

OFFICIAL PUBLICATION OF THE MINNESOTA STATE BAR ASSOCIATION

Bench & Bar

OF MINNESOTA

Reach over 21,000 legal professionals, leaders, and decision makers



MEDIA KIT

www.mnbar.org

Magazine readership remains steady in an increasingly noisy & crowded media landscape.



Advertising dollars go even further than before with the addition of *Bench & Bar Digital Edition* – emailed directly to MSBA members!

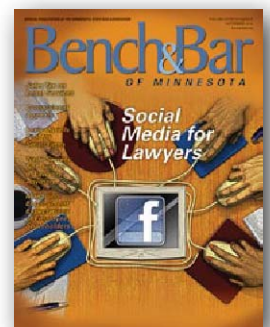
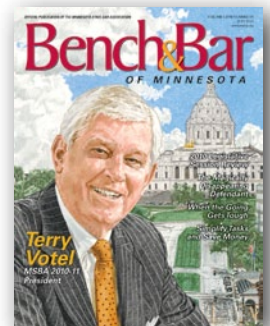
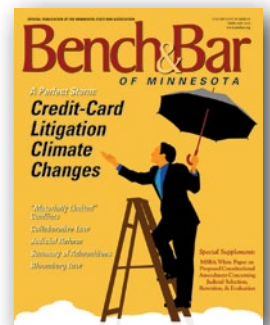
74% of readers have read three of the last four issues of *Bench & Bar*. They spend more than 26 minutes reading an issue.



Your Link to Lawyers

Bench & Bar is the official publication of the Minnesota State Bar Association (MSBA). The MSBA is a voluntary association of lawyers admitted to practice in Minnesota, comprising members from all areas of practice, legal administrators, corporate counsel, paralegals, and up-and-coming law students.

With a paid circulation of nearly **17,000**, *Bench & Bar* readers represent **68%** of Minnesota's practicing, licensed lawyers.



Your Link to Leaders

Bench & Bar readers are leaders in the profession and in their communities. These influential and affluent individuals hold prestigious positions in government, serve on the governing boards of numerous corporate and nonprofit organizations, and work both to shape the profession and improve the practice of law.

With an average of **20 years** experience, many of our readers are at the peak of their profession in both influence and earning power.

Your Link to Decision Makers

Bench & Bar readers include managing partners, sole practitioners, legal administrators and other professionals with responsibility for hiring, purchasing, and directing both their own affairs and matters affecting their clients.

70% of our readers are actively involved in purchasing products and services for their organizations.

Bench & Bar is published 11 times per year with a paid circulation of nearly 17,000, and a readership of over 21,000.

Bench & Bar
OF MINNESOTA

Our readers consistently rank us as the most highly respected, the most well written, the most informative, the most authoritative, the most reliable, and the most essential to them and their job.

BENCH & BAR READERS ARE ENGAGED

74% have read three of the last four issues

62% refer to their issue more than once

54% thoroughly read all or almost all of each issue

50% act on editorial content including: saving articles for future reference, discussing with a colleague or client, and passing along to another person

BENCH & BAR READERS ARE AFFLUENT

98% have one or more degrees beyond the B.A.

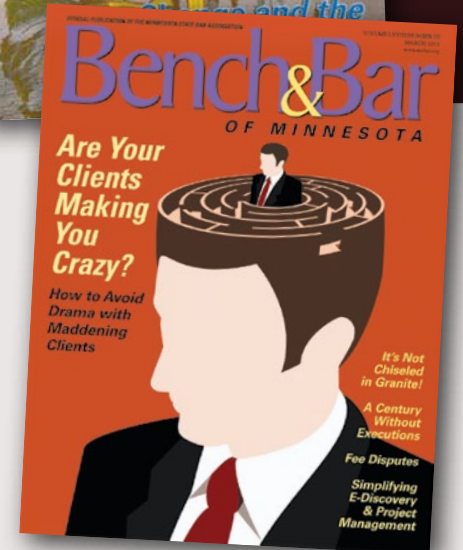
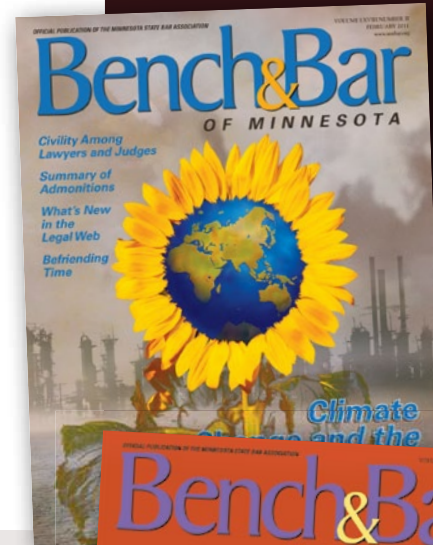
92% own their own home

BENCH & BAR READERS ARE BUYERS

70% are involved in purchasing products and services for their organizations

71% plan to make major household purchases in the next 12 months

62% of readers refer to a typical issue more than once, and 50% act on what they read.

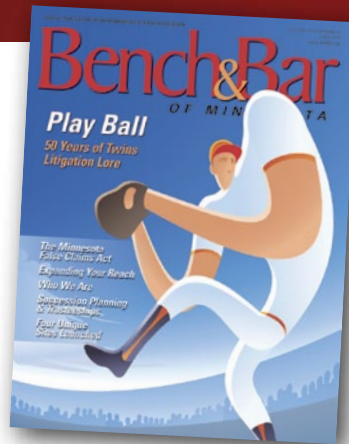


HOUSEHOLD INCOME	Average earn \$146,000. 15% earn over \$250,000
GENDER	38% female, 62% male
EDUCATION	98% have one or more degrees beyond the B.A.
HOME OWNERSHIP	92% own their own homes
CURRENT EMPLOYMENT	62% are in Private Practice 11% are with For-Profit Corporations 9% are in Government Services
NEW TO THE PROFESSION	Nearly 25% are new lawyers (practicing less than 5 years)

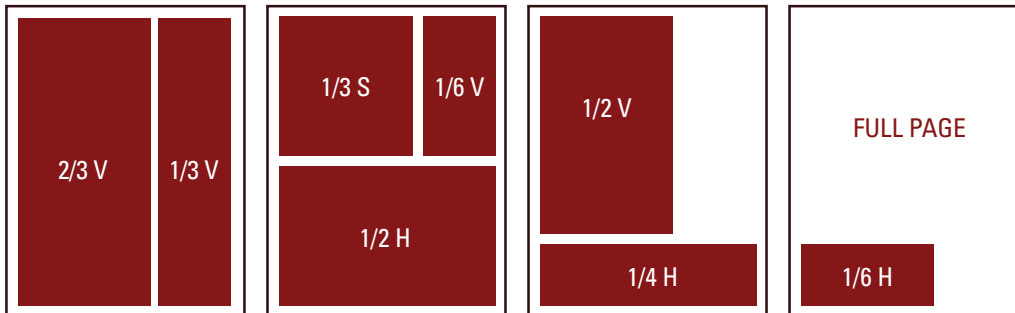
Data based on: Third party research by READEX, Inc., 2010 and MSBA Membership data, April 2011

Print Rates and Sizes

Discover the benefits of frequent, direct access to the individuals and organizations shaping the practice of law and the administration of justice in Minnesota today!



AD SIZES



AD SIZES & FORMATS

1/6 H 4.625"w x 2.375"h NO BLEED

1/6 V 2.250"w x 4.875"h NO BLEED

1/4 H 7.000"w x 2.375"h NO BLEED

1/3 S 4.625"w x 4.875"h NO BLEED

1/3 V 2.250"w x 10.00"h NO BLEED

1/2 H 7.000"w x 4.875"h NO BLEED

1/2 V 4.625"w x 7.375"h NO BLEED

2/3 V 4.625"w x 10.00"h NO BLEED

FULL 7.000"w x 10.00"h NO BLEED

FULL WITH BLEED

Trim 8.375"w x 10.875"h

Add 1/8" BLEED LIVE AREA: 7"w x 10"h

BLEED DIMENSIONS: 8.625"w x 11.125"h

FOUR COLOR ADVERTISING RATES

SIZE	11x	6x	3x	1x
2-PG SPREAD	1970	2123	2354	2560
BACK COVER	1672	1763	1794	1855
INSIDE COVERS	1362	1417	1563	1732
FULL	1267	1341	1451	1549
2/3	1095	1133	1170	1255
1/2	900	937	959	1022
1/3	787	834	882	929
1/4	684	720	758	794
1/6	595	620	645	682

Effective 7/1/11

ALL RATES ARE NET AND PER INSERTION

New advertisers are required to prepay for first ad insertion. Accounts are then billed and due 30 days from date of invoice. Ads cancelled after space reservation deadline are billed at 100%.

B&W: Earned rate less \$325

PREFERRED POSITION: Plus \$100

INSERTS: Rates available on request

COLOR/GRAPHICS

Camera ready ads must be 300 dpi, print-ready PDF files. SWOP standards apply

COLOR ADS: Process/CMYK color

B&W ADS: Greyscale, no rich black

INK COVERAGE: Limit of 300%

AD DESIGN/CHANGES: \$60 per hour

CLASSIFIED ADVERTISING

For classified rates, please visit:

www.mnbenchbar.com or call (612) 333-1183



Minnesota
State Bar
Association

600 Nicollet Mall
Suite 380
Minneapolis, MN 55402

To Advertise Call: (952) 903-0505 x3

Erica Nelson: erica@pierreproductions.com

Fax: (763) 497-8810 • www.mnbar.org

Electronic Advertising

Connect your business to a growing audience of legal professionals by advertising online with:

mnbar.org

The online resource of the Minnesota State Bar Association. Reach **30,000*** visitors monthly!

Legal News Digest

The e-newsletter of the Minnesota State Bar Association. Delivered to **12,400*** subscribers weekly!

Practicelaw.org

One of the most popular practice resources with Minnesota State Bar Association member attorneys – providing legal forms, checklists, legislative updates, and more.

Two Placement Options:

- Practicelaw Home Page
- Real Property Landing Page

Each page sees **5,200*** visits monthly!

*Approximately

AD SIZES & FORMATS

mnbar.org..... 248 x 90 pixels

LND..... 170 x 170 pixels

practicelaw..... 170 x 170 pixels

72 dpi JPG or GIF files, no larger than 100 KB
AD DESIGN/CHANGES: \$60 per hour

ELECTRONIC ADVERTISING RATES

All rates are net per insertion

	12x	6x	1x
mnbar.org	475	525	575
Legal News Digest	325	350	375
practicelaw.org	275	300	325

Effective 7/1/11



Minnesota State Bar Association

600 Nicollet Mall
Suite 380
Minneapolis, MN 55402

To Advertise Call: (952) 903-0505 x3

Erica Nelson: erica@pierreproductions.com

Fax: (763) 497-8810 • www.mnbar.org

ADVERTISING INSERTION ORDER



Advertiser Name: _____

Billing Address: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Please reserve the following ad placements:

Please refer to the current rate card for rates & specifications

Ad Size & Format: _____ **# of Insertions:** _____ **Base Rate:** \$ _____ per Insertion

Ink: Four Color Process Black & White Bleed

Position: Back Cover Inside Front Cover Inside Back Cover Other _____ (+\$100)
Cover placements require four color and are noncancelable.

Issues to run:
Ad deadline is the first of every month prior to publication.

<input type="checkbox"/> January 20_____	<input type="checkbox"/> May/June 20_____	<input type="checkbox"/> October 20_____
<input type="checkbox"/> February 20_____	<input type="checkbox"/> July 20_____	<input type="checkbox"/> November 20_____
<input type="checkbox"/> March 20_____	<input type="checkbox"/> August 20_____	<input type="checkbox"/> December 20_____
<input type="checkbox"/> April 20_____	<input type="checkbox"/> September 20_____	

By my signature, below, I understand and agree that this order will be governed by the rates and terms of the *Bench & Bar of Minnesota rate card* in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

Name: _____ Title: _____

Authorized Signature

Date

FAX THIS ORDER TO: (763) 497-8810

Erica Nelson Sales Representative (952) 903-0505 Ext. 3 or erica@pierreproductions.com

Payment: (Prepayment required for first insertion; subsequent insertions invoiced upon publication)

Check is enclosed with order. Please invoice for subsequent insertions upon publication.

Invoice all insertions; use purchase order # _____ (funds have been designated for this purchase).

Charge _____ first insertion only or _____ full total of all insertions to my credit card:

Visa MasterCard Amex # _____ Expires _____

Credit card numbers will not be saved for future payments.

ELECTRONIC ADVERTISING INSERTION ORDER



Advertiser Name: _____

Billing Address: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Please reserve the following ad placements:

Please refer to the current rate card for rates & specifications

of Insertions: _____ **Base Rate:** \$ _____ per Insertion

Link to web address: http://_____

<input type="checkbox"/> mnbar.org <small>248x90 pixels</small>	<input type="checkbox"/> January 20____	<input type="checkbox"/> May 20____	<input type="checkbox"/> September 20____
	<input type="checkbox"/> February 20____	<input type="checkbox"/> June 20____	<input type="checkbox"/> October 20____
	<input type="checkbox"/> March 20____	<input type="checkbox"/> July 20____	<input type="checkbox"/> November 20____
	<input type="checkbox"/> April 20____	<input type="checkbox"/> August 20____	<input type="checkbox"/> December 20____

<input type="checkbox"/> practicelaw.org <input type="checkbox"/> Home Page <input type="checkbox"/> Real Property <small>170x170 pixels</small>	<input type="checkbox"/> January 20____	<input type="checkbox"/> May 20____	<input type="checkbox"/> September 20____
	<input type="checkbox"/> February 20____	<input type="checkbox"/> June 20____	<input type="checkbox"/> October 20____
	<input type="checkbox"/> March 20____	<input type="checkbox"/> July 20____	<input type="checkbox"/> November 20____
	<input type="checkbox"/> April 20____	<input type="checkbox"/> August 20____	<input type="checkbox"/> December 20____

<input type="checkbox"/> Legal News Digest <small>170x170 pixels</small>	<input type="checkbox"/> January 20____	<input type="checkbox"/> May 20____	<input type="checkbox"/> October 20____
	<input type="checkbox"/> February 20____	<input type="checkbox"/> June 20____	<input type="checkbox"/> Nov/Dec 20____
	<input type="checkbox"/> March 20____	<input type="checkbox"/> July/August 20____	
	<input type="checkbox"/> April 20____	<input type="checkbox"/> September 20____	

By my signature, below, I understand and agree that this order will be governed by the rates and terms of the *Bench & Bar of Minnesota rate card* in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

Name: _____ Title: _____

Authorized Signature

Date

FAX THIS ORDER TO: (763) 497-8810

Erica Nelson Sales Representative (952) 903-0505 Ext. 3 or erica@pierreproductions.com

Payment: (Prepayment required for first insertion; subsequent insertions invoiced upon publication)

Check is enclosed with order. Please invoice for subsequent insertions upon publication.

Invoice all insertions; use purchase order # _____ (funds have been designated for this purchase).

Charge _____ first insertion only; _____ full total of all insertions to my credit card:

Visa MasterCard Amex # _____ Expires _____

Credit card numbers will not be saved for future payments.



ADVERTISING POLICIES

Frequency

- **Bench & Bar** is published monthly 11 times per year. Combined May/June issue published in June.
- **Electronic ads** are displayed for one calendar month. July/August LND combined – only two issues of LND will run each month for a combined total of four issues.

Deadlines

Space & Materials: First of the month preceding the month of publication; for example, February 1 for the month of March. If new materials are not submitted or the order canceled by the deadline, MSBA is authorized to fulfill the order by picking up and publishing ad materials previously published for the advertiser. Should the advertisement not appear due to the advertiser's failure to supply correct materials, the advertiser shall remain liable for the cost of the insertion.

Payment Terms

Net 30 days. No cash discount. **Advance payment of first insertion required on initial ad placements.** No third ad will be run unless the two preceding placements are paid in full.

Advertising Agencies

All rates quoted are net. No cash discount. Advertiser and/or its advertising agency are jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered if the order is not canceled prior to the closing date (first of month preceding the month of publication).

Contract Advertising

Advertising must be inserted within one year of the first insertion to qualify for frequency discounts. Advertisers who terminate a schedule prior to fulfillment will be billed at the earned rate.

Indemnification: All advertisements are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject matter thereon, as confirmed by the authorized signature on the insertion order. The advertiser agrees to indemnify and hold the Minnesota State Bar Association and its agents harmless from any and all liability, demands or damages arising out of the advertising or on behalf of the advertiser. Such indemnity includes the provision of a defense to any actions or claims and the payment of costs and attorneys fees in connection therewith.

ADVERTISING REQUIREMENTS

Advertising rates are for space only and are based on receipt of acceptable materials sized to our mechanical specifications. All ads must be submitted in digital format according to the following guidelines:

Print Ads

- Camera ready ads must be print-ready PDF files. SWOP standards apply.
- Image Resolution: 300 dpi
- Ink Coverage: Limit of 300%
- Color Ads: Must be converted to Process/CMYK color.
- B&W Ads: Must be grayscale, no rich black.

Electronic Ads

- 170x170 pixels (LND & practicelaw.org)
- 248x90 pixels (mnbar.org)
- Image Resolution: 72 pixels/inch
- File Type: jpg or gif no larger than 100 KB

Ad Composition

Ad composition and production services (*e.g.*, type changes, resizing, color conversion) are in addition to space charges and are billed at \$60 per hour with a minimum charge of \$30.

Copy Acceptance

The publisher reserves the right to accept or reject all advertising at its discretion for any reason or no reason. Acceptance does not constitute endorsement. Materials will be stored at the advertiser's risk by the publisher for three months following the final insertion under contract.



Sales/Insertion Orders: Erica Nelson
(952) 903-0505 Ext. 3 • Fax: (763) 497-8810
erica@pierreproductions.com

Production/Art Work: Jennifer Pickles
(612) 278-6311 • jpickles@mnbar.org