

The background of the entire page is a close-up photograph of a dartboard. Three red darts with silver barrels are embedded in the center bullseye. The lighting is dramatic, with a bright light source from the right creating a lens flare and casting long shadows across the target's rings. The overall color palette is dark, with the red of the darts and the white of the target providing high contrast.

COLORADO BAR ASSOCIATION

MEDIA KIT

**MAKE MEANINGFUL CONNECTIONS
WITH YOUR IDEAL AUDIENCE**

For further information, contact Melissa Higham at mhigham@cobar.org.

CBA
Est. in 1897
Colorado Bar Association

80% OF READERS keep our publication as an addition to their library.

COLORADO LAWYER

Circulation 16,000

Monthly (combined January/February and July/August issues) to all Colorado Bar Association (CBA) members.
Ads do not appear in the online version.

Display Advertising

Cover Rates

	1x	3x	6x	10x
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

Cover Size

9" w x 10.875" h, .125" bleed

Display Rates

	1x	3x	6x	10x
Full page	\$1,750	\$1,655	\$1,570	\$1,505
Half page	\$1,140	\$1,085	\$1,035	\$990
Third page	\$845	\$825	\$810	\$795
Quarter page	\$675	\$640	\$610	\$580

Display Sizes

Full page with bleed	9"w x 10.875" h, .125" bleed
Full page	7.75" w x 9.6875" h
Half page	7.75" w x 5.125" h
Quarter page	5.125" w x 5.125" h
Third page horizontal	7.75" w x 3.125" h
Third page vertical	2.375" w x 9.25" h

Submission Requirements

File Set-up

- High resolution PDF (300 dpi)
- Correct size*

**Wrong size ads subject to refusal or misprinting.*

Deadlines

Files and payments due by last day of month prior to publication month.

Issue	Deadline
January/ February	November 30
March	January 31
April	February 28
May	March 31
June	April 30
July/August	May 31
September	July 31
October	August 31
November	September 30
December	October 31

Complete the [Advertising Order Form](#) to order and upload your ad.

COLORADO LAWYER LAWYERS' ANNOUNCEMENTS

This section of *Colorado Lawyer* is reserved to announce:

- 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

	Cost	Size
Standard	\$300 CBA members; \$400 nonmembers	3.75" w x 4.25" h
Half page	\$450 CBA members; \$575 nonmembers	7.75" w x 4.25" h
Full page	\$800 CBA members; \$950 nonmembers	7.75" w x 8.875" h

Design Services

\$150 and one round of edits. Request must be submitted one week before the deadline.

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THE LOOP eNEWSLETTER

12,500 Subscribers

Sent weekly (Monday) (excluding holidays) to all CBA members. Lists important CLE programs, special events, notices from the courts, and meetings.

Frequency and Rate

Once	One month
\$100	\$300

All advertisements will link to the advertiser's website.

File Set-up and Submission Requirements

- Submit file as a jpeg at 850 pixels wide by 327 pixels high at 72 dpi.
- Deadline is one week prior to send date. Advertiser is responsible for meeting all deadlines and will not receive a reminder from CBA staff. If a new ad is not received by the deadline the most recent ad will run.

Complete the [Advertising Order Form](#) to order and upload your ad.

SPONSORED CONTENT

Job Postings, Professional Listings, Classified Ads

If you would like to advertise a job opening, visit cobar.org/Jobs-Board.

Email

Member Perk providers only

\$2,500 per email

Reach your audience in the most direct way possible — a targeted email. A membership-wide email puts you front and center. Subject to availability. CBA may refuse advertisement for any reason.

Pay-for-Performance Legal Lead Generation Solutions

Publish thought leadership content such as whitepapers, eBooks, guides, reports, research or on-demand webinars on the CBA Knowledge Hub. [Learn more](#). Content posted on the Hub reaches over 14,000 monthly viewers.

Social Media Announcements

Member Perk providers only

Advertise your announcements on our social media accounts (Facebook, X, LinkedIn). The ad and photo should:

- 280 characters across all social media channels
- 1 graphic or logo at 72 dpi; no larger than 1920 pixels wide
- All available social media profiles for us to tag
- Hashtags optional
- Videos:
 - No longer than 30 seconds
 - No larger than 4GB
 - MP4 for web and MOV for mobile
 - 30 or 60 frames per second
- All files must include the desired platform (Facebook, X, LinkedIn) and follow the appropriate image/video guidelines. We will not resize any photos.
- Cost is \$150 per announcement

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ADVERTISEMENT ACCESSIBILITY STANDARDS

All advertisements, print or digital, should comply with accessibility best practices including a minimum of 12pt font and high contrast between font and background. If you have questions about designing ads for accessibility, please contact the Director of Communications and Marketing, Tali Thomason, at tthomason@cobar.org.