



**TARGET YOUR MESSAGE**  
**ADVERTISE WITH THE MECKLENBURG COUNTY BAR**  
**REACH 4,300+ ATTORNEYS IN MECKLENBURG COUNTY**

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The Mecklenburg County Bar is made up of more than **4,300 attorneys** who live, work and entertain in the greater Charlotte region. Many members are **entrepreneurs, community leaders and policymakers** with vast networks of colleagues, friends and vendors.

The Mecklenburg County Bar, established in 1912, serves our members and the public in preserving the administration of justice. There is no more efficient, effective way to target your products and services to an affluent, influential clientele than by becoming an MCB Preferred Supporter, advertising in our publications and sponsoring our events and programs.

***The Mecklenburg Bar News***

This monthly, 2-color print publication is mailed to all Bar members and features articles written by judges, community leaders and attorneys; promotions of and wrap-up reports on Bar events; sponsor recognition; Continuing Legal Education course listings; and much more. One-color ad placements are available.

**MeckBar.org ([www.MeckBar.org](http://www.MeckBar.org))**

Our website receives more than 6,000 visitors and 21,000 page views each month. It is packed with valuable, timely information that includes a calendar of events, announcements, information on services available to members, Continuing Legal Education course information and much more.

**The 2012 Pictorial Annual MCB Membership Directory**

More than 5,000 MCB Directories are distributed annually. The 2012 edition, the first MCB pictorial directory in fifteen years, will feature the professional photographs of more than 2,000 MCB members and will certainly be a reference tool for years to come. Each Bar member receives a Directory as part of their dues, and it is a year-round resource for attorneys, judges, paralegals, legal secretaries and office staff. The Directory lists names and contact information of every member, listed by individual, as well by firms and area of legal concentration; contains important local, state and federal court information, as well as community resources and agencies; provides advertisers a full year of exposure to our members for one price; and offers full-color advertising opportunities.



**MECKLENBURG BAR NEWS**  
**2011–12 ADVERTISING RATES**

*Rates effective July 1, 2011–June 30, 2012*

**Mecklenburg Bar News Display Ads**

*Black-and-white only*

<b>Ad Size</b>	<b>1 Edition</b>	<b>3 Editions</b>	<b>6 Editions</b>	<b>12 Editions</b>
1/3 Page Vertical (3-Column) 2.431"W x 9.833"H 14p7 x 59p	\$350	\$945 <i>(Save \$35 per edition)</i>	\$1,680 <i>(save \$70 per edition)</i>	\$3,000 <i>(Save \$105 per edition)</i>
1/3 Page Horizontal (3-Column) 7.792"W x 3"H 46p9 x 18p	\$350	\$945 <i>(Save \$35 per edition)</i>	\$1,680 <i>(save \$70 per edition)</i>	\$3,000 <i>(Save \$105 per edition)</i>
1/4 Page Horizontal (2-Column) 5.101"W x 3"H 30p8 x 18p	\$300	\$810 <i>(Save \$30 per edition)</i>	\$1,440 <i>(Save \$60 per edition)</i>	\$2,600 <i>(Save \$90 per edition)</i>
1/9 Page Vertical (1-Column) 2.431"W x 3"H 14p7 x 18p	\$225	\$608 <i>(Save \$22 per edition)</i>	\$1,080 <i>(Save \$45 per edition)</i>	\$2,000 <i>(Save \$68 per edition)</i>

**Mecklenburg Bar News Classified Ads**

<b>Per Edition</b>
\$200 for first 50 words; \$3 per word thereafter

**Mecklenburg Bar News Advertising Deadlines**

<b>Edition</b>	<b>Art &amp; Payment Deadline</b>	<b>Edition</b>	<b>Art &amp; Payment Deadline</b>
July 2011	<i>June 7, 2011</i>	Jan. 2012	<i>Dec. 7, 2012</i>
Aug. 2011	<i>July 1, 2011</i>	Feb. 2012	<i>Jan. 6, 2012</i>
Sept. 2011	<i>Aug. 5, 2011</i>	Mar. 2012	<i>Feb. 3, 2012</i>
Oct. 2011	<i>Sept. 2, 2011</i>	Apr. 2012	<i>Mar. 7, 2012</i>
Nov. 2011	<i>Oct. 5, 2011</i>	May 2012	<i>April 5, 2012</i>
Dec. 2011	<i>Nov. 7, 2011</i>	June 2012	<i>May 7, 2012</i>



### **Mecklenburg Bar News Display Ads: Specifications**

Advertiser is responsible for laying out the ad in the dimensions provided. Finished artwork following these specifications must be provided by the advertising deadline or it will be placed in the following scheduled edition. All display ads must be submitted in black and white.

### **Required Image Formats**

ADOBE ACROBAT PDF: **All fonts must be embedded.** Make sure your distiller settings are set for PRINT (300 dpi resolution).

PHOTOSHOP TIFF OR EPS: **All fonts must be included** when submitting an eps file. Fonts must be in Mac format. No true-type fonts are accepted. Save at a resolution of 300 dpi.

We **cannot** accept the following formats for display ads: Word processing programs (Microsoft Word, Works, WordPerfect, etc.), Excel, Publisher, or PowerPoint documents. Ads not meeting required specifications will be returned to advertiser with a request to re-submit following proper guidelines. MCB staff cannot guarantee re-submitted ads will be placed in requested edition. Advertiser will be notified if ad cannot be placed in requested edition.

### **Mecklenburg Bar News Classified Ads: Specifications**

We accept Microsoft Word files and .txt files as attachments, or you can submit your copy in the body of an e-mail to [adplace@meckbar.org](mailto:adplace@meckbar.org).

**We do not have design or editing capabilities.** All artwork must be done by the advertiser, and it is their responsibility to create their own artwork or to hire a graphic designer to do it for them. If you need assistance in creating or editing your ad, we recommend Rachel Hewitt (704/375-9443 or [rhewitt@carolina.rr.com](mailto:rhewitt@carolina.rr.com)). She will bill you directly for the work.

### **Payment & Placement**

Your ad(s) will be placed after payment is received. We accept payment by check, money order, Visa, or MasterCard.

MCB reserves the right to refuse any ad based on content or technical limitations, as well as to edit your ad for content or space considerations. A refund will be editiond for edited ads where word counts are cut.

### **Ad Submission**

By the advertising deadline, please submit all artwork and text on CD, along with a hard copy of the finished ad, and send it to *Mecklenburg County Bar, Attn: Adplace, 438 Queens Road, Charlotte, NC, 28207*. You can also e-mail it to [adplace@meckbar.org](mailto:adplace@meckbar.org), and fax a hard copy to 704/333-6209. Please include your name, company name, phone number, ad type (classified or display) and size, and the time frame for when you would like it to run.

For more information or to reserve a placement in the *Mecklenburg Bar News*, contact 704/375-8624 or [adplace@meckbar.org](mailto:adplace@meckbar.org)



## THE MECKLENBURG BAR NEWS ADVERTISING AGREEMENT

Please complete and return to [adplace@meckbar.org](mailto:adplace@meckbar.org) or fax it to 704/333-6209.

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

Company: \_\_\_\_\_

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

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please indicate below the size of your ad and the months you would like your ad to run in the *Mecklenburg Bar News*.

Ad Size	Jul. 2011	Aug. 2011	Sep. 2011	Oct. 2011	Nov. 2011	Dec. 2011	Jan. 2012	Feb. 2012	Mar. 2012	Apr. 2012	May. 2012	Jun. 2012	Total months	Cost
1/3 Page Vertical (3-column)														
1/3 Page Horizontal (3column)														
1/4 Page Horizontal (2-column)														
1/9 Page Horizontal (1column)														

### *Mecklenburg Bar News Advertising Deadlines*

Edition	Art & Payment Deadline	Edition	Art & Payment Deadline
July 2011	<i>June 7, 2011</i>	Jan. 2012	<i>Dec. 7, 2012</i>
Aug. 2011	<i>July 1, 2011</i>	Feb. 2012	<i>Jan. 6, 2012</i>
Sept. 2011	<i>Aug. 5, 2011</i>	Mar. 2012	<i>Feb. 3, 2012</i>
Oct. 2011	<i>Sept. 2, 2011</i>	Apr. 2012	<i>Mar. 7, 2012</i>
Nov. 2011	<i>Oct. 5, 2011</i>	May 2012	<i>April 5, 2012</i>
Dec. 2011	<i>Nov. 7, 2011</i>	June 2012	<i>May 7, 2012</i>

**Payment & Placement**

Your ad(s) will be placed only after payment is received. We accept payment by check, money order, Visa, or MasterCard.

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

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



## MECKBAR.ORG CLASSIFIED ADS

### Payment & Placement

Classified ad(s) are \$80 per month for the first 50 words and \$3 for every word thereafter. Photos are an additional \$10 per month. Ads will usually be placed within three business days of payment being received. We accept payment by check, money order, Visa, or MasterCard. MCB reserves the right to refuse any ad based on content or technical limitations, as well as to edit for content or space considerations.

### Specifications:

Classified ads are posted on our website in one of six categories based on advertiser preference:

- For Sale
- Office Space
- Attorney Positions Available
- Attorney Positions Sought
- Paralegal/Administrative Positions Available
- Paralegal/Administrative Positions Sought

URLs, e-mail addresses & phone numbers count as 1 word each

Photo size is 125 pixels x 125 pixels / .4" x .4"

We accept Microsoft Word files, .txt files and .jpg as attachments, or you can submit your copy in the body of an e-mail to [adplace@meckbar.org](mailto:adplace@meckbar.org).

### Ad Submission

Please e-mail text to [adplace@meckbar.org](mailto:adplace@meckbar.org) or fax a hard copy to 704/333-6209. Please include your name, company name, phone number, and the time frame for when you would like it to run.

For more information or to reserve a placement on MeckBar.org, e-mail [adplace@meckbar.org](mailto:adplace@meckbar.org) or 704/375-8624.



**ANNUAL MEMBERSHIP DIRECTORY  
2011–12 PICTORIAL EDITION  
ADVERTISING RATES**

**Premium Full-Color Placements**

*Full-page, four-color, printed on glossy paper with full bleed*

Placement	Ad Size	Cost
<del>Back Cover</del> - <b>SOLD</b>	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120
<del>Inside Front Cover</del> - <b>SOLD</b>	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120
<del>Inside Back Cover</del> - <b>SOLD</b>	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,120

**Additional Full-Color Options**

*Printed on glossy paper with no bleed*

Ad Type	Ad Size	Cost
Full Page	7 5/8" x 10"	\$2,730
Half Page	7 5/8" x 5"	\$1,470
Quarter Page	3 3/4" x 5"	\$850

**White Pages**

*Full-page, black and white, 7 5/8" X 10", no bleed,*

*placed in high-visibility sections, including, but not limited to, the following: before the table of contents, before areas of concentration, before member listing and before firm listing.*

Placement	Cost
Full-page, black and white, 7 5/8" X 10", no bleed.	\$1,260

**Support Services/Yellow Pages**

*Black-on-yellow only*

Ad Type	Ad Size	Cost
Full-page	7 1/4" x 9 3/8"	\$1,050
Half-page	7 1/4" x 4 5/8"	\$840
Quarter-page	3 1/2" x 4 5/8"	\$630
1/8-page	3 1/2" x 2 1/4"	\$425
Text-only listing only	company name, address & phone	\$215

- All ads include a three-line listing under service category & in alphabetical index
- All ads, except for 1/8-page and text-only listings, include a complimentary copy of the directory.

**All ads and payment must be submitted by September 28, 2011 to be included in the 2011-12 Pictorial Membership Directory.**



**Directory Display Ad: Specifications**

Advertiser is responsible for laying out the ad in the dimensions provided (see chart below). Finished artwork must be provided by deadline specified by the MCB representative. All one-color ads must be submitted in black and white. All one-color ads must be submitted in black and white. All full-color ads must be submitted in CMYK.

**Required Image Formats**

If at all possible, supply us with both a “live” file and a PDF. (A “live” file is one that is created with an application prior to exporting a PDF).

ADOBE ACROBAT PDF: All fonts should be converted to outlines/paths before creation of PDF. Make sure your distiller settings are set for PRINT (300 dpi resolution).

EPS VECTOR FILES (Illustrator and Freehand): All fonts should be converted to outlines/paths before creation of EPS.

PHOTOSHOP (or similar bitmap editor): This is not preferred, but if you need to, the format must be a 300 dpi TIFF, JPG, or EPS in CMYK or Grayscale or Bitmap (1 bit, black and white) image.

QUARKXPRESS & INDESIGN: Include all images and fonts.

We **cannot** accept the following formats for display ads: Word processing programs (Microsoft Word, Works, WordPerfect, etc.), Excel, Publisher, or PowerPoint documents.

**Directory Ad Sizes**

*(all sizes are horizontal/width by vertical/height)*

<b>Ad Placement</b>	<b>Size</b>
Inside front cover (full color, full bleed)	8 3/8” x 10 3/4” (plus 1/8” bleed)
Inside back cover (full color, full bleed)	8 3/8” x 10 3/4” (plus 1/8” bleed)
Outside back cover (full color, full bleed)	8 3/8” x 10 3/4” (plus 1/8” bleed)
Insert (full color, no bleed)	7 5/8” x 10” (full page) 7 5/8” x 5” (half page) 3 3/4” x 5” (quarter page)
White Pages (one color, no bleed)	7 5/8” x 10” (full page only)
Yellow Pages (one color, no bleed)	7 1/4” x 9 3/8” (full page) 7 1/4” x 4 5/8” (half page) 3 1/2” x 4 5/8” (quarter page) 3 1/2” x 2 1/4” (1/8 page)



### **Payment & Placement**

Your ad(s) will be placed only after payment is received. Placement is first-come, first-served. We accept payment by check, money order, Visa, or MasterCard.

We do not have design or editing capabilities. All artwork must be done by the advertiser, and it is their responsibility to create their own artwork or to hire a graphic designer to do it for them. If you need assistance in creating or editing your ad, we recommend Rachel Hewitt (704/375-9443 or [rhewitt@carolina.rr.com](mailto:rhewitt@carolina.rr.com)). She will bill you directly for the work.

### **Ad Submission**

All ads and payment must be submitted by September 28, 2011 to be included in the 2011-12 Pictorial Membership Directory. Please submit all artwork and text on CD, along with a hard copy of the finished ad, and send it to the following:

#### **By Mail**

**Mecklenburg County Bar**  
**ATTN: Directory**  
**438 Queens Road**  
**Charlotte NC 28207**

For more information or to reserve a spot in our directory, contact 704/375-8624 or [adplace@meckbar.org](mailto:adplace@meckbar.org)



## THE MECKLENBURG COUNTY BAR PICTORIAL DIRECTORY ADVERTISING AGREEMENT

Please complete and return to adplace@meckbar.org or fax it to 704/333-6209.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

**Please indicate your selection below:**

Placement		Cost	Selection
<b>Back Cover</b>	<i>Availability is limited!</i>	\$3,120	<b><i>SOLD</i></b>
<b>Inside Front Cover</b>	<i>Availability is limited!</i>	\$3,120	<b><i>SOLD</i></b>
<b>Inside Back Cover</b>	<i>Availability is limited!</i>	\$3,120	<b><i>SOLD</i></b>
Full Page, full-color, glossy, no bleed	<i>Placed at the front</i>	\$2,730	
Half Page, full-color, glossy, no bleed	<i>Placed at the front</i>	\$1,470	
Quarter Page, full-color, glossy, no bleed	<i>Placed at the front</i>	\$850	
Full-page, black and white, no bleed -white paper	<i>Placed in prominent locations</i>	\$1,260	
Full-page, black and white, no bleed	<i>Support services /yellow pages</i>	\$1,050	
Half-page, black and white, no bleed	<i>Support services /yellow pages</i>	\$840	
Quarter-page, black and white, no bleed	<i>Support services /yellow pages</i>	\$630	
Eighth-page, black and white, no bleeds	<i>Support services /yellow pages</i>	\$425	
Text-only	<i>Support services /yellow pages</i>	\$215	

### Yellow Pages Listing (included with all advertising)

Advertising Heading: \_\_\_\_\_ Line 2: \_\_\_\_\_

Company Name: \_\_\_\_\_ Line 3: \_\_\_\_\_

Line 1: \_\_\_\_\_ Phone: \_\_\_\_\_

#### Payment & Placement

Your ad(s) will be placed only after payment is received. Placement is first-come, first-served. We accept payment by check, money order, Visa, or MasterCard. All ads and payment must be submitted by **September 28, 2011** to be included in the 2011-12 Pictorial Membership Directory. Please submit all artwork and text on CD, along with a hard copy of the finished ad, and send it to the following: **Mecklenburg County Bar, ATTN: Directory, 438 Queens Road, Charlotte NC 28207.**

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

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