

# MEDIAKIT

Colorado and Denver  
Bar Associations

Advertising in *Colorado Lawyer*, *The Loop*, 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 Melissa Higham at [mhigham@cobar.org](mailto:mhigham@cobar.org).



# 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

**Please complete the Advertising Order Form.**

# 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

## **Please complete the Advertising Order Form.**

# Colorado Lawyer Lawyers' Announcements Design Templates

**A.**

**FIRM LOGO**

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text  
**NAME OF ATTORNEY**  
text

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Address  
City, State, Zip Code  
Phone  
Website

**B.**

**LAW FIRM LOGO**

**MAIN TEXT ANNOUNCEMENT**



Detailed text.

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Address  
City, State, Zip Code  
Phone | Website

**C.**

**MAIN TEXT ANNOUNCEMENT**



Detailed text.

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**LAW FIRM LOGO**

Address  
City, State, Zip Code  
Phone | Website

# 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.*

**Please complete the Advertising Order Form.**

## 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.**

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## Sponsored Content

### Job Postings, Professional Listings, Classified Ads

If you would like to advertise a job opening, please visit [cobar.org/Jobs-Board](http://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.

### 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. Content posted on the Hub reaches over 14,000 monthly viewers.

### 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

**Please complete the Advertising Order Form.**