Demographics, Reach, Spec Sheet

Our full-color, monthly Bar Journal magazine is the official publication of the CMBA and read by 10,000+ attorneys, paralegals, and other legal and business professionals in Greater Cleveland. Mailed directly to members and available online, the Bar Journal offers an easy way to deliver your message, build your brand and showcase your expertise directly to the target audience of influential legal professionals.
The Bar Journal’s rich editorial mix makes it a must-read for legal professionals in Greater Cleveland.

Jeremy Gilman, Jeremy Gilman, Attorney, LLC

CURRENT MEMBERSHIP

5,273

4,604 ATTORNEYS

266 AFFILIATES

556 LAW STUDENTS
There’s nothing better to create brand awareness in the legal community than a regular, recurring ad in the Bar Journal.

Bruce Hennes, Hennes Communications

The Bar Journal is the most widespread and direct way to communicate the activities, work and issues facing our profession.

Barbara Roman, Meyers, Roman, Friedberg & Lewis
ACCETPABLE DIGITAL FORMATS

- PDFs (Preferred) with fonts and images embedded
- TIFF, EPS, or JPEG

All images should be 300 dpi, preferably in Greyscale mode or CMYK mode.

SIZES, RATES & FREQUENCY

Ads on the inside pages of the Cleveland Metropolitan Bar Journal are priced for black and white; however all inside pages are available for color ads (see rates below). All covers are full color ads, as indicated below.

<table>
<thead>
<tr>
<th>AD</th>
<th>DIMENSIONS</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>11X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (b/w)</td>
<td>7.25&quot; (w) x 10&quot; (h)</td>
<td>$1680</td>
<td>$1490</td>
<td>$1450</td>
<td>$1365</td>
</tr>
<tr>
<td>2/3 (b/w)</td>
<td>4.77&quot; (w) x 10&quot; (h)</td>
<td>$1210</td>
<td>$1130</td>
<td>$1080</td>
<td>$1010</td>
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<tr>
<td>1/2 V (b/w)</td>
<td>4.77&quot; (w) x 7.46&quot; (h)</td>
<td>$1090</td>
<td>$1060</td>
<td>$990</td>
<td>$875</td>
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<tr>
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<td>7.25&quot; (w) x 4.91&quot; (h)</td>
<td>$1030</td>
<td>$975</td>
<td>$915</td>
<td>$860</td>
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<tr>
<td>1/3 V (b/w)</td>
<td>2.3&quot; (w) x 10&quot; (h)</td>
<td>$820</td>
<td>$790</td>
<td>$735</td>
<td>$680</td>
</tr>
<tr>
<td>1/3 H (b/w)</td>
<td>4.77&quot; (w) x 4.91&quot; (h)</td>
<td>$820</td>
<td>$790</td>
<td>$735</td>
<td>$680</td>
</tr>
<tr>
<td>1/6 V (b/w)</td>
<td>2.3&quot; (w) x 4.91&quot; (h)</td>
<td>$620</td>
<td>$580</td>
<td>$565</td>
<td>$535</td>
</tr>
<tr>
<td>1/6 H (b/w)</td>
<td>4.77&quot; (w) x 2.37&quot; (h)</td>
<td>$620</td>
<td>$580</td>
<td>$565</td>
<td>$535</td>
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<tr>
<td>1/12 (b/w)</td>
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<td>$430</td>
<td>$420</td>
<td>$400</td>
<td>$390</td>
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</table>

**Add BLEED to Full Page ad**

8.5" (w) x 11" (h) (plus .125" bleed)  
&150 +$135 +$120 +$100

**Add COLOR to any b/w ad above**

+$590 +$545 +$525 +$495

Back Cover (4C)  
8.5" (w) x 8" (h) (plus .125" bleed)  
$2775 $2550 $2470 $2320

Inside Front Cover (4C)  
7.25" (w) x 10" (h)  
$2730 $2460 $2385 $2240

Inside Back Cover (4C)  
7.25" (w) x 10" (h)  
$2405 $2165 $2100 $1975

Last updated April 15, 2019
For questions or more information, contact advertising representatives Barb Burgie at (614) 560-6896 or barb@burgiemediafusion.com or Leslie Klenk at (614) 554-6294 or leslie@burgiemediafusion.com.

ADVERTISER INFORMATION

ADVERTISER (PLEASE PRINT) __________________________________________ DATE __________________________

CLIENT CONTACT __________________________________________ BILLING CONTACT __________________________

ADDRESS __________________________________________

CITY __________________________ STATE __________________________ ZIP __________________________

PHONE __________________________ FAX __________________________

E-MAIL __________________________________________

RATES, FREQUENCY, POSITION & OTHER INSTRUCTIONS

ISSUE MONTH __________________________ SIZE __________________________ SHAPE __________________________ COLOR __________________________ FREQUENCY __________________________ RATE PER INSERTION __________________________

__________________________________________________________________________________________________________________________________

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BILLING INFORMATION

TOTAL AMOUNT __________________________ PLEASE BILL ME □ □ CHECK ENCLOSED □ □ VISA □ □ MASTER CARD □ □ DISCOVER □ □ AM EXPRESS EXP. DATE __________________________

CREDIT CARD NO. __________________________

Additional Instructions: We agree that this order is subject to the terms and provisions of Rate Card No. _____. Rates are subject to change of 30 days advance notice from the publisher. Payment is due within 30 days of receipt of invoice. All discounts including, but not limited to, frequency, agency, multi-page insert, pre-pay, non-profit and rate protections will be charged back to the contract price if advertiser fails to pay as set forth herein. Delinquent accounts will be referred for collection; the advertiser agrees to pay the collection costs incurred by the publisher, including attorney’s fees. Rates for space do not include production/design costs.

I have read and agree to the terms and conditions on this contract.

SIGNATURE __________________________ DATE __________________________

Closing Date: The Cleveland Metropolitan’s Bar Journal’s closing date for advertising space reservations is the first day of the month preceding the issue’s cover date. Cancellations will not be accepted after closing date.

Disclaimer: Acceptance of all advertising is subject to the CMBA approval and agreement by the advertiser to indemnify and protect the CMBA from loss or expense on claims of suits based upon content of the subject matter of such advertisements. This includes, but is not limited to, suits for libel, plagiarism, copyright infringement and unauthorized use of a person’s name or photograph. CMBA shall not be liable for failure to publish an ad. The purchase of advertising automatically constitutes agreement with these terms.

Discounts: Frequency Discount Advertising must be inserted within one year of first insertion to earn frequency discount rates.

Inserts and Multi-Page: Rates quoted on request.

Short Rate: An advertiser who does not fulfill a contract will be billed for the difference between the earned rate and the contract rate for space already run (a short rate). CMBA reserves the right to cancel a contract and short rate if an advertiser’s account falls beyond 90 days.

Increased Frequency: Billing credits earned by increasing frequency during a contract year will be applied to future space at the time the higher frequency rate is actually earned.