

2024

KCMBBA

## BAR DIRECTORY Advertising Rates &amp; Information

Advertise your business in the exclusive go-to resource for the Kansas City metropolitan legal community.

With an annual circulation of 7,000 copies, the 500-page Bar Directory is the only resource that comprehensively lists over 8,000 lawyers, law firms, judges, courts and corporate law departments in the nine-county area surrounding Kansas City. Each KCMBBA member receives a copy of the directory, and it is consistently rated our most valuable member benefit. Distributed annually in the spring, the Bar Directory's shelf life far exceeds its annual publication, as advertisers receive continuous exposure well beyond the print year. For 2024, members will also have access to our new online flipable version of the directory, which gives advertisers another opportunity for exposure for the entire year.

For more information, please contact [info@kcmba.org](mailto:info@kcmba.org)

## LARGE ADS (Full Color)

	AD LOCATION	2024 RATE	DIMENSIONS(W"xH")	FREE COPIES	ESSENTIAL SERVICES AD	CATEGORY LISTINGS
<input type="checkbox"/>	Back cover*	\$3,750	5.4"x8.8"	10	1 Page	NA
<input type="checkbox"/>	Spine*	\$3,000	5.75"x.75"	8	1 Page	NA
<input type="checkbox"/>	Inside front cover*	\$2,000	7"x10"	7	1 Page	NA
<input type="checkbox"/>	Inside back cover*	\$2,000	7"x10"	7	1 Page	NA
<input type="checkbox"/>	1 Tab (choice of front or back)	\$1,500	6"x9"	5	1 Page	NA
<input type="checkbox"/>	Full-page ad in first pages	\$1,000	6.125"x9.125"	5	1 Page	NA

\*First come, first served

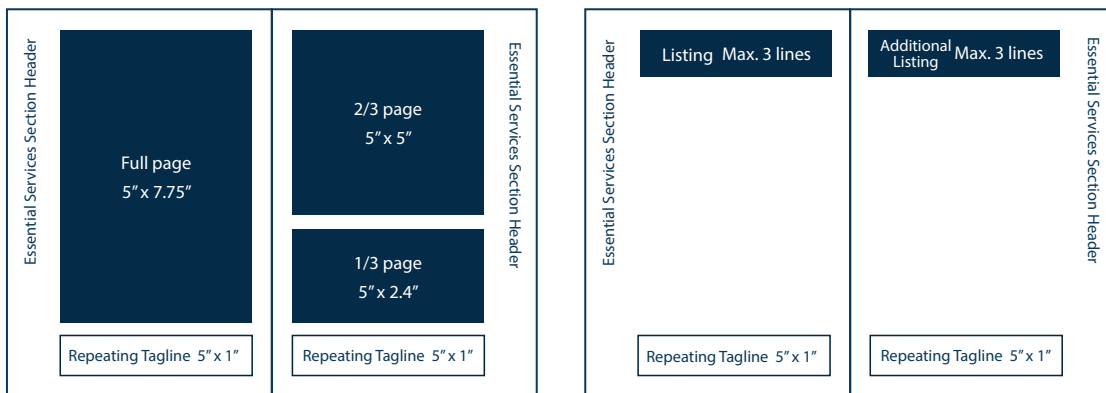
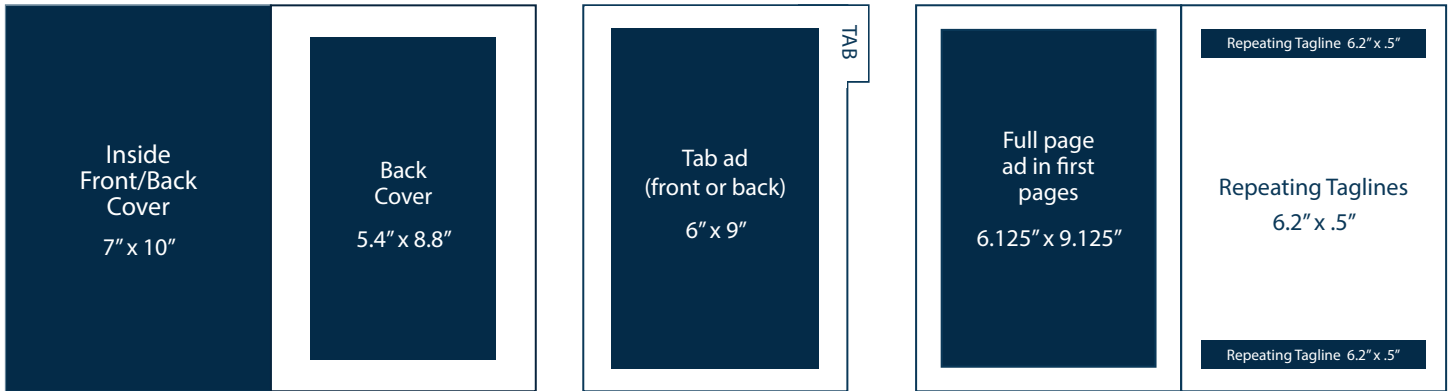
## REPEATING TAGLINES (Black &amp; White)

	AD LOCATION SECTION	2024 RATE	DIMENSIONS(W"xH")	FREE COPIES	ESSENTIAL SERVICES AD	CATEGORY LISTINGS
<input type="checkbox"/>	Attorneys	\$1,000	6.2"x.5"	5	1/3 Page	NA
<input type="checkbox"/>	MO & KS Courts	\$750	6.2"x.5"	3	1/3 Page	NA
<input type="checkbox"/>	MO & KS Firms	\$750	6.2"x.5"	3	1/3 Page	NA
<input type="checkbox"/>	Corporations	\$750	6.2"x.5"	3	1/3 Page	NA
<input type="checkbox"/>	Essential Services	\$750	5"x1"	3	1/3 Page	NA

## ESSENTIAL SERVICES (Black &amp; White)

	AD SIZE	2024 RATE	DIMENSIONS(W"xH")	FREE COPIES	ESSENTIAL SERVICES	CATEGORY LISTINGS
<input type="checkbox"/>	Full page	\$850	5"x7.75"	4	NA	4
<input type="checkbox"/>	2/3 page	\$650	5"x5"	2	NA	3
<input type="checkbox"/>	1/3	\$450	5"x2.4"	1	NA	2
<input type="checkbox"/>	Listing	\$250	Max. 3 lines	NA	NA	1
<input type="checkbox"/>	Additional	\$100	Max. 3 lines	NA	NA	NA

## AD SIZING EXAMPLES



Ad production is available for a \$100 fee. Contact [info@kcmba.org](mailto:info@kcmba.org) for due date on ad space reservation contracts and artwork. Please see contract term for details.

2024

# KCMBA

## BAR DIRECTORY ADVERTISING CONTRACT

### ESSENTIAL SERVICES SECTION CATEGORIES

Ads in the Essential Services section are listed under business categories. Please select the appropriate number of categories that corresponds with your ad size.

- |                                                         |                                                              |                                                          |                                                   |
|---------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Advertising/marketing          | <input type="checkbox"/> Database hosting                    | <input type="checkbox"/> Facility rental                 | <input type="checkbox"/> Legal Video Services     |
| <input type="checkbox"/> Arbitration/mediation services | <input type="checkbox"/> Digital discovery/e-discovery       | <input type="checkbox"/> Financial planning              | <input type="checkbox"/> Litigation/trial support |
| <input type="checkbox"/> Auctioneers/real estate        | <input type="checkbox"/> Document services/print solutions   | <input type="checkbox"/> Group benefits/health insurance | <input type="checkbox"/> Process service          |
| <input type="checkbox"/> Bail bond services             | <input type="checkbox"/> Drug/alcohol/DNA testing            | <input type="checkbox"/> Insurance                       | <input type="checkbox"/> Transcription            |
| <input type="checkbox"/> Banking                        | <input type="checkbox"/> Legal placement/staffing/recruiting | <input type="checkbox"/> Interpreters/translation        | <input type="checkbox"/> Trial production         |
| <input type="checkbox"/> Courier services               | <input type="checkbox"/> Exhibits                            | <input type="checkbox"/> Investigation                   | <input type="checkbox"/> Transportation services  |
| <input type="checkbox"/> Court reporters                | <input type="checkbox"/> Expert witness                      | <input type="checkbox"/> Legal nurse consultants         | <input type="checkbox"/> Video conferencing       |

### BILL TO

Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

ADLOCATION	RATE
	\$
	\$
	\$
Advertising Rate Total	\$
Ad Production Fee	\$
Associate Member Discount - 25% off	\$

### PAYMENT INFORMATION

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Invoice Me      Card Type: \_\_\_\_\_

Advertiser Signature: \_\_\_\_\_

Date: \_\_\_\_\_      Card Zip: \_\_\_\_\_

### TOTAL AMOUNT DUE

TOTAL AMOUNT DUE	\$
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For other inquiries, please contact  
info@kcmba.org

## CONTRACT

This contract is non-cancelable by the Advertiser and contains the full and complete terms of the contract. Advertiser acknowledges it has read this contract and has not relied upon any promise, statement or representation other than contained herein and hereby acknowledges receipt of a copy of this contract. Final acceptance of this contract shall be made by KCMBA. Publisher reserves the right to reject any advertising considered objectionable. Any advertising resembling editorial material will be marked "Advertisement" by the Publisher.

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## PUBLISHER'S APPROVAL

All advertisements are accepted and published upon the representation that the Advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements for publication, the Advertiser will indemnify and hold the Publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism or copyright infringement.

## ARTWORK & PAYMENT DEADLINES

Contact [info@kcmba.org](mailto:info@kcmba.org) for due date on advertising contract, ad artwork, and payment. If payment has not been received by the due date, the ad will not appear in the Directory. Contact [info@kcmba.org](mailto:info@kcmba.org) for due date on advertising proofs.

## COPY RESPONSIBILITY

The Advertiser is responsible for copy submission to [info@kcmba.org](mailto:info@kcmba.org). Previous insertion will run if copy is not received by the Artwork Deadline (contact [info@kcmba.org](mailto:info@kcmba.org) for deadline). If no previous insertion is available, client is liable for the cost of contracted space not used, and space will be allocated by the Publisher.

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## ACCEPTABLE DIGITAL FORMATS

Preferred formats are EPS, PDF or packaged Adobe Illustrator or InDesign files. Other acceptable formats include PNG and TIFF. All files must be high-resolution (at least 300 dpi). Advertisements submitted in Microsoft Word, PowerPoint or Publisher are not acceptable formats.

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## AD PRODUCTION RATES

If KCMBA produces your ad, a one-time rate of **\$100** will be applied to your total. To update an ad used in a previous directory, a **\$25** production charge will be applied. Ads produced by KCMBA are for use in KCMBA publications only. If you would like to purchase the rights to use your ad in other publications outside of KCMBA, please contact [info@kcmba.org](mailto:info@kcmba.org).

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## LIABILITY

In no event shall KCMBA's liability with respect to any order exceed the total amount paid to KCMBA for such order, including any liability resulting from the errors or omissions of the Directory of the Greater Kansas City Legal Community. In no event shall KCMBA be liable for special, incidental, consequential or punitive damages.

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## PROPRIETARY INFORMATION

The KCMBA Directory of the Greater Kansas City Legal Community is the exclusive property of KCMBA. The information contained in the directory is confidential and proprietary. Advertiser shall not reproduce, disclose or disseminate any such information without the express written consent of KCMBA. Further, advertiser shall not use the member information contained in the directory to solicit members or for any other commercial purposes.