



ADVERTISING RATES 2020

Advertise in the Bar Association's *Bar Journal*, *Monthly Mailer* and *Directory* and reach over 1,000 SCBA members, including judicial officers, attorneys and other legal professionals in Sonoma County.

Bar Journal NEWSLETTER Rates and Specifications

The *Bar Journal* newsletter is a full color publication published quarterly with a special double issue in Fall highlighting our Careers of Distinction event; issues are mailed at the beginning of Jan., April, July, & Oct.

SPACE	2X FREQUENCY	4X FREQUENCY (30% DISC.)
2/3 Page Ad – Back Cover (7.25" x 6.5")	\$1,005	\$700
Full page Ad – Inside front/back	\$870	\$609
Full page Ad – Run of Book	\$835	\$584
1/2 Page Ad – Inside front/back	\$810	\$566
1/2 Page Ad – Run of Book	\$675	\$472
1/4 page Ad – Run of Book	\$460	\$322
1/6 page Ad – Run of Book	\$230	\$161
1/8 page Ad (Business Card) – Run of Book	\$150	\$105

(Add 10% to 2X rates for Single Placement Ad)

4X FREQUENCY BONUSES

1 free e-mail blast during calendar year (\$300 value)
 20% discount on any SCBA Directory Tab ad
 20% discount on all MONTHLY MAILER advertising for one year

Ad Dimensions (width x height):

Full page: 7.25" x 9.5"; **1/2 page:** 7.25" x 4.5"; **1/4 page:** 3.5" x 4.5"; **1/6 page:** 3.5" x 2.75"

2020 Advertising Deadlines—4 Issues Per Year (last date to reserve ad for issue):

Summer: May 11 '20 • **COD/Fall issue:** July 27 '20 • **Winter:** Nov. 09 '20 • **Spring:** Feb. 16 '21

For ads, PDF or eps format preferred.

Jpeg and tiff formats will be accepted, but there is no guarantee of quality. Circulation Rate is 1,000.

MONTHLY MAILER Rates and Specifications

The Mailer is sent out the 1st of each month and provides for timely announcements such as events & space rentals. Deadline is the 10th of previous month for both digital file submission & customer supplied copies.

Customer supplies copies (8.5 x 11; mailing service only): **\$300**

B/W copies made by SCBA: **\$450** • Color copies made by SCBA: **\$500**

2-sided B/W copies made by SCBA: **\$500** • 2-sided Color copies made by SCBA: **\$535**

The following disclaimer must be printed on your flyer: "This flyer is a paid advertisement and is being distributed as a service to members of the Sonoma County Bar Association. The information shown herein has not been endorsed or verified by SCBA."

For Bar Journal reservations, contact Caren Parnes at 707-758-5090 or caren@enterprisinggraphics.com

For Mailer reservations, contact Amy Jarvis at 707-542-1190 ext. 170 or amy@sonomacountybar.org