Changes in the Law in a Time of Constant Change	Alice Cheng & Matt Cody
January 2022	Nov 17, 2021	The Bench & the Bar Association Issue	Kate Bieker & Theresa Hurley

* Please Note: Guest Editors may require articles one week earlier for editing purposes.

Contra Costa County Bar Association

2300 Clayton Road, Suite 520, Concord, CA 94520

Advertising Information: Contact Carole Lucido, Communications Director

925.370.2542 | clucido@cccba.org



Print Advertising

Contra Costa Lawyer – The Official Publication of the CCCBA

Print Ads - 2021 Member Rates (Non Members add 15%)

Size	Dimensions width x height	1 time rate	3 times (per ad cost)	6 times (per ad cost)
<i>Full Page - *Premium Positions</i>				
*Back Cover	8.75 × 8.875 (1/8" bleed)	\$872	\$800	\$715
*Inside Front/Inside Back Cover	8.75 × 11.25 (1/8" bleeds)	\$872	\$800	\$715
Full Page with Bleeds	8.75 × 11.25 (1/8" bleeds)	\$815	\$735	\$670
Full page without bleeds	7.1875 × 9.625	\$725	\$656	\$595
2/3 page vertical	4.6875 × 9.625	\$655	\$560	\$495
2/3 page horizontal	7.1875 × 6.5	\$655	\$560	\$495
1/2 page vertical	4.6875 × 7	\$545	\$490	\$465
1/2 page horizontal	7.1875 × 4.6875	\$545	\$490	\$465
1/3 page vertical	2.25 × 9.625	\$460	\$410	\$370
1/3 page horizontal	7.1875 × 2.3125	\$460	\$410	\$370
1/3 page square	4.6875 × 4.5625	\$460	\$410	\$370
1/6 page vertical	2.25 × 4.6875	\$285	\$260	\$230
1/6 page horizontal	4.6875 × 2.3125	\$285	\$260	\$230
Business card	2 × 3.5	\$220	\$200	\$180
1/12 page horizontal	4.6875 × 1.1875	\$165	\$150	\$125
1/12 page square	2.25 × 2.3125	\$165	\$150	\$125
Classified ads	\$15 per line for one time insertion; \$12.50 per line for three or more insertions.			

Preferred file types:

pdf with fonts embedded; Also accepted .jpg or .tif
Please submit artwork in CMYK at 300 dots per inch.

Design/Layout Services Available

Standard layout fees are listed below, but complex ads may require additional charges.

1/12 page - 1/3 page	\$100
1/2 page - 2/3 page	\$150
Full page	\$250

A contract is required 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.



Digital Advertising Opportunities

The Contra Costa County Bar Association

The Contra Costa County Bar Association is pleased to introduce new digital advertising opportunities.

Digital Ads - 2021 Member Rates (Non Members add 15%)

Channel	Placement	Dimensions	1 month	3 months (per ad cost)	6 months (per ad cost)	12 months (per ad cost)
Website - Banner Ads	Calendar of Attorney Events	728 px. x 90 px.	\$325	\$300	\$280	\$250
Website - Tile Sidebar Ads						
	Individual Section Pages	300 px. x 250 px.	\$200	\$175	\$160	\$145
	Join or Renew Pages	300 px. x 250 px.	\$200	\$175	\$160	\$145
	Self Study Pages (2)	300 px. x 250 px.	\$150	\$135	\$120	\$110
	Contra Costa Lawyer Articles <i>These ads appear on all articles and rotate with each page load.</i>	300 px. x 250 px.	\$175	\$160	\$142	\$110
Weekly Email Broadcast Ads		180 px. x 450 px.	\$185	\$185	\$185	\$185
Website Classified Ads	Marketplace Office Space, For Sale, Services, Wanted	text ads with images	\$75	\$75	\$75	\$75
Website Directories	Listings	https://www.cccba.org/member-center/directories/				\$75
	ADR Directory, Directory of Attorney Services, Experts Directory					

Preferred file types:

Accepted image file types: **.jpg, .png, .gif**
Please submit artwork at web resolution: **72dpi**

Size	Dimensions
Website Banner Ad:	728 pixels wide by 90 pixels high
Website Tile Ad:	300 pixels wide by 250 pixels high
Weekly Email broadcast ad:	180 pixels wide by 450 pixels high

CCCBA Sections:

Alternative Dispute Resolution	Immigration Law
Appellate	Intellectual Property
Bankruptcy	Juvenile Law
Barristers/Young Lawyers	Law Student
Business Law	Litigation
Criminal Law	Real Estate
East County	Senior Section
Elder Law	Solo Practice & Small Firm
Employment	Taxation
Estate Planning & Probate	West County
Family Law	Women

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Sponsorship Opportunities

The CCCBA hosts numerous annual events including

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|--|---------------------------|
| Installation and Diversity Awards Event (DEI) | Judges Night |
| Lunar New Year (DEI) | DEI Townhall Series (DEI) |
| Bridging the Gap (new attorneys or those new to CC County) | Bar Fund Benefit |
| CCCBA Education Series | MCLE Spectacular |
| Women's Section Wine Tasting Fundraiser | Holiday Party |
| Racial Reconciliation Forum (DEI) | |

In addition, CCCBA's 22 sections host multiple educational and social programs each month.

Sponsorship Opportunities Include

- Your company name and logo in registration materials, on the website, in the magazine, displayed at the event, in email promotional messages
- Opportunities to speak and distribute your promotional materials at the event
- Other options tailored to the specific event

Diversity Equity and Inclusion Bundle

Take advantage of this bundle to sponsor at least six events each year for one price. Contact Theresa Hurley 925.370.258 for pricing and details.

Gold Sponsor (includes 4 registrations per event)

Silver Sponsor (includes 2 registrations per event)

Bronze Sponsor (1 registration per event)

MCLE Spectacular

This annual event draws 200-350 attorneys from Contra Costa County and the greater Bay Area to earn up to 8 Minimum Continuing Legal Education credits at one event. CCCBA sections present break-out sessions in a variety of practice areas. For sponsorship availability, please contact Anne K. Wolf, CCCBA Education and Events Director at 925.370.2540 or awolf@cccba.org.

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Terms & Conditions

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.

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