

# 2020 MEDIA KIT

*Colorado Lawyer, Docket and E-newsletters*

## **AS AN ADVERTISER, YOU WANT RESULTS.**

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

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

**CBA**<sup>®</sup>  
Est. in 1897  
Colorado Bar Association

 **DENVER BAR  
ASSOCIATION**<sup>SM</sup>

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

## 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" including a .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"

## ADVERTISING 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	Nov. 30
February	Dec. 31
March	Jan. 31
April	Feb. 28
May	Mar. 31
June	Apr. 30
July	May 31
August/September	June 30
October	Aug. 31
November	Sept. 30
December	Oct. 31

## ADVERTISING SUBMISSION REQUIREMENTS

### File Set-up

- Submit file as a high resolution PDF created and saved at 300 dpi.
- Ads must be designed to the correct ad size. Ads sent in a wrong size are subject to refusal or misprinting.
- Changes to your ad after deadline will incur a \$50 fee.

### Email

Email files (5MB or less in size) to [advertising@cobar.org](mailto:advertising@cobar.org).

## PAYMENT

Ad invoices will be mailed around the time the publication is mailed (approximately the first week of the month). Invoices can be paid by credit card or check, or a credit card form found at the end of this media kit, can be kept on file with the CBA for an automatic payment when the invoice is created.

### Advertising Contact

Jessica Espinoza at [advertising@cobar.org](mailto:advertising@cobar.org)  
or 303-860-1115.

## 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)

## Lawyers' Announcements Contact

Jessica Espinoza at [advertising@cobar.org](mailto:advertising@cobar.org)  
or 303-860-1115.

## LAWYERS' ANNOUNCEMENTS DEADLINES

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

Issue	Deadline
January	Nov. 30
February	Dec. 31
March	Jan. 31
April	Feb. 28
May	Mar. 31
June	Apr. 30
July	May 31
August/September	June 30
October	Aug. 31
November	Sept. 30
December	Oct. 31

## LAWYERS' ANNOUNCEMENTS SUBMISSION REQUIREMENTS

### File Set-up

- Submit file as a high resolution PDF created and saved at 300 dpi.
- Ads must be designed to the correct ad size. Ads sent in a wrong size are subject to refusal or misprinting.

### Email

Email announcement PDF (5MB or less in size) to [advertising@cobar.org](mailto:advertising@cobar.org).

### PAYMENT

Lawyers' Announcements must be paid for at the time the announcement is submitted. Email the Lawyers' Announcement credit card form found at the back of this media kit to [advertising@cobar.org](mailto:advertising@cobar.org) along with the PDF of the Announcement that is to be printed. No contract needed.

# DOCKET

Circulation 9,800

Sent bi-monthly to all Denver Bar Association members.

\*ads do not appear in the online version



DENVER BAR ASSOCIATION

## DISPLAY ADVERTISING

Space	Frequency		
	1x	3x	6x
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")

## Advertising Contact

Jessica Espinoza at [advertising@cobar.org](mailto:advertising@cobar.org)  
or 303-860-1115.

## LAWYERS' ANNOUNCEMENTS

**Featured and Highlighted Announcement:** \$50  
165 word count max, and high resolution photo (300 dpi)  
1 per issue. Send your text and photo to **[advertising@cobar.org](mailto:advertising@cobar.org)**.

### Free Announcements:

Send your text and a photo (optional) to **[advertising@cobar.org](mailto:advertising@cobar.org)**. DBA member announcements will appear in the Docket Legal Affairs section at no cost as a text blurb with optional photo (not as an ad format like in the Colorado Lawyer). Content will be subject to editing.

## ADVERTISING 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
December/January	Nov. 1
February/March	Jan. 2
April/May	March 1
June/July	May 1
August/September	July 1
October/November	Sept. 2

## ADVERTISING SUBMISSION REQUIREMENTS

### File Set-up

- Submit file as a high resolution PDF created and saved at 300 dpi.
- Ads must be designed to the correct ad size. Ads sent in a wrong size are subject to refusal or misprinting.
- Changes to your ad after deadline will incur a \$50 fee.

### Email

Email files (5MB or less in size) to [advertising@cobar.org](mailto:advertising@cobar.org).

### PAYMENT

Ad invoices will be mailed around the time the publication is mailed. Invoices can be paid by credit card or check, or a credit card form found at the end of this media kit can be kept on file with the DBA for an automatic payment when the invoice is created.

# E-ADVERTISING

*\*We currently do not offer advertising on our website besides classifieds.*



## MONTHLY E-NEWSLETTERS

### C-Brief

16,000 views

The C-Brief offers access to more than 16,000 Colorado Bar Association members across the state. Sent the first monday of the month, this e-newsletter serves the needs of all CBA members, listing all the important CLE programs, special events and meetings.

#### Frequency & Rate (cost per month)

1x	3x	6x	12x
\$150	\$135	\$110	\$80

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

### File Set-up and Submission

- Submit file as a .jpeg at 295 pixels wide by 170 pixels high saved 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.**

### D-Brief

8,000 views

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

#### Frequency & Rate (cost per month)

1x	3x	6x	12x
\$120	\$110	\$95	\$75

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

### File Set-up and Submission

- Submit file as a .jpeg at 295 pixels wide by 170 pixels high saved at 72 dpi.
- Deadline is one week prior to the send date. **The advertiser is responsible for meeting all deadlines and will not receive a reminder from DBA staff. If a new ad is not received by the deadline the most recent ad will run.**

### Advertising Contact

Jessica Espinoza at [advertising@cobar.org](mailto:advertising@cobar.org) or 303-860-1115.



DENVER BAR ASSOCIATION

## C-BRIEF DEADLINES

ISSUE	DEADLINE
Jan. 6	Dec. 30
Feb. 3	Jan. 27
March 2	Feb. 24
April 6	March 30
May 6	April 27
June 1	May 25
July 6	June 29
Aug. 3	July 27
Sept. 7	Aug. 31
Oct. 5	Sept. 28
Nov. 2	Oct. 26
Dec. 7	Nov. 30

## D-BRIEF DEADLINES

ISSUE	DEADLINE
Jan. 20	Jan. 13
Feb. 17	Feb. 10
March 16	March 9
April 20	April 13
May 18	May 11
June 15	June 8
July 20	July 13
Aug. 17	Aug. 10
Sept. 21	Sept. 14
Oct. 19	Oct. 12
Nov. 16	Nov. 9
Dec. 21	Dec. 14

## PAYMENT

Ad invoices will be mailed around the middle of the month of the email. Invoices can be paid by credit card or check, or a credit card form found at the end of this media kit can be kept on file with the CBA for an automatic payment when the invoice is created.

# **COLORADO LAWYER**

## **DISPLAY ADVERTISING CONTRACT**

**Contact:**

Jessica Espinoza  
advertising@cobar.org | 303-860-1115

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 space contract must be sent to advertising@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 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 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: \_\_\_\_\_

# DOCKET

## DISPLAY ADVERTISING CONTRACT

**Contact:**

Jessica Espinoza  
advertising@cobar.org | 303-860-1115

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 space contract must be sent to advertising@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 Size: \_\_\_\_\_ Rate per Insertion: \$ \_\_\_\_\_

Other: \_\_\_\_\_

Issue Start: Month: \_\_\_\_\_ Year: \_\_\_\_\_ Issue End: Month: \_\_\_\_\_ Year: \_\_\_\_\_

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

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 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 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: \_\_\_\_\_

# E-NEWSLETTERS

## DIGITAL ADVERTISING CONTRACT

**Contact:**

Jessica Espinoza  
advertising@cobar.org | 303-860-1115

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 space contract must be sent to advertising@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:

E-newsletter you wish to advertise in:  D-Brief (3rd Monday)  C-Brief (1st Monday)

Rate per month: \$ \_\_\_\_\_

Frequency:  1 month  3 months  6 months  12 months

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

COLORADO LAWYER, DOCKET, COLORADO LAWYER LAWYERS' ANNOUNCEMENTS AND E-NEWSLETTERS

Name of Firm or Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number or email: \_\_\_\_\_

Type of Card:  Visa  MasterCard  American Express

Amount to be charged: \$ \_\_\_\_\_

One time payment:  Multiple months:  *(please list the months)* \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Jessica Espinoza at [advertising@cobar.org](mailto:advertising@cobar.org) or 303-860-1115 with questions.