

# 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. 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).





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

## 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

#### Cover Ad Rates

	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 Ad Size

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

#### Display Ad Rates

	1x	3x	6x	11x
Full page	\$1,700	\$1,605	\$1,520	\$1,455
Half page	\$1,090	\$1,035	\$985	\$940
Third page	\$845	\$825	\$810	\$795
Quarter page	\$675	\$640	\$610	\$580

#### Display Ad 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

### 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

**Standard** \$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

\$50 and one round of edits. Request must be submitted one week before the deadline.

### 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

#### Deadlines

Ad files and payments due by the last day and a month, prior to the month of publication.

Issue	Deadline
January/February	November 30
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

**Complete the Advertising Order Form to order and upload your ad.**

# The Loop eNewsletter

14,500 Subscribers

Sent weekly (Tuesday, Wednesday and 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.

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

## File Set-up and Submission Requirements

- Submit file as a .jpeg at 650 pixels wide by 250 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, visit [cobar.org/Jobs-Board](http://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. 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, Twitter, Instagram). The ad and photo should:

- 280 characters across all social media channels
- 1 graphic or logo at 72 dpi; width no larger than 1920px
- 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, Twitter, Instagram) and follow the appropriate image/video guidelines. We will not resize any photos.
- Cost is \$150 per announcement

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