



TARGET YOUR MESSAGE REACH 4,300+ ATTORNEYS IN MECKLENBURG COUNTY

Who Are We?

We are a 501(c)(6) mandatory Bar with approximately 4,300 active members. Our mission is to serve members and the public in preserving the administration of justice.

Who Are Our Members?

Members of the Mecklenburg County Bar are attorneys who live, work and entertain in the greater Charlotte area.

- We are a mandatory Bar, established in 1912, with 4,300 members
- A third of our members are 36 years of age or younger
- Many members are entrepreneurs, community leaders and policymakers with vast networks of colleagues, friends, and vendors

How do you reach this educated, affluent, and influential audience? There is no more efficient, effective way to target your products and services to the Mecklenburg legal community than by advertising in one of the following MCB publications:

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, as well as inserts for one- to four-color flyers or postcards.

MeckBar.org (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 Annual MCB Membership Directory

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. It 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
2010–11 ADVERTISING RATES
Rates effective July 1, 2010–June 30, 2011

Mecklenburg Bar News Display Ads
Black-and-white only

Ad Size	1 Edition	3 Editions	6 Editions	12 Editions
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

Per Edition
\$200 for first 50 words; \$3 per word thereafter

Mecklenburg Bar News Inserts

Black and White	
8 1/2" x 11" one-sided	\$850
8 1/2" x 11" two-sided	\$1,200

Please contact zhull@meckbar.org or (704) 375-8624 x100 for **insertion only pricing and instructions!

Bar News Advertising Deadlines

Edition	Art & Payment Deadline	Edition	Art & Payment Deadline
July 2010	June 1, 2010	Jan. 2011	Nov. 29, 2011
Aug. 2010	July 6, 2010	Feb. 2011	Jan. 5, 2011
Sept. 2010	Aug. 5, 2010	Mar. 2011	Feb. 2, 2011
Oct. 2010	Sept. 7, 2010	Apr. 2011	Mar. 7, 2011
Nov. 2010	Oct. 5, 2010	May 2011	April 5, 2011
Dec. 2010	Nov. 1, 2010	June 2011	May 5, 2011



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 zhull@meckbar.org.

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 editioned 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, 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 *Bar News*, contact zhull@meckbar.org or (704) 375-8624 X100



THE *MECKLENBURG BAR NEWS* ADVERTISING AGREEMENT

Please complete and return to zhull@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	Feb. 2010	Mar. 2010	Apr. 2010	May. 2010	Jun. 2010	Jul. 2010	Aug. 2010	Sep. 2010	Oct. 2010	Nov. 2010	Dec. 2010	Total months	Monthly Cost	Subtotal
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 2010	<i>June 1, 2010</i>	Jan. 2011	<i>Nov. 29, 2011</i>
Aug. 2010	<i>July 6, 2010</i>	Feb. 2011	<i>Jan. 5, 2011</i>
Sept. 2010	<i>Aug. 5, 2010</i>	Mar. 2011	<i>Feb. 2, 2011</i>
Oct. 2010	<i>Sept. 7, 2010</i>	Apr. 2011	<i>Mar. 7, 2011</i>
Nov. 2010	<i>Oct. 5, 2010</i>	May 2011	<i>April 5, 2011</i>
Dec. 2010	<i>Nov. 1, 2010</i>	June 2011	<i>May 5, 2011</i>



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.

Ad Submission

Please e-mail text to 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, contact Zach Hull at

zhull@meckbar.org or

(704) 375-8624 x100



ANNUAL MEMBERSHIP DIRECTORY 2010–11 ADVERTISING RATES

Premium Full-Color Placements

*Full-page, four-color, printed on glossy paper with full bleed
Availability is limited!*

Placement	Ad Size	Cost
Back Cover	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,000
Inside Front Cover	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,000
Inside Back Cover	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$3,000

Additional Full-Color Options

Printed on glossy paper with no bleed

Ad Type	Ad Size	Cost
Full Page	7 5/8" x 10"	\$2,600
Half Page	7 5/8" x 5"	\$1,400
Quarter Page	3 3/4" x 5"	\$800

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*

Placement	Cost
before Table of Contents	\$1,200
before Areas of Concentration	
before Member Listing	
before Firm Listing	

Support Services/Yellow Pages

Black-on-yellow only

Ad Type	Ad Size	Cost
Full-page	7 1/4" x 9 3/8"	\$1,000
Half-page	7 1/4" x 4 5/8"	\$800
Quarter-page	3 1/2" x 4 5/8"	\$600
1/8-page	3 1/2" x 2 1/4"	\$400
Text-only listing only	company name, address & phone	\$200

- 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. Additional copies are available to advertisers at a discounted price of \$40 (regularly \$50).



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)

Ad Placement	Size
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). She will bill you directly for the work.

Ad Submission

All ads must be submitted by October 29, 2010 to be included in the 2010-2011 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 c/o Zach Hull
438 Queens Road
Charlotte NC 28207**

For more information or to reserve a spot in our directory, contact zhull@meckbar.org or (704) 375-8624 x100