

Advertising Rates and Specifications

Advertising Information

Contracts: All forms of advertising must be accompanied by a signed contract. Classified ads must be submitted on a classified form.

Deadline: Ads must be provided by the 25th of the month. Example: April 25th is the deadline for the June issue.

Artwork: For the best print quality, ads must be supplied on CD or by email in a jpeg, tiff, pdf, or eps file format. The MCBA can design your advertisement for an additional fee. Please send ads as attachments to:

dfaylick@macombbar.org

Design Prices: Prices listed for design are for first-time design and proof. Proofs must be signed and approved before print. Any future changes are subject to charges negotiable by the advertiser and the MCBA staff.

Placement: The inside front cover and the inside back cover can be requested at \$20 more per month.

Design Rates

NON-MEMBERS

AD SIZE	
1/2 Page or Larger	\$150
1/3 Page or Smaller	\$100
Banner	\$100
Bumper or E-Briefs	\$75

MCBA MEMBERS

1/2 Page or Larger	\$120
1/3 Page or Smaller	\$80
Banner	\$80
Bumper or E-Briefs	\$60

Bar Briefs Advertising

Monthly Rates:	NON-MEMBERS		MCBA MEMBERS	
	AD SIZE	1 - 4 MOS.	5 - 12 MOS.	1 - 4 MOS.
Full Page 7 1/2" x 10"	\$660	\$595	\$525	\$475
1/2 Page 7 1/2" x 4 7/8"	\$360	\$330	\$290	\$260
1/3 Page 7 1/2" x 3 1/4"	\$325	\$295	\$255	\$240
1/4 Page 3 5/8" x 5"	\$225	\$195	\$185	\$155
Bus. Card 3 5/8" x 2 1/4"	\$130	\$95	\$105	\$75

Classified Section

Monthly Rates:	NON-MEMBERS		MCBA MEMBERS	
Up to 40 Words	\$40		\$25	
Each Additional Word	25¢		20¢	

Web Advertising

Monthly Rates:	NON-MEMBERS		MCBA MEMBERS	
	AD SIZE	1 - 5 MOS.	6 - 12 MOS.	1 - 5 MOS.
Banner 650 x 75 pixels	\$225	\$185	\$220	\$175
Bumper 150 x 300 pixels	\$175	\$145	\$165	\$135
E-Briefs (weekly) (300 x 100 pixels)	\$40	\$55	\$35	\$25
	< 12 weeks	> 12 weeks	< 12 weeks	> 12 weeks