



2010 MEDIA KIT

ADVERTISING RATES FOR ALL WCBA PUBLICATIONS

REACH YOUR TARGET MARKET



The WCBA's publications include:

WCBA's *Directory of Attorneys Deskbook* — Published annually, this reference book is used by the Courts, municipalities, law firms and law-related businesses.

Westchester Bar Journal — This twice yearly upscale legal publication is distributed to members, law libraries, courts, legal-related businesses and other bar associations.

WCBA's *Newsletter* — This monthly publication highlights the WCBA's events and activities, contains informative content, continuing legal education opportunities, seminars and much more.

WCBA ENews — This electronic newsletter is sent every two weeks to all WCBA members and contains up-to-the minute information on legal news and upcoming events.

wcbany.org — Limited advertising is accepted on the WCBA's homepage. Our site is viewed regularly and relied upon heavily by members of the legal community as well as the public.

One North Broadway, Suite 512, White Plains, NY 10601
Phone: (914) 761-3707 ~ Fax: (914) 761-9402 ~ www.wcbany.org

BAR JOURNAL ADVERTISING

The WCBA's *Westchester Bar Journal* is distributed to our members as well as law libraries, courts, legal-related businesses and other bar associations. Advertising in the *Westchester Bar Journal* will reach an upscale market of legal professionals in Westchester County.

Bar Journal Specifications

Paper Quality: 70 lb. smooth white
 DPI: 150 min., 300 max., LPI: 133
 Bleed: NO Size: 6" x 9"

RATES:

Price is for advertisement in 2 issues:
 the Spring/Summer and Fall/Winter Issues.

| Type | Size | Price |
|---------------------|----------------|---------|
| Back Cover (4/C) | (5" w X 5½" h) | \$1,250 |
| Inside Covers (4/C) | (5" w X 7" h) | \$1,000 |
| Full Page (B/W) | (5" w X 7" h) | \$675 |
| Half Page (B/W) | (5" w X 3½" h) | \$425 |

Ad Specifications

Preferred Format: PDF, "Press" all fonts embedded.

Accepted Digital Formats:

We accept JPG, EPS, TIF, PDF, Adobe InDesign, Adobe Illustrator, Adobe PhotoShop, Adobe PageMaker, Microsoft Publisher, Word, Word Perfect. All ads should be emailed to: design@wcbany.org.

Ads are placed on a first come, first served basis. Ad space must be reserved in WRITING by mail or email and payment is due upon acceptance. **For guaranteed placement** in specific location, add 10% to ad cost. The WCBA reserves the right to reject any ad copy at any time for any reason.



Design Services are available at the rate of \$100 per hour with a 1-hour minimum. Additional time is billed at the rate of \$25 per quarter-hour.

Color Specifications

Color is available on inside and outside covers. Color ads (4/C) **must be submitted in CMYK format ONLY**; ads submitted in RGB or with PMS colors will be returned for revision or subject to a design fee.

Proofs for all ads: will be faxed or emailed to you. To ensure the *Bar Journal* schedule, your approval will be presumed if we do not receive approval or corrections by the date specified on your proof.

Ad Deadlines:

March 15th for the Spring/Summer Issue
 September 15th for the Fall/Winter Issue

Payment

Payment is due at the time that your ad is accepted, and prior to publication. We accept American Express, Visa, MasterCard and checks.

Send to: WCBA *Bar Journal*, One North Broadway, Suite 512, White Plains, NY 10601.

WCBA ONLINE at wcbany.org

The WCBA's website accepts limited advertising.

Fixed Ad \$1,500 per month. One fixed ad ONLY will be run on WCBA's website. If the ad space is claimed, a waiting list will be maintained. The current advertiser will have a right of first refusal on renewing the space before WCBA staff contacts the waiting list, in order. This right of first refusal is valid for a maximum of 3 months.

Rotating Ad \$1,500 per quarter. Four rotating ads maximum will run on the WCBA's website. If all ad space is claimed, a waiting list will be maintained. The current advertiser will have a right of first refusal on renewing the space before WCBA staff contacts the waiting list, in order.

Ads must be in color, in JPG format, and sized exactly to 144x180 pixels. Please note that ads which do not conform to this size will look askew and will not be accepted. Design services are not available for website ads.

ONLINE CLASSIFIEDS are available as stand-alone ads or combined with a run in that month's *Newsletter*. See the *Newsletter* section for additional information.

| Size | Web/Print Combo | Web Only |
|----------------------------|-----------------|----------|
| Up to 5 lines (Member) | \$95 | \$50 |
| Up to 10 lines (Member) | \$130 | \$75 |
| Up to 5 lines (NonMember) | \$130 | \$75 |
| Up to 10 lines (NonMember) | \$170 | \$120 |

NEWSLETTER ADVERTISING

The WCBA's *Newsletter* is a monthly publication that highlights the WCBA's events and activities, continuing legal education opportunities, seminars and much more. The newsletter is distributed to over 2,200 members, affiliate members and top business professionals. It is also available on the WCBA website at wcbany.org.

Newsletter Specifications

Paper Quality: 80 lb. gloss text
 DPI: 150 min., 300 max., LPI: 133
 Bleed: NO Size: 8½" x 11"

RATES:

Prepay for a display ad in three issues to receive a 10% discount. Color ads are not subject to any discounts.



Display Ads:

| Size | | Color | Mem. | Non.Mem |
|--------------|-----------------|-------|-----------|-----------|
| Bus. Card | (2" h x 3½" w) | B/W | \$85.00 | \$150.00 |
| Bus. Card | (2" h x 3½" w) | 4/C | \$150.00 | \$235.00 |
| Quarter Page | (4" h x 3½" w) | B/W | \$200.00 | \$300.00 |
| Quarter Page | (4" h x 3½" w) | 4/C | \$250.00 | \$425.00 |
| Half Page H | (4" h x 7½" w) | B/W | \$385.00 | \$575.00 |
| Half Page H | (4" h x 7½" w) | 4/C | \$500.00 | \$850.00 |
| Half Page V | (9¾" h x 3½" w) | B/W | \$425.00 | \$625.00 |
| Half Page V | (9¾" h x 3½" w) | 4/C | \$600.00 | \$900.00 |
| Full Page | (9¾" h x 7½" w) | B/W | \$775.00 | \$1200.00 |
| Full Page | (9¾" h x 7½" w) | 4/C | \$1000.00 | \$1600.00 |

Classified Ads:

| Size | Mem. | Non-Mem. |
|-------------------------|---------|----------|
| Up to 5 lines | \$60.00 | \$95.00 |
| Up to 10 lines | \$90.00 | \$125.00 |
| Over 10 lines, per line | \$10.00 | \$20.00 |

Display Ad Specifications

Preferred Format: PDF, "Press" all fonts embedded.

Accepted Digital Format:

JPG, EPS, TIF, PDF, InDesign, Illustrator, PhotoShop, PageMaker, Publisher, Word, Word Perfect. Please be sure to also send us a hard copy for proof comparison. All images must be high resolution (300 dpi minimum) and must include all screen and printer fonts.

Proofs for all ads: will be faxed or emailed to you. To ensure the *Newsletter* schedule, your approval will be presumed if we do receive approval or corrections by the date specified on your proof.

Ad Deadline:

The 10th of the month preceding publication. Advance reservations recommended.

Classified Ads:

Ad text should be emailed to: design@wcbany.org.
Classified ads are also available on WCBA's website. See the Online section of this Kit for more information.

Ads are placed on a first come, first served basis. Ad space must be reserved in WRITING by mail or email. To protect you, ad changes **MUST** be submitted in writing. Ad renewals made over the telephone are subject to written confirmation. **For guaranteed placement** in a specific location, add 10% to ad cost; no pre-payment or bulk discounts are applied. The WCBA reserves the right to reject any ad copy at any time for any reason.

Color Specifications

The *Newsletter* contains color on all pages. Color ads (4/C) **must be submitted in CMYK format ONLY**; ads submitted in RGB or with PMS colors will be returned for revision or subject to a design fee.

Design Services are available at the rate of \$100 per hour, with a 1-hour minimum. Additional time is billed at the rate of \$25 per quarter-hour.

Payment

Payment is due at the time that your ad is accepted, and prior to publication. We accept American Express, Visa, MC and checks.

Send to: WCBA *Newsletter*, One North Broadway, Suite 512, White Plains, NY 10601.

DIRECTORY OF ATTORNEYS DESKBOOK

The WCBA's *Directory of Attorneys Deskbook* is published annually. This reference book is used by the Courts, municipalities, law firms and law-related businesses, giving your advertisement maximum exposure to the legal market.

Deskbook Specifications

Paper Quality: 70 lb. smooth white
 DPI: 150 min., 300 max., LPI: 133
 Bleed: NO Size: 6" x 9"

RATES:

| Type | Size | Color | Price |
|--------------------|-----------------|-------|----------|
| Back Outside Cover | (5¼" w x 6¼" h) | 4/C | \$ 2,000 |
| Inside Covers | (5" w x 7" h) | 4/C | \$ 1,600 |
| Full Page | (5" w x 7" h) | B/W | \$ 1,000 |
| Half Page (H) | (5" w x 3¼" h) | B/W | \$ 675 |
| Half Page (V) | (2¼" w x 7" h) | B/W | \$ 700 |
| Quarter Page | (2¼" w x 3¼" h) | B/W | \$ 385 |

Ad Specifications

Ads are placed on a first come, first served basis. Ad space must be reserved in WRITING by mail or email. The WCBA reserves the right to reject any ad copy, at any time, for any reason.

Preferred Format: PDF, "Press" quality.

Accepted Digital Formats: JPG, EPS, TIF, PDF, In-Design, Illustrator, PhotoShop, PageMaker, Publisher, Word, Word Perfect. All images must be high resolution (300 dpi minimum) and must include all fonts.

Color Specifications

Color is available on inside and outside covers only. Color ads (4/C) **must be submitted in CMYK format ONLY**; ads submitted in RGB or with PMS colors will be returned for revision or subject to a design fee.

Design Services are available at the rate of \$100 per hour with a 1-hour minimum for all design work. Additional time is billed at the rate of \$25 per quarter-hour.

Send ads via email to: design@wcbany.org
 Mail hard copy to: WCBA Deskbook, One North Broadway, Suite 512, White Plains, NY 10601

Practice Pages

The blue "Practice Pages" section lists attorneys and/or law firms available for referral or consultation - by practice area(s) - in its own section of the *Deskbook* on easily visible light blue paper. All WCBA members may take advantage of the opportunity to advertise in the *Deskbook*, and each practice area listing can include your name, firm, address, phone, fax and email.

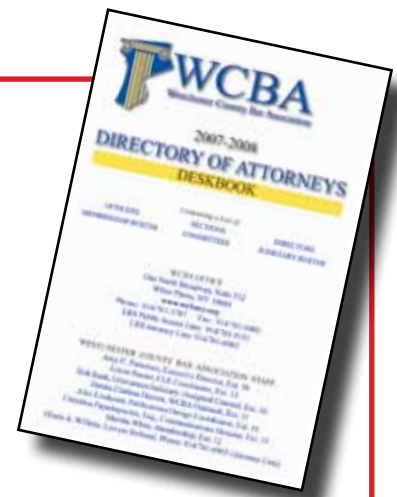
RATES:

| | |
|-------------------------------------|-------|
| 1 Listing by Area of Concentration | \$100 |
| 2 Listings by Area of Concentration | \$175 |
| 3 Listings by Area of Concentration | \$225 |
| Each Additional Listing | \$ 50 |

Payment

Payment is due at the time that your ad is accepted, and prior to publication. We accept American Express, Visa, MasterCard and checks.

Send to: WCBA Deskbook, One North Broadway, Suite 512, White Plains, NY 10601



WCBA ENEWS



The WCBA ENews is an electronic newsletter that is sent by email every two weeks to members, affiliates and anyone else who requests inclusion. The ENews alerts members to upcoming events, CLE and other critical news that can not wait for the monthly *Newsletter*.

Exclusive sponsorship of the ENews is available for terms of six months or one year. No other advertising is

accepted for this publication. The ENews sponsor has a segment of the ENews for text, a graphic, logo or photograph, and a link into the sponsor's own website.

RATES:

| | |
|-------------|----------|
| Six months: | \$ 3,800 |
| One year: | \$ 7,400 |