

MEDIAKIT

Colorado and Denver
Bar Associations

Advertising in *Colorado Lawyer*, *The Docket*, *The Loop*, CBA podcasts and our CBA and DBA social media channels helps you deliver your message to Colorado's legal community. As a result, you achieve meaningful market coverage and maximize the return on your investment.

For further information, contact Heather Folker at hfolker@cobar.org.

CBA
Est. in 1897
Colorado Bar AssociationSM



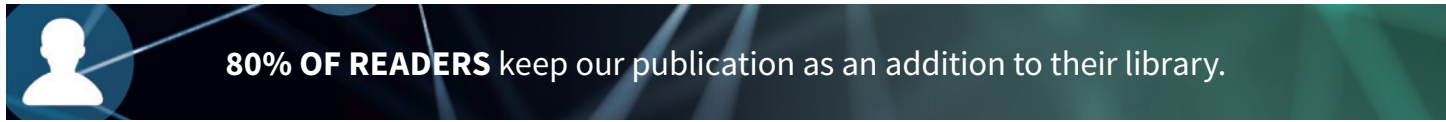
DENVER BAR
ASSOCIATIONSM

Colorado Lawyer

Circulation 16,000

Monthly (combined August/September issue) to all Colorado Bar Association members

*Ads do not appear in the online version



Display Advertising

Covers

Space	Frequency			
	1x	3x	6x	11x
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 Sizes

Image size — 9” W x 10.875” H, including a .125” bleed

Inside Page Display Ad Rates

Space	Frequency			
	1x	3x	6x	11x
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 with bleed	9” x 10.875”, .125” bleed
Full page	7.75” x 9.6875”
1/2 page	7.75” x 5.125”
1/4 page	5.125” x 5.125”
1/3 page horizontal	7.75” x 3.125”
1/3 page vertical	2.375” x 9.25”

Deadlines

Contracts and files due one month prior to publication.

The advertiser is responsible for meeting all deadlines and will not receive a reminder from publication staff. If a new ad is not received by the publication deadline the most recent ad will run.

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

Submission Requirements

File Set-up

- Submit file as a high resolution PDF (300 dpi)
- Ads must be designed to the correct ad size
- Wrong size ads are subject to refusal or misprinting
- Changes to your ad after deadline will incur a \$50 fee

Email

Email files (5MB or less) to hfolker@cobar.org.

Payment

Invoices are mailed around publication mailing (first week of the month). Invoices can be paid by credit card or check.

Colorado Lawyer Lawyers' Announcements

The Lawyers' Announcements pages of *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:** \$250 CBA members;
\$350 nonmembers (3.75" w x 4.25" h)
- **Half page:** \$400 CBA members;
\$525 nonmembers (7.75" w x 4.25" h)
- **Full page:** \$750 CBA members;
\$900 nonmembers (7.75" w x 8.875" h)

Design Services

- **Standard size template:** \$50 and one round of edits
- See template designs on next page

Deadlines

Lawyers' Announcements ad files and payments due by the last day and a month, prior to the month of publication.

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

Submission Requirements

File Set-up

- Submit file as a high resolution PDF (300 dpi)
- Ads must be designed to the correct ad size
- Wrong size ads are subject to refusal or misprinting

Email

Email announcement PDF (5MB or less) to hfolker@cobar.org.


Payment

Lawyers' Announcements must be paid for at the time of submission. Email the credit card form and the print ready PDF to hfolker@cobar.org. No contract needed.

Colorado Lawyer Lawyers' Announcements Design Templates

A.

FIRM LOGO




text
NAME OF ATTORNEY
text

Address
City, State, Zip Code
Phone
Website

B.

LAW FIRM LOGO

MAIN TEXT ANNOUNCEMENT




Detailed text.

Address
City, State, Zip Code
Phone | Website

C.

MAIN TEXT ANNOUNCEMENT



Detailed text.

LAW FIRM LOGO

Address
City, State, Zip Code
Phone | Website

The Docket

Circulation 7,000

Quarterly to all Denver Bar Association members

**Ads do not appear in the online version*

Display Advertising

Space	Frequency		
	1x	2x	4x
Covers	\$1,375	\$1,310	\$1,245
Full page	\$1,215	\$1,155	\$1,100
1/2 page	\$780	\$745	\$710
1/4 page	\$475	\$450	\$430

Display Ad Sizes

Width x Height

Full	8" x 11.125" (trim 7.75" x 10.875")
1/2 Horizontal	6.25" x 4.5"
1/4 Horizontal	6.25" x 2.5"
Covers	8" x 11.125" (trim 7.75" x 10.875")

Deadlines

Contracts and files due one month prior to publication.

The advertiser is responsible for meeting all deadlines and will not receive a reminder from publication staff. If a new ad is not received by the publication deadline the most recent ad will run.

Issue	Deadline
Spring	February 21
Summer	July 1
Fall	September 20
Winter	December 20

Submission Requirements

File Set-up

- Submit file as a high resolution PDF (300 dpi)
- Ads must be designed to the correct ad size
- Wrong size ads are subject to refusal or misprinting
- Changes to your ad after deadline will incur a \$50 fee

Email

Email files (5MB or less) to hfolker@cobar.org.

Payment

Invoices are mailed around publication mailing (first week of the month). Invoices can be paid by credit card or check.

The Loop eNewsletter

14,500 Subscribers

Sent Monday through Friday (excluding holidays) to all Colorado Bar Association members Lists important CLE programs, special events, notices from the courts, and meetings

Frequency and Rate

One Week	One Month	Six Months	One Year
\$300	\$1,000	\$5,500	\$10,000

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

File Set-up and Submission Requirements

- Submit file as a .jpeg at 650 pixels wide by 350 pixels high at 72 dpi.
- Deadline is one week prior to send date. **The 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.**

Payment

The Loop ads must be paid for at the time of submission. Email the credit card form and ad to hfolker@cobar.org. No contract needed.

Contact

Heather Folker at hfolker@cobar.org.

Sponsored Content

Job Postings, Professional Listings, Classified Ads

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

Email

\$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.

Blog Post

Push your content to 14,000+ average monthly viewers on our blog, Knowledge Hub. A sponsored blog post gives you the flexibility and credibility you need to grab your audience. The post is amplified via our social media channels and blast email. Reach out to Tyler Gilham for more details at tgilham@leadmarvels.com.

Social Media Announcements

Advertise your announcements on our social media accounts (Facebook, Twitter, Instagram). The ad and photo should have:

- 280 characters across all social media channels
- Must include 1 graphic or logo in 72 dpi resolution size; width no larger than 1920px
- Include all available social media profiles for us to tag
- Can include hashtags
- 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, Twitter, Instagram) and follow the appropriate image/video guidelines. We will not resize any photos
- Cost is \$150 per announcement

Contact

Heather Folker at hfolker@cobar.org.

Payment:

Social Media Announcements must be paid for at the time of submission. Email the credit card form and ad to hfolker@cobar.org. No contract needed.

Podcasts

The Colorado Bar Association brings you timely and entertaining insight on trends in the Colorado legal community and beyond.

Rates and Podcasts

Getting Legal With It

Released every three weeks, \$150 for three months

By young lawyers for young lawyers. Hosted by CBA Young Lawyers Division Executive Council member Kevin Cheney, this podcast interviews guest lawyers to discuss what it means to be a young lawyer, different practice areas, and how to engage with various legal organizations. If you want to hear about finding jobs, dealing with difficult bosses, practice pointers, and how to keep healthy and well while working in the legal field, check it out!

Modern Law Revolution

Released every three weeks, \$150 for three months

Features lawyers who are revolutionizing law practice in Colorado through modern law practice, an alternative practice model that tailors representation to client-driven and cost-effective legal services. This podcast is hosted by the CBA's Modern Law Practice Initiative.

Stairway to ATJ

Monthly, \$100

What does access to justice mean to you? Hosted by the CBA, Stairway to ATJ highlights current pro bono efforts across the state through deep dives with guests on key access to justice topics.

Our Voices

Weekly, \$250 for three months

The CBA strives to be a place where everyone in our community feels valued and connected. Our Voices podcast provides an up-close and personal connection to diverse perspectives across the Colorado legal landscape. Created by the CBA|DBA Equity, Diversity, and Inclusivity Joint Steering Committee Messaging Team, Our Voices highlights Colorado attorneys as they examine who they were, who they are, and who they think they will be in the future. Join us each Thursday for interviews with guests from all areas of the legal profession.

Prices include the production of your commercial. Just supply us with the text and we will craft the advertisement for you!

Payment

Podcast ads must be paid for in advance. Email the credit card form to hfolker@cobar.org. No contract needed.

Contact

Heather Folker at hfolker@cobar.org.

Colorado Lawyer

Display Advertising Contract

Contact:

Heather Folker
hfolker@cobar.org | 303-824-5360

Advertiser: _____ Date: _____

Agency (if applicable): _____ Contact Person: _____

Bill to (if different from contact): _____

Street Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

DEADLINE: ONE MONTH PRIOR TO MONTH OF PUBLICATION.

THE ADVERTISER IS RESPONSIBLE FOR MEETING ALL DEADLINES. NO REMINDERS WILL BE SENT.

Print ready advertising and contract must be emailed to hfolker@cobar@cobar.org.

Advertising Space: You are hereby requested and authorized to insert the advertising of the ADVERTISER and its Agency, if applicable, by the undersigned authorized representative, as follows:

Frequency: 1x 3x 6x 11x Size: _____ Rate per Insertion: \$ _____

Other: _____

Issue Start: Month: _____ Year: _____ Issue End: Month: _____ Year: _____

Months of Insertion: Jan. Feb. Mar. Apr. May June July Aug./Sept. Oct. Nov. Dec.

Advertiser is responsible for notifying Colorado Bar Association of any changes to the advertising copy or contract no later than one month prior to the month of publication. Publisher reserves the right to change advertising rates. Advertisers must give sixty days notice to cancel cover contracts. All canceled contracts are subject to short rates.

Terms and Conditions

1. The Advertiser and its Agency if applicable, agrees jointly and severally to protect the Colorado Bar Association ("Publisher") from any suits for Libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with the advertising referred to in this contract and assumes Liability for all content of advertisements printed and for any claim arising therefrom made against Publisher.
2. The Publisher reserves the right at any time to decline any advertising which it feels to be inappropriate.
3. Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card and Advertiser and its Agency, if applicable, acknowledge receipt of such rate card. Insertions cannot be canceled after closing date listed in current rate card. Space contracts which are not fulfilled are subject to short rates. Only rates on current rate card apply.
4. Any bill rendered to Advertiser and its Agency, if applicable, by Publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made within sixty (60) days from the date thereof.
5. Payment for advertising covered by this contract shall be made in advance or shall accompany submitted copy unless credit of Advertiser and Agency, if applicable, has been approved by Publisher. If not required in advance, payment for advertising is due on or before the last day of the month following that which the advertising was published. If amounts due hereunder are not paid when due, or if suit is brought, the Advertiser and its Agency, if applicable, agree to pay all reasonable costs of collection, including a reasonable amount for attorney fees. Publisher reserves the right to hold Advertiser and its Agency, if applicable, jointly and severally liable for payment due to the Publisher. Publisher has the right to charge Advertiser or its Agency the credit card on file for invoices past due 30 days.
6. Only authorized personnel for Advertiser and its Agency, if applicable, may execute this contract. A faxed or emailed copy to Publisher is considered an original and valid document.
7. Publisher makes every attempt to print and mail by the end of the 1st week each month. However, Publisher does not guarantee date of printing, date of mailing or date of receipt of any issue of *Colorado Lawyer*. Publisher makes every attempt to accommodate position requests, but does not guarantee position.

Authorized Advertising Agent:

Signature: _____ Date: _____

The Docket

Display Advertising Contract

Contact:

Heather Folker
hfolker@cobar.org | 303-824-5360

Advertiser: _____ Date: _____

Agency (if applicable): _____ Contact Person: _____

Bill to (if different from contact): _____

Street Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

DEADLINE: ONE MONTH PRIOR TO MONTH OF PUBLICATION.

THE ADVERTISER IS RESPONSIBLE FOR MEETING ALL DEADLINES. NO REMINDERS WILL BE SENT.

Print ready advertising and contract must be emailed to hfolker@cobar@cobar.org.

Advertising Space: You are hereby requested and authorized to insert the advertising of the ADVERTISER and its Agency, if applicable, by the undersigned authorized representative, as follows:

Frequency: 1x 2x 4x Size: _____ Rate per Insertion: \$ _____

Other: _____

Issue Start: Month: _____ Year: _____ Issue End: Month: _____ Year: _____

Months of Insertion: Spring Summer Fall Winter

Advertiser is responsible for notifying Denver Bar Association of any changes to the advertising copy or contract no later than one month prior to the month of publication. Publisher reserves the right to change advertising rates. Advertisers must give sixty days notice to cancel cover contracts. All canceled contracts are subject to short rates.

Terms and Conditions

1. The Advertiser and its Agency if applicable, agrees jointly and severally to protect the Colorado Bar Association ("Publisher") from any suits for Libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with the advertising referred to in this contract and assumes Liability for all content of advertisements printed and for any claim arising therefrom made against Publisher.
2. The Publisher reserves the right at any time to decline any advertising which it feels to be inappropriate.
3. Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card and Advertiser and its Agency, if applicable, acknowledge receipt of such rate card. Insertions cannot be canceled after closing date listed in current rate card. Space contracts which are not fulfilled are subject to short rates. Only rates on current rate card apply.
4. Any bill rendered to Advertiser and its Agency, if applicable, by Publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made within sixty (60) days from the date thereof.
5. Payment for advertising covered by this contract shall be made in advance or shall accompany submitted copy unless credit of Advertiser and Agency, if applicable, has been approved by Publisher. If not required in advance, payment for advertising is due on or before the last day of the month following that which the advertising was published. If amounts due hereunder are not paid when due, or if suit is brought, the Advertiser and its Agency, if applicable, agree to pay all reasonable costs of collection, including a reasonable amount for attorney fees. Publisher reserves the right to hold Advertiser and its Agency, if applicable, jointly and severally liable for payment due to the Publisher. Publisher has the right to charge Advertiser or its Agency the credit card on file for invoices past due 30 days.
6. Only authorized personnel for Advertiser and its Agency, if applicable, may execute this contract. A faxed or emailed copy to Publisher is considered an original and valid document.
7. Publisher makes every attempt to print and mail by the end of the 1st week each month. However, Publisher does not guarantee date of printing, date of mailing or date of receipt of any issue of the *Docket*. Publisher makes every attempt to accommodate position requests, but does not guarantee position.

Authorized Advertising Agent:

Signature: _____ Date: _____

The Loop

Display Advertising Contract

Contact:

Heather Folker
hfolker@cobar.org | 303-824-5360

Advertiser: _____ Date: _____

Agency (if applicable): _____ Contact Person: _____

Bill to: _____

Street Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

DEADLINE: ONE WEEK BEFORE THE EMAIL IS SENT

THE ADVERTISER IS RESPONSIBLE FOR MEETING ALL DEADLINES. NO REMINDERS WILL BE SENT.

Print ready advertising and contract must be emailed to hfolker@cobar@cobar.org.

Advertising Space: You are hereby requested and authorized to insert the advertising of the ADVERTISER and its Agency, if applicable, by the undersigned authorized representative, as follows:

Rate: \$ _____

Frequency: 1 week 1 month 6 months 1 year

Other: _____

Issue Start: Month: _____ Year: _____ Issue End: Month: _____ Year: _____

URL you would like your ad linked to: _____

Advertiser is responsible for notifying marketing representative of any changes to the advertising copy or contract no later than seven days prior to the day of publication. Publisher reserves the right to change advertising rates. Advertisers must seven days notice to cancel contracts. All canceled contracts are subject to short rates.

Terms and Conditions

1. The Advertiser and its Agency if applicable, agrees jointly and severally to protect the Colorado and Denver Bar Associations ("Publisher") from any suits for Libel, violation of right of privacy, plagiarism, copyright infringement, and any and all other claims in connection with the advertising referred to in this contract and assumes Liability for all content of advertisements printed and for any claim arising therefrom made against Publisher.
2. The Publisher reserves the right at any time to decline any advertising which it feels to be inappropriate.
3. Advertising is accepted in accordance with the rates, terms and conditions set forth in the current rate card and Advertiser and its Agency, if applicable, acknowledge receipt of such rate card. Insertions cannot be canceled after closing date listed in current rate card. Space contracts which are not fulfilled are subject to short rates. Only rates on current rate card apply.
4. Any bill rendered to Advertiser and its Agency, if applicable, by Publisher shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made within sixty (60) days from the date thereof.
5. Payment for advertising covered by this contract shall be made in advance or shall accompany submitted copy unless credit of Advertiser and Agency, if applicable, has been approved by Publisher. If not required in advance, payment for advertising is due on or before the last day of the month following that which the advertising was published. If amounts due hereunder are not paid when due, or if suit is brought, the Advertiser and its Agency, if applicable, agree to pay all reasonable costs of collection, including a reasonable amount for attorney fees. Publisher reserves the right to hold Advertiser and its Agency, if applicable, jointly and severally liable for payment due to the Publisher. Publisher has the right to charge Advertiser or it's Agency the credit card on file for invoices past due 30 days.
6. Only authorized personnel for Advertiser and its Agency, if applicable, may execute this contract. A faxed copy to Publisher is considered an original and valid document.

Authorized Advertising Agent:

Signature: _____ Date: _____

Credit Card Authorization Form

All Advertising

Name of Firm or Company: _____

Contact Name: _____

Billing Address: _____

Email: _____

Visa MasterCard American Express ACH

Amount to be charged: \$ _____

Card Number: _____ Exp. Date: _____

Or Bank Account Number: _____ Routing Number: _____

Name on Card: _____

Signature: _____ Date: _____

Contact Heather Folker at hfolker@cobar.org or 303-824-5360 with questions.