

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.

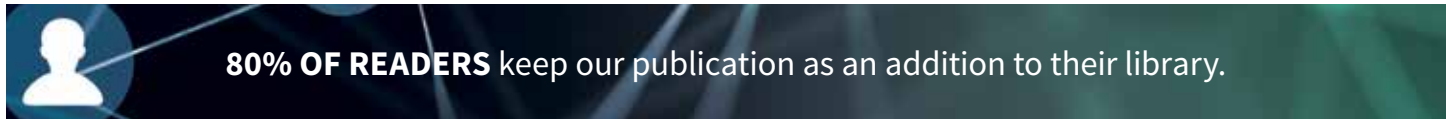


Colorado Lawyer

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)
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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 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.**

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.

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.