



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



# ADVERTISING MEDIA KIT 2019

CCCBA NON-MEMBER RATES

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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 1,700 active members.

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### CONTRA COSTA COUNTY BAR ASSOCIATION

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



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Contra Costa County  
Bar Association Group



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

# 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 **1,700 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 online companion website. Both the print and online editions of Contra Costa Lawyer have won awards of excellence from the National Association of Bar Executives.**

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 - in print 6 times per year**

Published each January, March, May, July, September and November.



### Contra Costa Lawyer - online

Our award-winning online magazine is published every month, 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 8.**

INTERESTED IN ADVERTISING WITH US?

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

# ADVERTISING OPPORTUNITIES

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## 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 page 8 for details on broadcast ad pricing and formats.

**Contra Costa County** Serving members of the legal profession and the community in Northern California since 1934

### News & Announcements

**CCCBA Annual Holiday Party 2017 - Plan to Join Us!**  
Thursday, December 14 | 5:00 pm - 7:30 pm | CCCBA Conference Room, 2300 Clayton Rd., Suite 510, Concord | Donations collected for the Food Bank of Contra Costa & Solano and the 25th Annual Toy Drive for homeless children.

**CCCBA Membership Drive is On Now**  
Thank you to everyone who renewed their CCCBA membership online. It saves time, postage and paper! If you have not yet renewed, [please follow this link](#) and do so today. Thank you!

**New Training Required for Temporary Judge Program**  
Attorneys interested in CCC Superior Court Temporary Judge Program will be required to take new training to sit in Martinez, Pittsburg, Martinez or Walnut Creek. Training courses are scheduled for December 27, 28 and 29. [Read more](#). To register, email the Temporary Judge Program at [TempJudge@conracoosta.courts.ca.gov](mailto:TempJudge@conracoosta.courts.ca.gov).

**Seeking Ideas for CCCBA Website Redesign**  
The CCCBA Communications Committee is looking into redesigning the website and would love to talk to members with experience or interest in graphic design, website development and other related skills. Please [email Theresa Hudley](mailto:Theresa.Hudley@cccba.org) or give her a call at (925) 370-2548.

**Cross-Cultural Trip to Cuba CCCBA & ACBA**  
If you missed it last year, here's another chance to visit Cuba with your colleagues from CCCBA and ACBA. Learn about the culture, art, music, economic and gender issues through visits and discussions presented by Cuban judges and attorneys. [Visiting Cuba remains safe and legal. Read more.](#)  
Mid-February 2018 | Select a 5-day trip or 8-day trip

### Upcoming CCCBA Events

**Today! Cuba 2017: Open or Closed? A Current Look at U.S. Federal Law, Regulation and Policy on Cuba under the New Trump Administration**  
Join CCCBA and our special guest speaker Daniel Perez, Esq. of Cuba Cultural Travel for a current look at U.S. federal law, regulation and policy on Cuba under the Trump administration.  
Tuesday, December 5 | Noon - 1:30 pm | 1 hr. General MCLE credit | CCCBA Conference Room, 2300 Clayton Rd., Suite 510, Concord

## MEMBERSHIP DIRECTORY ADS/LISTINGS

The Membership Directory is online and in print distributed to the entire membership. A popular reference directory, it is well-used by attorneys and legal professionals all year long. The print edition is offered every other year. The next publication will be available in the fall of 2019. 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 for Advertising: Late Spring**

**Contra Costa County** Serving members of the legal profession and the community in Northern California since 1934

## MEMBERSHIP & REFERENCE DIRECTORY

2017 - 2018

**Contra Costa County** Serving members of the legal profession and the community in Northern California since 1934

Attorneys

### Assistance & Services

- Client Relations
- Are You Having a Fee Dispute?
- Alternative Dispute Resolution Directory
- Directory of Attorney Services
- Member Only Benefits
- Experts Directory
- Judicial Officers & Profiles
- Contra Costa Superior Court Local Rules
- Court Assess ID Cards, History Services & Conference Room Rental
- Closing a Law Practice
- Popular Free Legal Resources
- Other Bay Area Assistance Programs

### Experts Directory

The expert witnesses listed in this directory provide specific services for lawyers. To have your listing included in this directory, please download our Directory Advertising Kit or contact Doreen Blaylock at [dblaylock@cccba.org](mailto:dblaylock@cccba.org).

- Accountants
- Accounting/Damage Calculators
- Construction
- Fire/Arson Investigation
- Medical
- Property Management
- Risk Estate

### Accountants

**Armenino LLP, CPAs**  
Business valuations, forensic accounting, litigation support, expert witnesses  
12637 Alameda Blvd., Bldg. 500  
San Ramon, CA 94583-4427 Phone: (925) 790-2600  
Website: [www.aanfip.com](http://www.aanfip.com)

Jeff Stagner, CPA, ABV, CFE  
Email: [jeff.stagner@aanfip.com](mailto:jeff.stagner@aanfip.com)

Update or Correct Information  
If you are an organization or individual listed on this page and wish to update your info, please submit the form.

# CALENDAR AND DEADLINES

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## CONTRA COSTA LAWYER EDITORIAL CALENDAR 2019

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 2019</b>	<b>NOV 26, 2018</b>	<b>THE BAR ASSOCIATION ISSUE</b>	<b>THERESA HURLEY</b>
FEBRUARY	JAN 2, 2019	NEW RULES OF PROFESSIONAL CONDUCT	NICOLE MILLS
<b>MARCH</b>	<b>JAN 24, 2019</b>	<b>CHILDREN'S RIGHTS</b>	<b>ROBIN PEARSON</b>
APRIL	MAR 5, 2019	CRIMINAL LAW & MENTAL HEALTH	JOE TULLY
<b>MAY</b>	<b>MAR 27, 2019</b>	<b>EAST/WEST COUNTIES</b>	<b>ANN BATTIN</b>
JUNE	MAY 7, 2019	FUTURE OF LAW	JEN LEE
<b>JULY</b>	<b>MAY 28, 2019</b>	<b>SOCIAL MEDIA &amp; TECH</b>	<b>MARCUS BROWN &amp; DAVID ARIETTA</b>
AUGUST	JULY 9, 2019	CCCBA 85TH ANNIVERSARY	EDITORIAL BOARD
<b>SEPTEMBER</b>	<b>JULY 26, 2019</b>	<b>IMMIGRATION</b>	<b>PEGGY BRISTOL</b>
OCTOBER	SEPT 3, 2019	INTELLECTUAL PROPERTY	JOE SNYDER
<b>NOVEMBER</b>	<b>SEPT 30, 2019</b>	<b>BENCH/BAR</b>	<b>KATE BIEKER</b>
DECEMBER	OCT 28, 2019	INTERACTIVE ISSUE: THE READER SOLVES THE MYSTERY	EDITORIAL BOARD
<b>JANUARY 2020</b>	<b>NOV 28, 2019</b>	<b>THE BAR ASSOCIATION ISSUE</b>	<b>THERESA HURLEY</b>
FEBRUARY	JAN 6, 2020	THE LAW STUDENT ISSUE	TIM HYDEN

\* **PLEASE NOTE:** GUEST EDITORS MAY REQUIRE ARTICLES ONE WEEK EARLIER FOR EDITING PURPOSES.

### WEEKLY BROADCAST DEADLINES

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

INTERESTED IN ADVERTISING WITH US?

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

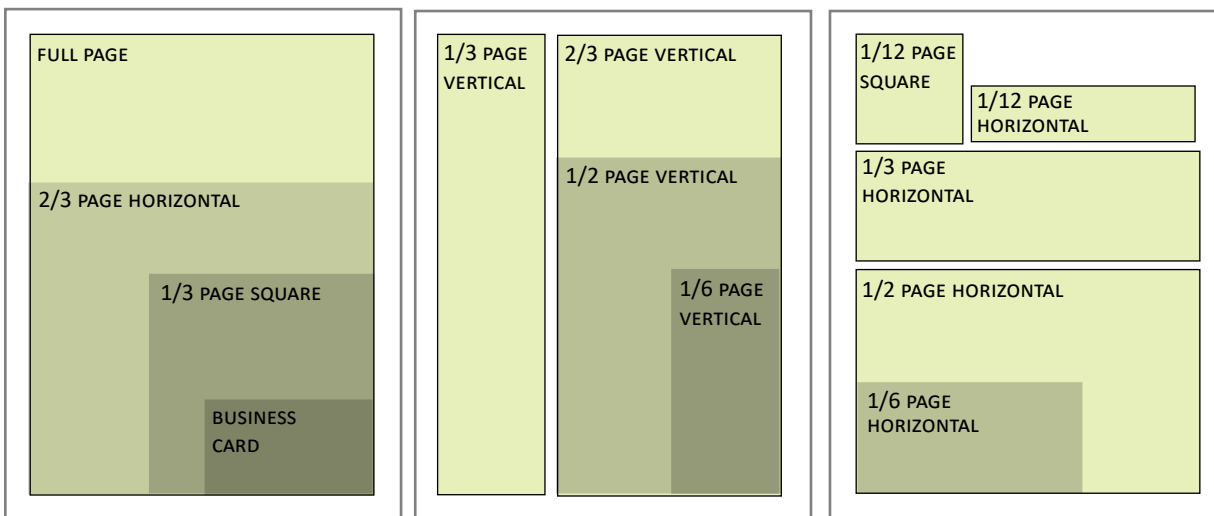
# FORMATTING & SPECIFICATIONS

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## 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 WITH BLEEDS	8 1/2 x 11 PLUS 1/8 BLEEDS	(8.75 x 11.25)
FULL PAGE	7 3/16 x 9 5/8	(7.1875 x 9.625)
2/3 PAGE (VERTICAL)	4 11/16 x 9 5/8	(4.6875 x 9.625)
2/3 PAGE (HORIZONTAL)	7 3/16 x 6 1/2	(7.1875 x 6.5)
1/2 PAGE (VERTICAL)	4 11/16 x 7	(4.6875 x 7)
1/2 PAGE (HORIZONTAL)	7 3/16 x 4 11/16	(7.1875 x 4.6875)
1/3 PAGE (VERTICAL)	2 1/4 x 9 5/8	(2.25 x 9.625)
1/3 PAGE (HORIZONTAL)	7 3/16 x 2 5/16	(7.1875 x 2.3125)
1/3 PAGE (SQUARE)	4 11/16 x 4 9/16	(4.6875 x 4.5625)
1/6 PAGE (VERTICAL)	2 1/4 x 4 11/16	(2.25 x 4.6875)
1/6 PAGE (HORIZONTAL)	4 11/16 x 2 5/16	(4.6875 x 2.3125)
BUSINESS CARD	2 x 3 1/2	(2 x 3.5)
1/12 PAGE (HORIZONTAL)	4 11/16 x 1 3/16	(4.6875 x 1.1875)
1/12 PAGE (SQUARE)	2 1/4 x 2 5/16	(2.25 x 2.3125)



# INDIVIDUAL RATES-NON-MEMBERS

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## CONTRA COSTA LAWYER - PRINT MAGAZINE - 2019

**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. See the rates on the next page for layout charges. Complex ads may require additional costs.

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SIZE	1-TIME RATE	3-TIME RATE	6-TIME RATE
FULL PAGE	\$795	\$720	\$650
<i>Premium Positions</i>			
<i>Full Page with bleeds</i>	\$890	\$805	\$730
<i>Back cover/inside with bleeds*</i>	\$955	\$865	\$780
2/3 PAGE	\$720	\$610	\$540
1/2 PAGE	\$600	\$535	\$500
1/3 PAGE	\$505	\$445	\$405
1/6 PAGE	\$310	\$280	\$250
BUSINESS CARD	\$240	\$215	\$195
1/12 PAGE	\$180	\$160	\$130

## 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:

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SIZE	1-TIME RATE	3-TIME RATE	6-TIME RATE	12-TIME RATE
TILE	\$190	\$175	\$155	\$120

INTERESTED IN ADVERTISING WITH US?

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

# INDIVIDUAL RATES

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**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.

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## 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 specs and format information below.

**STANDARD LAYOUT** | We can do the layout for your print and online ads at the following rates:

<b>1/12 PAGE</b>	<b>1/6 PAGE</b>	<b>1/3 PAGE</b>	<b>1/2 PAGE</b>	<b>2/3 PAGE</b>	<b>FULL PAGE</b>	<b>ONLINE TILE AD</b>
\$50	\$60	\$75	\$75	\$100	\$150	\$60

### 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!



# 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. 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?

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**PHOTO CREDITS AND COPYRIGHTS:**

Cover image | Jessica Gore

Page 2 | Stephen Joseph

Pages 4-9 | Brad Perks



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