



TARGET YOUR MESSAGE REACH 4,000 ATTORNEYS IN MECKLENBURG COUNTY

Who Are We?

We are a 501(c)(6) mandatory Bar with more than 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, more than 4,300 active members
- A third of our members are 36 and 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 Bar publications:

The Mecklenburg Bar News

This monthly, two-color print publication is mailed to all Bar members and features issue-focused 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 or four-color flyers..

The Bar Web Site (www.meckbar.org)

Our website receives more than 16,000 visits and 25,000 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 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



The Mecklenburg Bar News
2009–10 ADVERTISING RATES
Rates effective July 1, 2009–June 30, 2010

Mecklenburg Bar News Display Ads
Black-and-white only

Ad Size	1 Issue	3 Issues <i>Save!</i>	6 Issues <i>Save!</i>	12 Issues <i>Save!</i>
1/3 Page Vertical 2.431" W x 9.833" H 14p7x59p	\$350	\$945 <i>(Save \$35 per Issue)</i>	\$1,680 <i>(Save \$70 per Issue)</i>	\$2,940 <i>(Save \$105 per Issue)</i>
1/3 Page Horizontal 7.792" W x 3" H 46p9x18p	\$350	\$945 <i>(Save \$35 per Issue)</i>	\$1,680 <i>(Save \$70 per Issue)</i>	\$2,940 <i>(Save \$105 per Issue)</i>
1/4 Page Horizontal 5.101" W x 3" H 30p8x18p	\$300	\$810 <i>(Save \$30 per Issue)</i>	\$1,440 <i>(Save \$60 per Issue)</i>	\$2,520 <i>(Save \$90 per Issue)</i>
1/9 Page Vertical 2.431" x 3" 14p7x18p	\$225	\$608 <i>(Save \$22 per Issue)</i>	\$1,080 <i>(Save \$45 per Issue)</i>	\$1,890 <i>(Save \$68 per Issue)</i>

Mecklenburg Bar News Classified Ads

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

Mecklenburg Bar News Inserts

Black and White	
8 1/2" x 11" one-sided black and white	\$800
8 1/2" x 11" two-sided black and white	\$1,100
8 1/2" x 11" one-sided full color, no bleed	\$1,600
8 1/2" x 11" two-sided full color, no bleed	\$2,000

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

Mecklenburg Bar News Advertising Deadlines

Issue	Art & Payment Deadline	Issue	Art & Payment Deadline
July 2009	June 1, 2009	Jan. 2010	Dec. 1, 2009
Aug. 2009	July 1, 2009	Feb. 2010	Jan. 4, 2010
Sept. 2009	Aug. 3, 2009	Mar. 2010	Feb. 4, 2010
Oct. 2009	Sept. 1, 2009	Apr. 2010	Mar. 1, 2010
Nov. 2009	Oct. 1, 2009	May 2010	April 1, 2010
Dec. 2009	Nov. 2, 2009	June 2010	May 3, 2010



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 issue. 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 issue. Advertiser will be notified if ad cannot be placed in requested issue.

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.

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 issued 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 **adplace@meckbar.org** or (704) 375-8624 X100



Mecklenburg County Bar Web site
2009–10 ADVERTISING RATES
Rates effective July 1, 2009–June 30, 2010

Ad Type	3 Months	6 Months	12 Months
Classified Ads <i>text-only, no art</i>	\$80 per month first 50 words; \$3 per word thereafter. <i>URLs, e-mail addresses & phone numbers count as 1 word each.</i>		

Payment & Placement

Classified ad(s) and 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.

Ad Submission

Please submit all text to adplace@meckbar.org and 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 our website, contact
adplace@meckbar.org or (704) 375-8624 x100



**ANNUAL MEMBERSHIP DIRECTORY
2009–10 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)	\$2,875
Inside Back Cover	8 3/8" x 10 3/4" (plus 1/8" bleed)	\$2,750

Additional Full-Color Options

Printed on glossy paper with no bleed

Ad Type	Ad Size	Cost
Full Page	7 5/8" x 10"	\$2,585
Half Page	7 5/8" x 5"	\$1,385
Quarter Page	3 3/4" x 5"	\$750

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"	\$1,050
Half-page	7 1/4" x 4 5/8"	\$720
Quarter-page	3 1/2" x 4 5/8"	\$550
1/8-page	3 1/2" x 2 1/4"	\$375
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’s 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)

For further information on electronic specifications, please contact Brenda Beck of R.L. Bryan Company at (800) 476-1844 or bbeck@rlbryan.com.



Important Note: Ads that require editing in order to meet submission requirements will incur charges from the designer, Palette Communications. Palette Communications will bill the advertiser directly for these charges.

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) or Neal Caldwell (704-544-0295 or neal@palettecommunicationsinc.com). They will bill you directly for their work.

Ad Submission

By advertising deadline (as established by MCB representative), 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

By E-Mail
zhull@meckbar.org

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