OFFICIAL PUBLICATION OF THE MINNESOTA STATE BAR ASSOCIATION

BENCH+BAR of Minnesota



REACHING LEGAL PROFESSIONALS, LEADERS AND DECISION MAKERS



Minnesota State Bar Association



Your Link to the Profession



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

97% of MSBA members have read Bench & Bar in the past 12 months with nearly 79% reading three of the last four issues.

79% of readers prefer the print edition delivered by mail.

Special Issues:

JANUARY/FEBRUARY

Buyers' Guide Issue (listing included with cost of ad)

JULY

Legislative Update Issue

Your Link to Lawyers

Bench & Bar of Minnesota 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.

Bench & Bar continues to be a top-ranked member benefit with a circulation of over 13,000.



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.

57% of readers saved an item from Bench & Bar for future reference with over half saying they discussed or shared an item with colleagues or clients.



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.

71% of our readers are actively involved in purchasing products and services for their firm/business/organization.



Minnesota State Bar Association







Bench & Bar is published 10 times per year with a paid circulation of over 13,000.



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

90% consider Bench & Bar a reliable authority for legal news

79% have read three of the last four issues

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 BUYERS

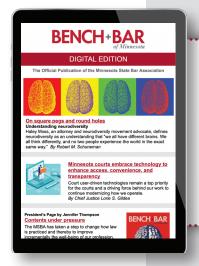
71% are involved in purchasing products and services for their organizations

BENCH & BAR READERS ARE AFFLUENT

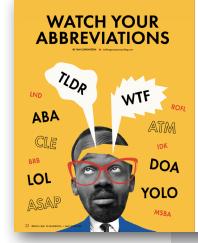
98% have one or more degrees beyond the B.A.

54% have a household income of \$150,000 or higher.

39% have a household income of \$200,000 or higher.



Advertising dollars go even further with Bench & Bar Digital Edition – emailed directly to MSBA members!



The CEO KO'd our LOI with his MOU, and the SLA was BS for managing PNL, and the FDD was DOA, and now I'm on a PIP but next week I'm on ETO so WTE!

If you can deciptor this code of letters from a plain language comic, congrantations. But if you're not C-1970, you can pook-by start to understand why you should limit abbreviations in your legal writing. Used without limits, abbreviations reveal their recent life as an insidean form of jergen, serving as indeed shoot-hand to the detriment of readers undentiliar with this AIIC largo-Certain abbreviations—specifically, infraintanes—end on confusions.

Albestation are pill into these different competent, militarias, and contrastates, and session in relacements, militarias, and contrastates, and session in relacements, militarias, and contrastates, and session in relaffere complet, SCOTAS is procoured as a west, damifered session of the class thins, Whit SCOTAS in Session and the contrastates of the contrastates of the lowerses also religite empilification by contrasted received between the contrastates of the naive lowers of the contrastates of the contrastates of the sadeer should be an extended to the contrastates of the sadeer should be an extended to the contrastates of the sadeer should be an extended to the contrastates of the sadeer should be an extended to the contrastates of the sadeer should be an extended to the contrastates of the sadeer should be an extended to the contrastate of the sadeer should be an extended to the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the contrastates of the contrastates of the contrastates of the sade of the c

gent seried delvit is that storing an absolut these periods cause they are pronounced as a word You would'st write." POTUS, and PLOTUS, were mad at SCOTUS. "POTUS and PLOTUS, were mad at SCOTUS." even if the underlying phrase into a popen most (ALI, for early). While acroopins such as naker or inger are inverse causally acrossyst as suppresses, And when we look areas unable acrossyst as suppresses, And when we look areas performences for mixing uspres and lowersum (Britain prefer rate and most heads as in 80 and 30 Med Teals of Bugli and Dandee Massean of Transport, respectively). Additionally, while some publications use small caps, my and avoid doing somainly because occreedly employing small caps in zer. But if you can pall at off, great.

Definite and indefinite article. Should you use a or at before an abbrirgation? The tends of many office watercooler come.

sections are with rescoled by a strike unless on as rein paper, but noting a single unless on the section as an infectionality SCOTU opinion.

In the actions in an infection of the product on here you could a product on here you could a product on here as whether the first plate has a rewell pain or a consequent sound (e). For instance, "He was not Fill defined as not received before the paint of the point of the paint of the pain

To display the control of the careful of being reduction with your abbreviations: ATM machine, PIN number. PE formus. In other words, knew what your abbreviations mean as refer to there accordingly.

SOME DOS AND DON'TS

Now that you know the different categories of abbreviation and their sylistic padelines, here are some don and don'ts for using abbreviations in your legal writing.

DO OON!

Spall our has atthewates on feet — the spans or legales, or both, in

For the Common in the common i

No consectly president in the content presiden

g them freen understanding your argument and some n convincing them to stop reading. NAY/SUNG 2023 - BENCH - BAX OF MINISTON 23

EDUCATION

99% have one or more degrees beyond the B.A.

CURRENT EMPLOYMENT

64% Private Practice

12% For-Profit Corporations

12% Government Services

NEW TO THE PROFESSION

Nearly **30%** are new lawyers (practicing less than 10 years)

Data based on current readership and membership surveys



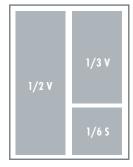
Print Rates and Sizes

BENCH+BA

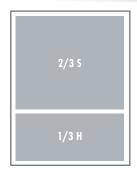
Discover the benefits of frequent, direct access to the individuals and organizations shaping the practice of law and the administration of justice in Minnesota today!



AD SIZES









FOUR COLOR ADVERTISING RATES (DEADLINE 10TH OF THE MONTH PRIOR*)

2-PG SPREAD \$2,449 \$2,679 \$2,749 \$2,829 BACK COVER \$1,839 \$1,939 \$1,979 \$2,049 INSIDE COVERS \$1,529 \$1,599 \$1,729 \$1,829 FULL \$1,429 \$1,529 \$1,599 \$1,709 2/3 \$1,229 \$1,269 \$1,329 \$1,409 1/2 \$1,009 \$1,039 \$1,079 \$1,159 1/3 \$899 \$929 \$979 \$1,039 1/4 \$769 \$809 \$839 \$889 1/6 \$669 \$699 \$729 \$769	SIZE	10x	6x	3x	1x
INSIDE COVERS \$1,529 \$1,599 \$1,729 \$1,829 FULL \$1,429 \$1,529 \$1,599 \$1,709 2/3 \$1,229 \$1,269 \$1,329 \$1,409 1/2 \$1,009 \$1,039 \$1,079 \$1,159 1/3 \$899 \$929 \$979 \$1,039 1/4 \$769 \$809 \$839 \$889	2-PG SPREAD	\$2,449	\$2,679	\$2,749	\$2,829
FULL \$1,429 \$1,529 \$1,599 \$1,709 2/3 \$1,229 \$1,269 \$1,329 \$1,409 1/2 \$1,009 \$1,039 \$1,079 \$1,159 1/3 \$899 \$929 \$979 \$1,039 1/4 \$769 \$809 \$839 \$889	BACK COVER	\$1,839	\$1,939	\$1,979	\$2,049
2/3 \$1,229 \$1,269 \$1,329 \$1,409 1/2 \$1,009 \$1,039 \$1,079 \$1,159 1/3 \$899 \$929 \$979 \$1,039 1/4 \$769 \$809 \$839 \$889	INSIDE COVERS	\$1,529	\$1,599	\$1,729	\$1,829
1/2 \$1,009 \$1,039 \$1,079 \$1,159 1/3 \$899 \$929 \$979 \$1,039 1/4 \$769 \$809 \$839 \$889	FULL	\$1,429	\$1,529	\$1,599	\$1,709
1/3 \$899 \$929 \$979 \$1,039 1/4 \$769 \$809 \$839 \$889	2/3	\$1,229	\$1,269	\$1,329	\$1,409
1/4 \$769 \$809 \$839 \$889	1/2	\$1,009	\$1,039	\$1,079	\$1,159
	1/3	\$899	\$929	\$979	\$1,039
1/6 \$669 \$699 \$729 \$769	1/4	\$769	\$809	\$839	\$889
	1/6	\$669	\$699	\$729	\$769

Distributed ten times per year. The January/February and the May/June issues are two combined-month issues.*These deadlines vary. All rates are net per insertion. Paid Circulation: 13,000. Effective: 7/25/2024

AD SIZES & FORMATS

1/65 3.5"W x 3.125"H NO BLEED

1/4 H 7.25"W x 2.25"H NO BLEED

1/3 H 7.25"W x 3.125"H NO BLEED

1/3 V 3.5"W x 6.25"H NO BLEED

1/2 H 7.25"W x 4.75"H NO BLEED

1/2 V 3.5"W x 9.75"H NO BLEED

2/3 \$ 7.25"W x 6.25"H NO BLEED

FULL 7.25"W x 9.75"H NO BLEED

FULL WITH BLEED

8.375"w x 10.875"H

Add 1/8" BLEED

Live Area: 7.25"W x 9.75"H

Bleed Dimensions: 8.625"w x 11.125"H

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%.

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: Process/CMYK color INK COVERAGE: Limit of 300%

AD DESIGN/CHANGES: \$60 per hour

CLASSIFIED ADVERTISING

Classified ads should be submitted online at: www.mnbar.org/classifieds For questions call Jackie: (612) 333-1183.

* Bench & Bar advertisers with a half page ad size or greater are eligible for a 15% discount on mnbar.org and Legal News Digest advertisements during the month(s) they are running in Bench & Bar.



Minnesota State Bar Association

To Advertise Call: (763) 497-1778

Suite 4<u>54</u>0 Minneapolis, MN 55402 Erica Nelson, Sales Representative: erica.nelson@ewald.com

Electronic Advertising





MSBA WEBSITE

www.mnbar.org

The online resource of the MSBA.
Reach 21,000* visitors with 141,000*
pageviews monthly. Rotating ads appear on
every page of www.mnbar.org.
(max. 4 advertisers)



NEWSLETTER

Legal News Digest (LND)***

The e-newsletter of the MSBA.

Delivered to over 11,000* subscribers.

LND goes out a minimum of 3-times per month with roughly a week span between issues. Average open rate 42%.

(max. 5 advertisers / 4 tile and 1 banner)

Ad Sizes & Formats (WxH)

Note: Ad sizes changing October 2024

 mnbar.org
 2195 x 280 pixels

 Starting Oct. 2024 (two sizes needed)

 Desktop
 1180 x 150 pixels

 Mobile
 500 x 500 pixels

LND Tile......170 x 170 pixels Starting Oct. 2024......300 x 240 pixels

LND Banner.......650 x 100 pixels Starting Oct. 2024......610 x 75 pixels

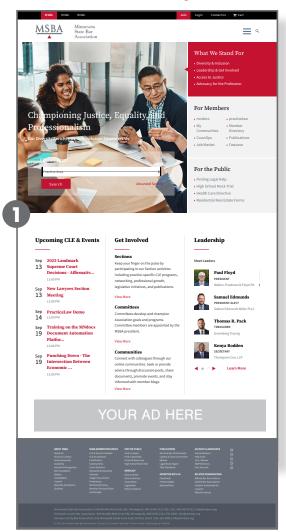
FILE TYPE: .jpg, .png or .gif (max. 3-second animation), no larger than 200KB.

AD DESIGN/CHANGES: \$60 per hour

DEADLINE: 15th of the month prior.

- * Approximately
- ** Bench & Bar advertisers with a half page ad size or greater are eligible for a 15% discount on www.mnbar.org and Legal News Digest advertisements during the month(s) they are running in Bench & Bar.
- $\ensuremath{^{*\,*\,*}}$ Ads appear in each issue during the month they run.
- + Legal News Digest does not go out the weeks of July 4th, Thanksgiving or Christmas.

New Website Launching Fall 2024!



15% OFF
eAds during months
print ad appears in
Bench & Bar**



e-newsletters may also be accessed by members online

ELECTRONIC ADVERTISING RATES

	12x	6x	1x
www.mnbar.org	\$529	\$589	\$639
Legal News Digest *	\$379	\$419	\$439

All rates are net per insertion. Effective: 7/25/2024



Minnesota State Bar Association

Erica Nelson, Sales Representative: erica.nelson@ewald.com

To Advertise Call: (763) 497-1778

33 South Sixth St Suite 4540 Minneapolis, MN 55402

ADVERTISING INSERTION ORDER



Advertiser:				
Contact:		Bill To:		
Name:Company:				
Address:		Address:		
City/State/Zip:		City/State/Zip:		
Phone:	_ Fax:	Phone:	Fax:	
Email:		Email:		
Please reserve the following ad p	lacements:	Pi	ease refer to the current rate card for rates & specifications	
Ad Size & Format:	# of Insertions	: Bo	ase Rate: \$ per Insertion	
Position: Back Cover Cover placements are noncancelable.	☐ Inside Front Cover ☐	☐ Inside Back Cover ☐ C	Other(Preferred Position +\$100)	
Notes:				
Issues to run: Ad deadline is the 10th of the month prior to publication.	□ Jan/Feb 20 □ March 20 □ April 20 □ May/June 20	☐ July 20 ☐ August 20 ☐ September 20	November 20	
	estand and agree that this order w		terms of the Bench & Bar of Minnesota	
		Date		

Send this order to:

Erica Nelson, Sales Representative Email: erica.nelson@ewald.com Fax: (763) 497-8810 Phone: (763) 497-1778

ELECTRONIC ADVERTISING INSERTION ORDER



Advertiser:				
Contact:		Bill To:		
Name:		Name:		
Company:		Company:		
Address:		Address:		
City/State/Zip:		City/State/Zip:		
Phone: Fax:		Phone:	Fax:	
Email:		Email:	Bill to email is UserID for online billing	
Please reserve the following ad placeme	ents:	Pleas	e refer to the current rate card for rates & specifications	
# of Insertions:		Base Rate: \$	per Insertion (Invoiced upon publication)	
Link to web address: http://				
□ mnbar.org	☐ January 20 ☐ February 20 ☐ March 20 ☐ April 20	June 20 _ July 20	☐ October 20☐ November 20	
Legal News Digest (LND) Select Choice: Tile Banner	☐ January 20 ☐ February 20 ☐ March 20 ☐ April 20	☐ June 20 ☐ July 20	☐ October 20 ☐ November 20	
By my signature, below, I understand <i>rate card</i> in effect on the date of this contains a second sec	order and I acknowledge receip	pt of a copy of that rate card.	erms of the Bench & Bar of Minnesota	
Authorized Signature		Date		

Send this order to:

Erica Nelson, Sales Representative Email: erica.nelson@ewald.com Fax: (763) 497-8810 Phone: (763) 497-1778



Minnesota State Bar Association

33 South Sixth St Suite 4540 Minneapolis, MN 55402

POLICIES AND REQUIREMENTS

ADVERTISING POLICIES

Frequency

- *Bench & Bar* is published monthly 10 times per year. Combined May/June issue published in June. Combined Jan/Feb issue published in February.
- *Electronic ads* are displayed for one calendar month. Except no issue of LND is distributed the weeks of July 4th, Christmas, and Thanksgiving.

Deadlines

Space & Materials: The 10th of the month preceding the month of publication; for example, February 10 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

Insertions invoiced upon publication. Net 30 days. No cash discount. 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 monthpreceding 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 dpiInk Coverage: Limit of 300%Color: Process/CMYK

Electronic Ads

• Note: Ad sizes changing October 2024 (see rate card for sizes)

• www.mnbar.org: 2195 x 280 pixels

• LND: Tile - 170 x 170 pixles / Banner - 650 x 100 pixles

• 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 (763) 497-1778 • Fax: (763) 497-8810 erica.nelson@ewald.com