



# 2017 Media Kit

*The Colorado Lawyer* and *The Docket*

## **As an advertiser, you want results.**

By advertising in *The Colorado Lawyer* and *The Docket*, you can reach a targeted and affluent audience in editorially superior magazines with confirmed readerships. As a result, you achieve the greatest market coverage and maximize the return on your investment.

Every issue of *The Colorado Lawyer* and *The Docket* is an opportunity for you to deliver your message to Colorado's legal community — smart, simple, and effective. Let *The Colorado Lawyer* and *The Docket* help you target some of the most influential decision makers in the Colorado legal community. Don't miss another opportunity!

# The Colorado Lawyer

Circulation 19,000, May (+200) and October (+600).

## Display Advertising

### 4-Color Covers

Space	Frequency			
	1x	3x	6x	12x
Inside front cover	\$2,515	\$2,350	\$2,200	\$2,055
Inside back cover	\$2,170	\$2,010	\$1,869	\$1,725
Outside back cover	\$2,865	\$2,700	\$2,545	\$2,400

### 4-Color Cover Sizes

All covers: Image size — 8 <sup>3</sup>/<sub>8</sub>" x 10 <sup>7</sup>/<sub>8</sub>" plus <sup>1</sup>/<sub>4</sub>" bleeds on all sides

Safety area is <sup>1</sup>/<sub>4</sub>" from the edge of the page on all covers.

### Inside Page Display Ad Rates (Black and White only)

Space	Frequency			
	1x	3x	6x	12x
Full page	\$1,700	\$1,605	\$1,520	\$1,455
1/2 page	\$1,090	\$1,035	\$985	\$940
1/3 page	\$845	\$825	\$810	\$795
1/4 page	\$675	\$640	\$610	\$580

### Inside Page Display Ad Sizes

Width	x	Height
Full page		7.312" x 10"
1/2 page (v)		3.5" x 9.417"
1/2 page (h)		7.312" x 4.687"
1/3 page (v)		3.5" x 6"
1/3 page (h)		7.312" x 3.187"
1/4 page		3.5" x 4.687"

(v=vertical) (h=horizontal)

Please contact Matthew Thomasson at [matthew@mohanna.com](mailto:matthew@mohanna.com) or 214-291-3656 for more information about display advertising or to submit your display ad.

### Inserts

Please contact Matthew Thomasson at [matthew@mohanna.com](mailto:matthew@mohanna.com) or 214-291-3656 for more information about inserts.

## Lawyers' Announcements

The Lawyers' Announcements pages of *The Colorado Lawyer* are reserved to announce the following:

- > New Members to a Law Firm or Legal Department
- > Name Changes of a Law Firm
- > Formation, Merger, or New Affiliation of Law Practice(s)
- > Relocation of a Law Practice
- > Change in Job Status
- > Retirement of Attorneys
- > Notices of Professional Appointment, Honors, or Awards

### Size and Cost

- > Standard size: \$175 CBA members; \$225 nonmembers (3.5" width x 3.167" height)
- > Standard super-size: \$300 CBA members; \$325 nonmembers ((v) 3.5" width x 6.4" height; (h) 7.345" width x 3.167" height)
- > Quarter page: \$175 CBA members; \$225 nonmembers (3.5" width x 4.667" height)
- > Half page: \$300 CBA members; \$325 nonmembers (7.345" width x 4.667" height)
- > Full page: \$600 CBA members; \$650 nonmembers (7.345" width x 9.75" height)

Advertisers are responsible for the editorial and graphic content of these announcements. Photos are allowed.

Please contact Gaynor Bloom at [gbloom@cobar.org](mailto:gbloom@cobar.org) for payment and technical information. If sending announcements as hard copies only, mail hard copy and payment to: **The Colorado Lawyer, Attn: Lawyers' Announcements; 1900 Grant St., Ste. 900; Denver, CO 80203. Email digital files to [gbloom@cobar.org](mailto:gbloom@cobar.org).**

### Classified Ads

Classifieds are no longer printed in *The Colorado Lawyer*. Please see the e-Advertising section for information on placing an employment or classified ad on our website.

**85% of readers keep our publications as a permanent addition to their library!**

# The Docket

Circulation 9,000, May (+200) and October (+600).

Ad space is limited. Please call for availability.

## 4-Color Display Ad

Space	Frequency			
	1x	3x	6x	11x
Cover*	\$1,375	\$1,310	\$1,245	\$1,185
Full page*	\$1,215	\$1,155	\$1,100	\$1,050
1/2 page	\$780	\$745	\$710	\$675
1/3 page	\$600	\$575	\$555	\$535
1/4 page	\$475	\$450	\$430	\$535

## Black and White Display Ad

Space	Frequency			
	1x	3x	6x	11x
Full page*	\$800	\$775	\$750	\$730
1/2 page	\$540	\$515	\$490	\$465
1/3 page	\$445	\$425	\$410	\$395
1/4 page	\$380	\$370	\$360	\$350

## Display Ad Sizes

Width	x	Height
Full page*		7.375" x 9.875"
1/2 page (h)		7.375" x 4.5"
1/2 page (v)		3.5" x 9.875"
1/3 page (s)		4.75" x 4.75"
1/3 page (h)		7.375" x 3"
1/3 page (v)		3.5" x 6"
1/4 page		3.5" x 4.5"
Back cover*		8.625" x 11.125" (includes a 1/8" bleed)

(v = vertical) (h = horizontal) (s=square)

\*Bleeds are allowed for covers and full-page ads.

**Please contact Matthew Thomasson at [matthew@mo-hanna.com](mailto:matthew@mo-hanna.com) or 214-291-3656 for more information about display advertising or to submit your display ad.**

**Lawyers Announcements** are not placed in The Docket as in The Colorado Lawyer. If you would like an announcement to appear in The Docket please send your text and a photo (if wanted) to Kate Schuster at [kschuster@cobar.org](mailto:kschuster@cobar.org). It will appear in the Legal Affairs section at no cost. Content will be subject to editing.

**Classifieds** are no longer placed in The Docket, please see the e-Advertising section for information on placing an employment or classified ad on our website, [cobar.org](http://cobar.org).

# Ad Submission Requirements for Both Publications

## File Set-up

We prefer files submitted either as .tif files (created and saved at 300 dpi), or .eps files. If you are sending your ad as a .pdf, please ensure it is a high resolution file.

- Ads submitted as .jpg or as low resolution .pdf files are unacceptable.
- High-resolution .eps files will be accepted if all the fonts are converted to outlines.
- Colors should be built using a CMYK model. All spot colors will be converted to the closest possible CMYK equivalent.
- Ads must be designed to the correct ad size. If the ad requires bleeds, they must be built into the ad size. Ads sent in a wrong size are subject to refusal or misprinting.
- Scan images at 100%, 300 dpi, CMYK (color), or grayscale (black and white), and save as .tif files.
- Changes to your ad after deadline will incur a \$50 fee.

## Sending Files

Digital submissions may be sent via email, by regular postal mail on CD, or posted to our ftp site.

## Email

- Emailable files should be 5MB or less in size. Display ads for *The Docket* or *The Colorado Lawyer* should be emailed to [matthew@mohanna.com](mailto:matthew@mohanna.com). Lawyers' Announcements for *The Colorado Lawyer* should be emailed to [gbloom@cobar.org](mailto:gbloom@cobar.org).
- If the file was created on a Mac platform, fonts must be compressed.

## CD

- CDs should be mailed to: Mohanna Sales Representatives, Attn: Andrea Guarnero, 305 West Spring Creek, Building C, Suite 101, Plano, TX 75023.

## File over 5MB

- For materials over 5MB, please contact Andrea Guarnero at 214-291-3648 or [andrea@mohanna.com](mailto:andrea@mohanna.com).

# 2017 Advertising Deadlines

## Deadline 1: DISPLAY ADS

*(The Colorado Lawyer and The Docket)*

Display ad contracts and files for *The Docket* and *The Colorado Lawyer* due one month prior to publication to [matthew@mohanna.com](mailto:matthew@mohanna.com).

## 2017

January	1-Dec-16
February	4-Jan-17
March	1-Feb-17
April	1-Mar-17
May	1-April-17
June	2-May-17
July*	1-June-17
August	1-Jul-17
September	1-Aug-17
October	1-Sept-17
November	3-Oct-17
December	1-Nov-17

\**The Docket* publishes a combined July/August issue. The ad deadline for this issue is June 1st.

## Deadline 2: LAWYERS' ANNOUNCEMENTS

Lawyers' Announcements ad files and payments for *The Colorado Lawyer* due to Gaynor Bloom at [gbloom@cobar.org](mailto:gbloom@cobar.org).

## 2017

January	Last Monday in November
February	Last Monday in December
March	Last Monday in January
April	Last Monday in February
May	Last Monday in March
June	Last Monday in April
July	Last Tuesday in May
August	Last Monday in June
September	Last Monday in July
October	Last Monday in August
November	Last Monday in September
December	Last Monday in October

# **The Legal Directory**

Circulation 12,100

*The Colorado Legal Directory* is the source to find Colorado attorneys, Colorado court information, and other critical legal resources. For more than 100 years, *The Colorado Legal Directory* has been used by thousands of people in the legal community for easy access to essential information. *The Directory* has listings for more than 20,000 attorneys, the majority with firm, address, phone number, and many with email addresses.

## **4-Color Covers**

### **Space**

Inside front cover \$2,250

Inside back cover \$2,000

Outside back cover \$3,000

## **4-Color Cover Sizes**

All covers: Image size — 7" x 9" plus 1/2"  
bleeds on all sides

Live area is 6" x 8" page on all covers.

## **Inside Page Display Ad Rates (Black and White only)**

### **Space**

Full page \$1,500

1/2 page \$1,000

1/4 page \$750

## **Inside Page Display Ad Sizes**

<b>Width</b>	<b>x</b>	<b>Height</b>
--------------	----------	---------------

Full page		6" x 8
-----------	--	--------

1/2 page		6" x 3.938"
----------	--	-------------

1/4 page		2.938" x 3.938"
----------	--	-----------------

**Please contact Matthew Thomasson at [matthew@mohanna.com](mailto:matthew@mohanna.com) or 214-291-3656 for more information about display advertising or to submit your display ad.**

## e-Advertising

*\*We currently do not offer display advertising on our website, employment and classifieds only.*

### Biweekly E-Newsletters

#### C-Brief

16,000 views

The biweekly C-Brief offers access to more than 15,000 Colorado Bar Association members across the state. Sent every other Thursday, this e-newsletter serves the needs of all CBA members, listing all the important CLE programs, special events and meetings.

Size	Frequency & Rate (cost per month)			
	1x	3x	6x	12x

Small Rectangle\* \$200 \$185 \$165 \$115

200 x 100 pixels - placed on the upper right, four spaces offered

Banner*	1x	3x	6x	12x
	\$850	\$810	\$760	\$700

600 x 150 pixels - centered, placed half-way down, one offered

\*All advertisements will link to the advertiser's website.

#### D-Brief

8,000 views

The biweekly D-Brief offers access to more than 8,000 Denver Bar Association members across the metro area. Sent every other Tuesday, this e-newsletter serves the needs of all DBA members, listing all the important CLE programs, local events and meetings.

Size	Frequency & Rate (cost per month)			
	1x	3x	6x	12x

Small Rectangle\* \$150 \$135 \$120 \$100

150 x up to 175 pixels - placed on the right, four spaces offered

Banner*	1x	3x	6x	12x
	\$600	\$575	\$550	\$515

600 x 150 pixels - centered, placed half-way down, one offered

\*All advertisements will link to the advertiser's website.

### Ad Requirements

Artwork must be submitted in the following format: appropriate pixel size, at a resolution of 72 dpi, in RGB color, maximum file size of 50K, as a jpeg. Ads must be static. Please submit your artwork and URL the Monday before each newsletter.

Discounts are available if running a display ad and e-newsletter ad at the same time. Shorter runs may be offered on a space available basis. Please contact Matthew Thomasson at matthew@mohanna.com or 214-291-3656 for more information.

## Employment and Classified Advertising

### The Colorado Bar Association Website

*\*We do not offer classified advertising in either of our printed publications*

#### Member Rate

\$75 for up to 600 characters per ad for a 30 day posting.

#### Non-Member Rate

\$125 for up to 600 characters per ad for a 30 day posting.

- No charge for a blind box reply set-up

- Optional border around your ad for \$25

**To place your ad on The Colorado Bar website, go to [cobar.org/classifieds](http://cobar.org/classifieds). You must be logged into the website with your CBA membership number to receive the member discount.**

**Payment for website ads is accepted online by Visa, MasterCard or American Express only.**

### Disclaimer

*The Colorado Lawyer, The Docket, the CBA and DBA reserve the absolute right to reject or refuse to publish any advertisement at any time. Appearance of advertisements in either publication does not constitute endorsement, recommendation of goods or services, or verification of the accuracy of statements contained in advertisements by The Colorado Lawyer, The Docket, the CBA or DBA.*