

OFFICIAL PUBLICATION OF THE MINNESOTA STATE BAR ASSOCIATION

BENCH+BAR

of Minnesota



REACHING LEGAL PROFESSIONALS, LEADERS AND DECISION MAKERS



Minnesota
State Bar
Association

Media Kit

(effective 7/25/2024)

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)

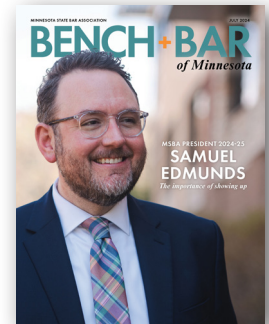
JULY

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.

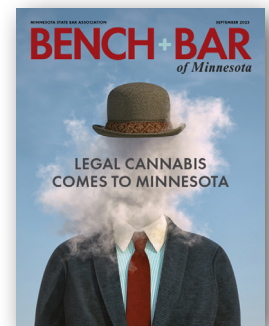
57% of readers saved an item from Bench & Bar for future reference with over half saying they discussed or shared an item with colleagues or clients.



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.

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



Minnesota
State Bar
Association

Print Rates and Sizes

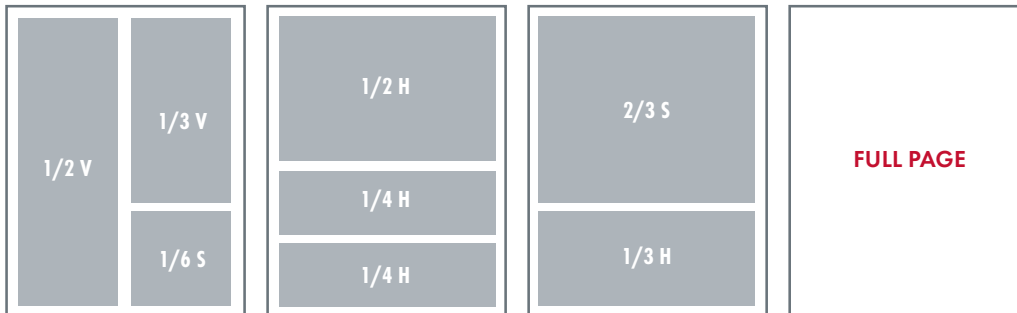
BENCH+BAR
of Minnesota

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!



Check out our eAds – **15% DISCOUNT** available!*

AD SIZES



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

| SIZE | 10x | 6x | 3x | 1x |
|---------------|---------|---------|---------|---------|
| 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 |

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

| | | |
|-------|------------------|----------|
| 1/6 S | 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 S | 7.25"W x 6.25"H | NO BLEED |
| FULL | 7.25"W x 9.75"H | NO BLEED |

FULL WITH BLEED

| | |
|------|--------------------------------------|
| Trim | 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*.

MSBA

Minnesota
State Bar
Association

33 South Sixth St
Suite 4540
Minneapolis, MN 55402

To Advertise Call: (763) 497-1778

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

Fax: (763) 497-8810 • www.mnbar.org

Electronic Advertising

1 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)

2 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.

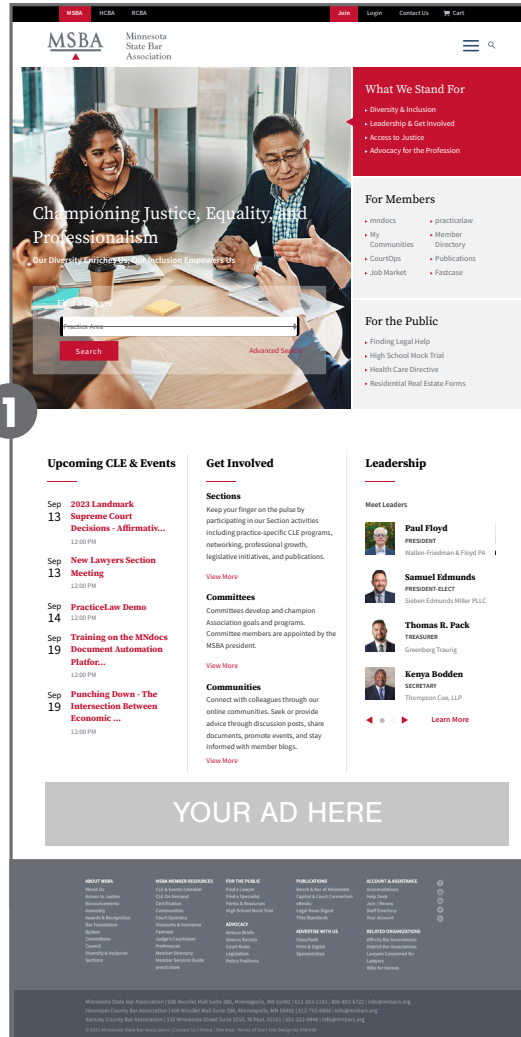
* Approximately

** 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.

*** 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!



1

Upcoming CLE & Events

- Sep 13 **2023 Landmark Supreme Court Decisions - Affirmat...**
12:00 PM
- Sep 13 **New Lawyers Section Meeting**
12:00 PM
- Sep 14 **Practicelaw Demo**
12:00 PM
- Sep 19 **Training on the MDocs Document Automation Platform...**
12:00 PM
- Sep 19 **Punching Down - The Intersection Between Economic ...**
12:00 PM

Get Involved

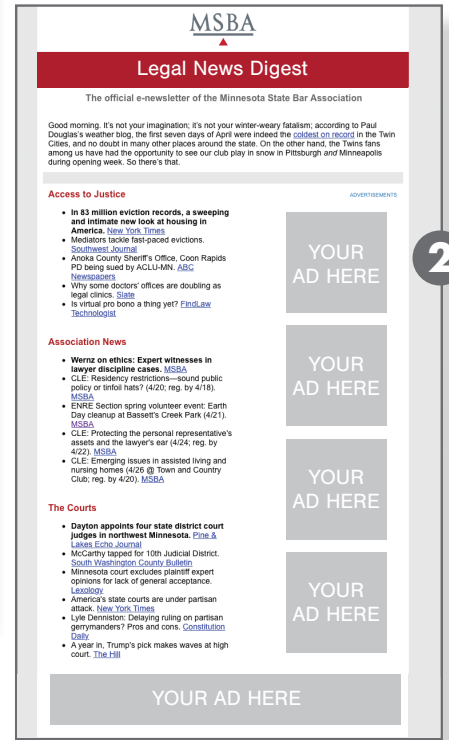
- Sections**
Keep your finger on the pulse by participating in our Section activities including practice-specific CLE programs, networking, professional growth, legislative initiatives, and publications.
[View More](#)
- Committees**
Committees develop and champion Association goals and programs. Committee members are appointed by the MSBA president.
[View More](#)
- Communities**
Connect with colleagues through our online communities. Seek or provide advice through discussion posts, share documents, promote events, and stay informed with member blogs.
[View More](#)

Leadership

- Meet Leaders**
- Paul Floyd**
PRESIDENT
Wallen-Friedman & Floyd PA
- Samuel Edmunds**
PRESIDENT-ELECT
Sieben Edmunds Miller PLLC
- Thomas R. Pack**
TREASURER
Greenberg Traurig
- Kerisa Bodden**
SECRETARY
Thompson Cox, LLP

YOUR AD HERE

- ABOUT MSBA
- MSBA MEMBER BENEFITS
- FOR THE PUBLIC
- PUBLICATIONS
- ACCOUNT & ASSISTANCE



2

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

33 South Sixth St
Suite 4540
Minneapolis, MN 55402

To Advertise Call: (763) 497-1778

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

Fax: (763) 497-8810 • www.mnbar.org

ADVERTISING INSERTION ORDER



Advertiser: _____

Contact: Name: _____

Bill To: 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 placements:

Please refer to the current rate card for rates & specifications

| | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ad Size & Format: _____ | # of Insertions: _____ | Base Rate: \$ _____ per Insertion |
| Position: <input type="checkbox"/> Back Cover <input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Other _____ <small>Cover placements are noncancelable. (Preferred Position +\$100)</small> | | |
| Notes: _____ | | |
| Issues to run: <small>Ad deadline is the 10th of the month prior to publication.</small> | <input type="checkbox"/> Jan/Feb 20 _____ <input type="checkbox"/> March 20 _____ <input type="checkbox"/> April 20 _____ <input type="checkbox"/> May/June 20 _____ | <input type="checkbox"/> July 20 _____ <input type="checkbox"/> August 20 _____ <input type="checkbox"/> September 20 _____ <input type="checkbox"/> October 20 _____ <input type="checkbox"/> November 20 _____ <input type="checkbox"/> December 20 _____ <small>Insertions invoiced upon publication</small> |

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

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 placements:

Please refer to the current rate card for rates & specifications

| | |
|--------------------------------------------------|------------------------------------------------------------------------------------|
| # of Insertions: _____ | Base Rate: \$ _____ per Insertion <i>(Invoiced upon publication)</i> |
| Link to web address: <i>http://</i> _____ | |

| | | | |
|-------------------------------------------|--------------------------------------------|------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> mnbar.org | <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 _____ |

| | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|------------------------------------------|---------------------------------------------|
| Legal News Digest (LND) <i>Select Choice:</i> <input type="checkbox"/> <i>Title</i> <input type="checkbox"/> <i>Banner</i> | <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 _____ |

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

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p align="center">Send this order to: Erica Nelson, Sales Representative Email: erica.nelson@ewald.com Fax: (763) 497-8810 Phone: (763) 497-1778</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



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 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: 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 pixels / Banner - 650 x 100 pixels
- 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, re-sizing, 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.

BENCH+BAR
of Minnesota

Sales/Insertion Orders: Erica Nelson
(763) 497-1778 • Fax: (763) 497-8810
erica.nelson@ewald.com