



# ACBA

# ALAMEDA COUNTY BAR ASSOCIATION

## ADVERTISE WITH US!

Thank you for your interest in advertising with Alameda County Bar Association ! The ACBA offers several different online and print advertising opportunities. Our advertising rates are extremely competitive and we can even help you design your ad!

### ACBA ADVERTISING OPPORTUNITIES INCLUDE:

- ◆ Website pages
- ◆ Blog posts
- ◆ Email Newsletters
- ◆ Annual Print Magazine *A Year in Review*

### WHY ADVERTISE WITH THE ACBA?

By advertising with the ACBA, you will be reaching more than 1,500 attorneys, judges, paralegals, law students, and other professionals in Alameda County. Our readers are an elite group of professionals, many with purchasing authority in their firms. They also enjoy a variety of goods and services in their leisure time. Our members are about 80% small and solo practitioners. Advertising with the ACBA will:

- ◆ Build brand awareness
- ◆ Increase your business
- ◆ Generate referrals

### SPECS AND RATES

The following pages contain information about the different opportunities. Specs and other important information can be found under the Submission Requirements section on page 5 of this document.

### QUESTIONS?

Contact Communications Director Valerie Brown Lescroart at  
[valerie@acbanet.org](mailto:valerie@acbanet.org)

# EMAIL

**EMAIL ADVERTISING:**

The ACBA sends 4 large email blasts to all of its members each month. Please see the Submission Requirements section of this document for details on size and format for advertisements.

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**E-NEWSLETTER**

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	<b>Monthly rate</b>	<b>Quarterly rate</b>	<b>Yearly rate</b>
<b>2x4 Digital Ad</b>	\$250	\$625	\$2,500

Sent out every other Thursday, the ACBA e-newsletter has a distribution of about 1200. This is an exclusive benefit to ACBA members and has an open rate of 23%. Samples available upon request.

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**UPCOMING PROGRAMS AND EVENTS EMAIL**

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	<b>Monthly rate</b>	<b>Quarterly rate</b> <i>15% off monthly rate</i>	<b>Yearly rate</b> <i>2 months free!</i>
<b>MCLE Digest</b>	\$350	\$875	\$3,500

Sent out every other Thursday, alternating with the ACBA e-newsletter, the MCLE Digest or Upcoming Programs and Events email has a distribution of about 5,000. Samples available upon request.

**GRAPHIC DESIGN SERVICES:**

If you would like to have the ACBA create your email, blog, or website advertising, please contact Valerie Brown Lescroart at [valerie@acbanet.org](mailto:valerie@acbanet.org) to discuss your project and associated fees. Fees are waived for current ACBA members.

# WEBSITE

## WEBSITE ADVERTISING:

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### SECTION PAGE SIDEBAR

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The ACBA maintains 12 section pages. Advertisements can be placed on a single page, or all section pages.

	<b>Monthly rate, per page</b>	<b>Quarterly rate</b> <i>15% off monthly rate</i>	<b>Yearly rate</b> <i>2 months free!</i>
<b>Section Pages</b>	\$200	\$500	\$2,000

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### CLASSIFIED ADS

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Classified ads appear on a designated webpage. Ads may include images/graphics.

	<b>Monthly rate</b>	<b>Quarterly rate</b> <i>15% off monthly rate</i>	<b>Yearly rate</b> <i>2 months free!</i>
<b>Classified Ads</b>	\$50	\$125	\$500

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### PAGE FOOTERS

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The ACBA website has more than 60 pages. Advertisements can be placed on a single page, or multiple pages.

	<b>Monthly rate</b>	<b>Quarterly rate</b> <i>15% off monthly rate</i>	<b>Yearly rate</b> <i>2 months free!</i>
<b>Individual Page Footer</b>	\$75	\$190	\$750
<b>All Page Footers</b>	\$900	\$2,275	\$9,000

*Over 60 pages, not including Homepage*



# SUBMISSION REQUIREMENTS

## **SUBMISSION REQUIREMENTS:**

### **FORMAT**

All submissions should be 72 dpi or greater for digital ads, and 300 dpi for print, and submitted in a JPEG or PNG format. 4/4 colors, no bleeds.

### **DIMENSIONS**

#### **Website:**

##### Sections Sidebar:

200 pixels wide by 400 pixels high

##### Classified:

One to two sentences plus gallery of photos.

##### Page footers:

728 pixels wide by 90 pixels high

#### **Blog:**

250—700 words, images recommended.

#### **Emails:**

E-newsletter: 200 pixels wide by 400 pixels high

MCLE Digest: 500 pixels wide by 200 pixels high

#### **A Year in Review Magazine:**

Specs listed on page 4 for each size

### **CLICK-THROUGH URL**

Click-through URL must be included when you submit your artwork files for digital ads.

### **PAYMENT POLICY:**

Advertising is available on a first come basis and payment is required prior to placing your ad online.