

# MCBA

**2021**

**ADVERTISING**

**OPPORTUNITIES**

**MARIN COUNTY  
BAR ASSOCIATION**

## ADVERTISING OPPORTUNITIES

Advertising with MCBA allows you to put your message directly in front of a high-profile targeted audience of legal professionals in Marin County.

Gain visibility and brand recognition for your business throughout the well-heeled educated Marin County legal and professional community. Our members include public and private sector attorneys across disciplines, as well as legal support professionals including CPAs, bankers, and real estate professionals.

**MCBA's Mission Statement** is to *involve, encourage, and support bar association members, to serve as a liaison to the Marin County courts, and to educate the community and enhance access to legal services.*

The Marin County Bar Association relies on its members and sponsors to support our many valuable legal programs. These programs include our Legal Scholarship Fund, Lawyers in the Library, high school Mock Trial, and our many public education and MCLE events.

We offer sponsorship and advertising packages available for all budgets. Promote your business and services while supporting the Marin County Bar Association and our many programs. It's a win-win!

## TABLE OF CONTENTS

Program Sponsorships	<a href="#"><u>4</u></a>
Online Display Ads	<a href="#"><u>5</u></a>
The Marin Lawyer Digital Magazine	<a href="#"><u>6</u></a>
Event Sponsorships	<a href="#"><u>8</u></a>
The Marketplace	<a href="#"><u>9</u></a>
Leadership Circle	<a href="#"><u>10</u></a>
Get Started with Advertising	<a href="#"><u>11</u></a>
Terms	<a href="#"><u>12</u></a>

## PROGRAM SPONSORSHIPS

MCBA Program Sponsors are the premier level of support to the Marin County Bar Association. We have program sponsorships available for all budget levels.

Sponsorship Levels & Benefits	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,500	BRONZE \$1,000
Acknowledgment at MCBA programs & events	X-Large Logo	Large Logo	Small Logo	Listing
Acknowledgment on MCBA website	X-Large Logo	Large Logo	Small Logo	Company Name
Advertising on MCBA website	Industry Exclusive Banner Ad * 6 months	Banner Ad 6 months	Button Sidebar Ad 3 months	—
Digital Marin Lawyer Quarterly issue	½ page ad in 4 issues	¼ page ad in 4 issues	¼ page ad in 2 issues	Listing as Sponsor
Sponsor Listing on list serv and MCBA member emails	12 mos.	9 mos.	6 mo.	3 mo.
MCBA Membership	2	1	1	—

- Advertising specifications and website recognition guidelines will be provided with sponsorship agreements.
- Industry exclusive banner ads available to non-attorney businesses only for advertising through the duration of their sponsorship agreement.
- Client responsible for camera ready layout.
- Sponsorships are valid one year from date of sponsorship agreement and are nontransferable.
- Membership includes basic dues valued up to \$200; Section, practice area listing(s) and personalized text fees are not included.
- Meetings will be via Zoom until in person meetings can resume.
- Events and meetings may be subject to change.

[VIEW PROGRAM SPONSORS >](#)

## ONLINE DISPLAY ADS

Sidebar and Banner Ads link to your website allowing users to click-through directly to your business. Sidebar ads appear along side articles in the News section and Banner Ads are displayed on both the News and Events sections. Ad packages are available for all budgets.

Per Month	1-2 months	3-5 months	6 months
Banner ( <i>Top of page</i> )	\$290	\$270	\$250
Tower ( <i>Sidebar</i> )	\$180	\$165	\$130
Button ( <i>Sidebar</i> )	\$95	\$85	\$70

Ad Type	Size (in pixels)
Banner	1140w x 141h
Tower	250w x 417h
Button	250w x 208h

## SUBMISSIONS DATES AND GUIDELINES

- **Run Dates:** 1st of month, to 1st of following month.
- **Deadline:** 15th of month prior to ad start date.
- **Format:** 72 dpi (or higher) JPG or PNG file at desired dimensions.
- **URL:** Submit URL to link ad to advertiser website.
- **Payment:** Due at date of ad submission. Ads scheduled for multiple months must be paid in full.

[VIEW NEWS PAGE >](#)

## THE MARIN LAWYER DIGITAL MAGAZINE

The Marin Lawyer digital magazine is published quarterly on the Issuu platform. Take advantage of our special introductory rates. Full color ad includes a link to website of your choice.

Size / Placement	Rate Per Issue
Full page, inside front cover	\$750
Full page, inside back cover	\$750
Full page, back cover	\$750
Full page	\$500
Half page	\$250
Quarter page	\$150

### SPECIFICATIONS

- **Full page** :10”h x 7”w
- **Half page**: 5”h x 7”w
- **Quarter page**: 2.5”h x 7”w
- **Display ad format**: 300 dpi PDF, JPG or PNG file

### PUBLICATION SCHEDULE

- March 2021 advertising deadline February 1st
- June 2021 advertising deadline May 1st
- September 2021 advertising deadline August 1st
- December 2021 advertising deadline November 1st

[VIEW THE MARIN LAWYER ON ISSUU >](#)

## EVENT SPONSORSHIPS

MCBA hosts and co-hosts several events throughout the year. We offer exhibitor sponsorships, table sponsorships, wine sponsorships, event sponsorships, and more. Each event has a limited number of spots available. Sponsoring an event is an excellent way to show your support for the community and MCBA.

Please view our [Events Calendar](#) for up-to-date event information.

[VIEW EVENT CALENDAR >](#)

---

## THE MARKETPLACE

The Marketplace is MCBA’s classified section. It is the perfect place to advertise office space, employment opportunities, services and more.

Ads appear in [The Marketplace](#) and rotate on the homepage of the MCBA website. We also link to The Marketplace in the Marin Lawyer.

Ad Rates	Member	Non-Member
Per Month	\$60	\$100

## SUBMISSIONS DATES AND GUIDELINES

- **Run Dates:** 1st of month, to 1st of following month.
- **Insertion Deadline:** 20th of month prior to Ad start date.
- **Format:** Text only, not to exceed 500 characters. No images.
- **Links:** Ad may contain one URL or email link. Please indicate where you would like the link inserted in the text.

[VIEW THE MARKETPLACE >](#)

---



## LEADERSHIP CIRCLE

Join an elite group committed to and acknowledged for the vitality of our Bar Association. Leadership Circle contributions permit MCBA to better address and expand community programs such as Teens in the Law and Marin County's Mock Trial Program, among others. Leadership Circle contributions also provide much needed capital to underwrite our MCLE initiatives and keep current with technology advances.

Your **\$500** contribution is a significant source of support. Leadership Circle members receive expanded visibility throughout the year at membership meetings, printed directory, digital magazine, and at special events.

[VIEW LEADERSHIP CIRCLE >](#)

---

## GET STARTED WITH ADVERTISING

### Program Sponsorships

Contact MCBA at [sponsorship@marinbar.org](mailto:sponsorship@marinbar.org) or call 415-499-1314

[Sponsorship Levels](#)

### Online Display Ads

Email completed ad agreement and artwork to [advertising@marinbar.org](mailto:advertising@marinbar.org)

[Ad Agreement](#)

### The Marin Lawyer Digital Magazine

Email completed ad agreement and artwork to [advertising@marinbar.org](mailto:advertising@marinbar.org)

[Ad Agreement](#)

### Event Sponsorships

Contact MCBA at [sponsorship@marinbar.org](mailto:sponsorship@marinbar.org) or call 415-499-1314

### Leadership Circle

Contact MCBA at [sponsorship@marinbar.org](mailto:sponsorship@marinbar.org) or call 415-499-1314

### The Marketplace

Email your ad to [advertising@marinbar.org](mailto:advertising@marinbar.org)

## TERMS

- Advertiser shall be fully responsible and liable for the content contained in the advertisement. MCBA is not responsible for, and in no way warrants, guarantees, or ratifies, the representations made or implied in the contents.
- MCBA reserves the right to refuse to run or cancel any advertisement considered, in MCBA's sole discretion, to be in violation of law, MCBA by-laws, the California State Bar Association Rules of Professional Conduct, or otherwise deemed inappropriate.
- MCBA does not accept political advertising or promote endorsements.
- MCBA reserves the right to review and approve the suitability of the ad submitted and may reject or cancel any ad for any cause that MCBA believes in good faith to be inappropriate. If an ad is rejected or the ad posting is terminated, then this Agreement shall terminate and the MCBA will return any prepaid ad fees to the Advertiser.
- Nothing in the Agreement grants the Advertiser any right to use the name, trademark, or service mark of the MCBA in any advertisement, sales promotion, or press release without the prior written approval of the MCBA.
- The posting of the ad on the MCBA Website, Digital Magazine , Marketplace or other, does not constitute endorsement by MCBA of the Advertiser and the Advertiser shall not make any representation to that effect in any manner, written or oral.
- The Advertiser shall be fully responsible and liable for the content contained in the ad. MCBA is not responsible for, and in no way warrants, guarantees, or ratifies, the representations made or implied in the contents.
- The services and site are provided "as is" without warranty of any kind, express or implied and any use of the services or Website are at the Advertiser's sole risk. MCBA does not warrant that the services or Website will be uninterrupted or error free, nor does MCBA make any warranty as to the performance or any results that may be obtained by use of the services or Website. MCBA makes no other warranties, express or implied, including, without limitation, any implied warranties of merchantability and fitness for a particular purpose, concerning the subject matter of this Agreement.
- Payment must be received prior to advertisement or sponsorship agreement benefits being activated.
- MCBA has the right to substitute similar programs in the corresponding schedule.