

# Advertising & Sponsorship Media Kit 2023



**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.

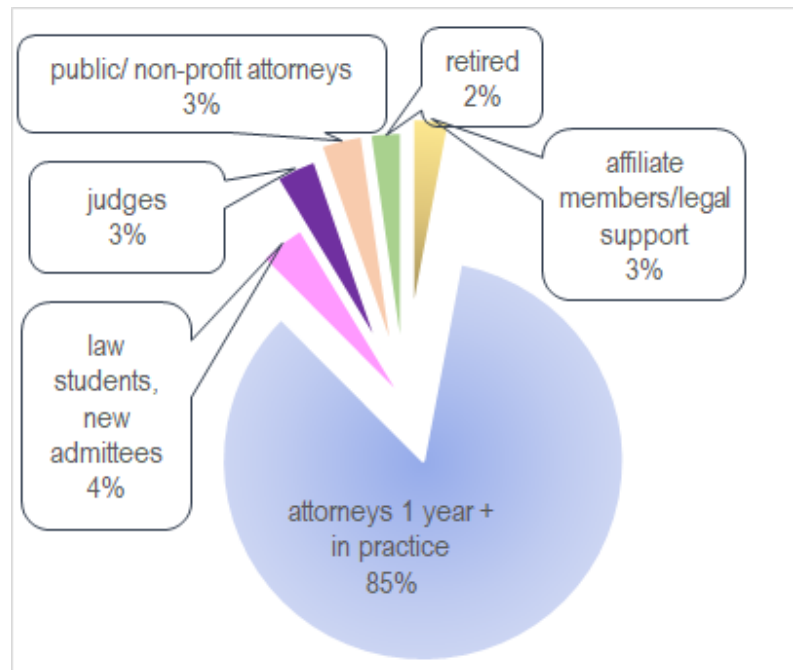
The Contra Costa County Bar Association is a voluntary association of legal professionals and affiliates. As part of its services, the Bar Association offers timely and relevant information to its members through legal education programs and popular print and online publications.

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](http://www.cccbba.org)



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



[instagram.com/contracostacounty.bar/](https://instagram.com/contracostacounty.bar/)



[linkedin.com/company/contracosta-county-bar-association](https://linkedin.com/company/contracosta-county-bar-association)



# Editorial Calendar

## Contra Costa Lawyer Magazine - Editorial Calendar 2023

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/<br>Article Deadline | Theme                                    | Guest Editor(s)               |
|--------------|-------------------------------------|--|-------------------------------|
| January 2023 | Nov 18, 2022                        | The Bench & the Bar<br>Association Issue | Jody Iorns and<br>Kate Bieker |
| March        | Jan 20, 2023                        | Equal Rights?                            | Renee Welze Livingston        |
| May          | Mar 12, 2023                        | Criminal Law                             | Rachel Margolis<br>Chapman    |
| July         | May 21, 2023                        | Pro Bono and Non Profits                 | TBA                           |
| September    | July 17, 2023                       | Debt                                     | Corrine Bielejeski            |
| November     | Sept 17, 2023                       | Transgender and<br>Family Law            | Marta Vanegas                 |
| January 2024 | Nov 19, 2023<br>Association Issue   | The Bench & the Bar                      | Jody Iorns and<br>Kate Bieker |
| March 2024   | Jan 21, 2024                        | Law Practice Management<br>and Tech      | Dorian Peters                 |

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

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Advertising Information: Contact Carole Lucido, Communications Director  
925.370.2542 | [clucido@cccba.org](mailto:clucido@cccba.org)



# Print Advertising

## Contra Costa Lawyer – The Official Publication of the CCCBA

### Print Ads - 2023 Member Rates (Non Members add 15%)

| Size                                   | Dimensions<br>width x height   | 1 time rate | 3 times<br>(per ad cost) | 6 times<br>(per ad cost) |
|--|--|-------------|--------------------------|--------------------------|
| <i>Full Page - *Premium Positions</i>  |  |             |                          |                          |
| <b>*Back Cover</b>                     | 8.75 × 8.875 (1/8" bleed)  | \$872       | \$800                    | \$715                    |
| <b>*Inside Front/Inside Back Cover</b> | 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 offer digital advertising opportunities.

### Digital Ads - 2023 Member Rates (Non Members add 15%)

| Channel                           | Placement   | Dimensions  | 1 month | 3 months<br>(per ad cost) | 6 months<br>(per ad cost) | 12 months<br>(per ad cost) |
|-----------------------------------|---|---|---------|---------------------------|---------------------------|----------------------------|
| <b>Website - Banner Ads</b>       | Calendar of Attorney Events   | 728 px. x 90 px.  | \$325   | \$300                     | \$280                     | \$250                      |
| <b>Website - Tile Sidebar Ads</b> |   |   |         |                           |                           |                            |
|                                   | 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<br><i>These ads appear on all articles and rotate with each page load.</i> | 300 px. x 250 px.   | \$175   | \$160                     | \$142                     | \$110                      |
| <b>Weekly Email Broadcast Ads</b> |   | 180 px. x 450 px.   | \$185   | \$185                     | \$185                     | \$185                      |
| <b>Website Classified Ads</b>     | Marketplace<br>Office Space, For Sale, Services, Wanted   | text ads with images  | \$75    | \$75                      | \$75                      | \$75                       |
| <b>Website Directories</b>        | Listings  | <a href="https://www.cccba.org/member-center/directories/">https://www.cccba.org/member-center/directories/</a> |         |                           |                           | \$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 | Family 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      | Women                      |

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# Sponsorship Opportunities

## The CCCBA hosts numerous annual events including

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

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 Jody Iorns 925.370.258 for pricing and details.

Supreme Sponsor (includes 4 registrations per event)

Appellate Sponsor (includes 2 registrations per event)

Superior 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 6 to 15 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](mailto: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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