



2024 MEDIA KIT

# KCMBA

Kansas City Metropolitan Bar Association

# MEDIA KIT

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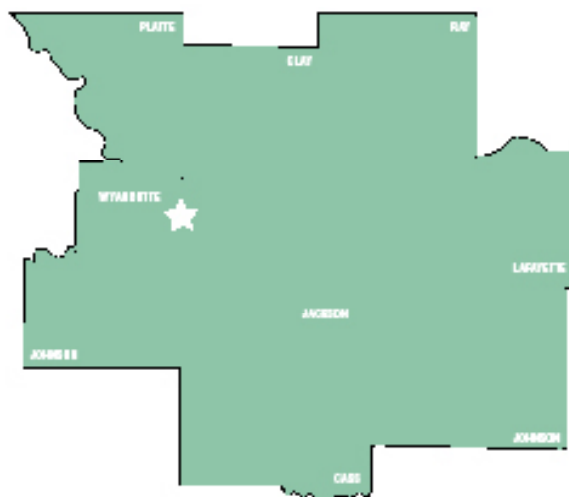
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Kansas City Metropolitan Bar Association (KCMBA) is the gold standard for reaching the lucrative legal market in Kansas City. As the largest and oldest bar association in the Kansas City area, our vibrant and active membership includes practitioners in solo, small, medium and large law firms, judiciary,

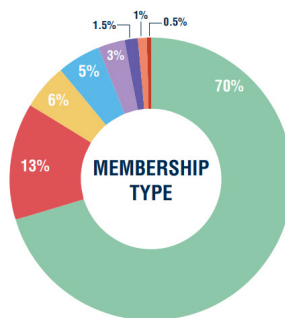
as well as general counsel for corporate, nonprofit and government entities. No other legal medium can connect advertisers to the Kansas City metropolitan legal community as effectively as KCMBA.

## 5,000+ MEMBERS

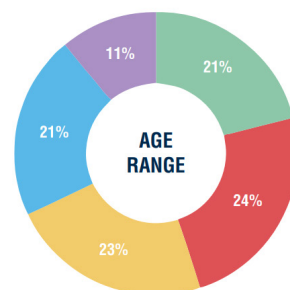
## 9 COUNTIES



When you advertise or sponsor with KCMBA, your message will reach a high-profile, targeted audience of legal professionals in the Kansas City Metropolitan area.



REGULAR STUDENT PUBLIC/GOVERNMENT  
JUDICIAL SENIOR COUNSELOR AFFILIATE MEMBERS  
RETIRED JUDGES RETIRED MEMBERS



Under 35 36-45 46-55  
56-65 66+

## \$126,940

Annual mean wage of lawyers in the Kansas City Metropolitan area<sup>1</sup>

## 82

Local firms and companies in 100% Club, an elite designation of firms and companies in KCMBA's service area comprised of 5 or more attorneys with 100% KCMBA membership

<sup>1</sup> Bureau of Labor Statistics, May 2022 Metropolitan Area Employment and Wage Estimates

KCMBA's award-winning publications are ideal for effectively delivering your message to the Kansas City metropolitan legal industry.



## KC COUNSELOR

*KC Counselor* is a 32-page full-color magazine that delivers engaging editorial content, written by members for members. *KC Counselor* is distributed 11 times per year to our 5,000 members and enjoys a long shelf life and high pass-along rates in the offices, boardrooms and lobbies throughout the metropolitan area. A digital version is also available to members only on [kcmba.org](http://kcmba.org).

**FULL PAGE**  
8.62" x 11.12"

**2/3 PAGE**  
7.75" x 6.66"

**1/2 PAGE (V)**  
3.75" x 10"

**1/2 PAGE (H)**  
7.75" x 4.875"

**1/4 PAGE (H)**  
7.75" x 2.39"

**1/4 PAGE (SQ)**  
3.75" x 4.875"

**1/6 PAGE (V)**  
2.417" x 4.875"

**1/6 PAGE (H)**  
7.75" x 1.54"

## DISPLAY AD RATES

AD SIZE	1-3 ISSUES	4-6 ISSUES	7-10 ISSUES	11 ISSUES	CONGRATULATORY
Full Page	\$1,100	\$1,090	\$1,070	\$1,010	\$890
2/3 Page	\$1,005	\$995	\$975	\$925	N/A
1/2 Page	\$785	\$775	\$760	\$720	\$630
1/4 Page	\$425	\$420	\$410	\$390	\$315
1/6 Page	\$300	\$295	\$290	\$275	NA

*Rates listed reflect ad price per issue.*

DISPLAY ADS

All rates are per insertion. Guaranteed requested placement by page or section is an additional 20 percent of the per-insertion rate. KCMBA offers special rates for law firms placing congratulatory or announcement advertisements. A five percent discount is available to advertisers who prepay a year’s advertising and run at least 3 insertions in the *KC Counselor*.

ACCEPTABLE FORMATS

Preferred formats are EPS, PDF or packaged Adobe Illustrator or InDesign files. Other acceptable formats include JPEG, TIFF and PNG. All files must be high-resolution (at least 300 dpi). Advertisements submitted in Microsoft Word, PowerPoint or Publisher are not acceptable formats. Please do not include a bleed unless you are placing a full page ad with bleed.

AD PRODUCTION

Display ad production is available for a one-time fee of \$100, which include a maximum of two edits. Additional edits are available for \$25 per edit. To update an ad used in a previous issue, a \$50 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.

CLASSIFIED ADS

Classified advertising is available as an additional resource for our members and related professionals. Classifieds ads for job postings, office space and items for sale, such as office furniture or equipment, and will be accepted. Classified ads will run until canceled in writing before the advertising deadlines listed on page 5. Job postings receive a free listing on the exclusive Career Center at kcmba.org.

	MEMBERS	NON-MEMBERS
40 Words or less	\$50	\$100
Additional	\$1/word	\$1/word

2024 AD DEADLINES

Issue	Reservation & Material Deadline
January	December 4
February	January 2
March	February 5
April	March 4
May	April 1
June/July	May 6
August	July 1
September	August 5
October	September 2
November	October 7
December	November 4

MEMBER ANNOUNCEMENTS

Firms are invited to submit press releases about members for complimentary inclusion in the “Keeping Up With the Bar” section of every issue of *KC Counselor*. Please send announcements or press releases along with a color print-ready headshot (300dpi or higher) to info@kcmba.org.

TERMS & CONDITIONS

All copy and contracts are subject to approval. KCMBA reserves the right to refuse advertisements not in accordance to the advertising policies of KCMBA, and to edit submitted text as needed. Ads not cancelled by the deadline will be inserted in the following *KC Counselor* at advertiser’s expense. Payment is due within 30 days of invoice. A late fee of 2% will apply each month. Display ads require completion of a contract when placing two or more consecutive ads. Ads placed inside front and back covers, presidents’ pages and “Keeping Up With the Bar” are considered premium placements. Premium placements (by request) will be charged an extra 20% of monthly rate and cannot be guaranteed month to month. If premium placement is unavailable, the 20% fee will not be charged. Ads that appear in premium placements without request by advertiser will not be charged the 20% fee.



# DIRECTORY OF THE GREATER KANSAS CITY LEGAL COMMUNITY

Advertise your firm or business in the exclusive go-to resource for the Kansas City metropolitan legal community. With an annual circulation of 7,000, the 500-page Bar Directory is the only resource that comprehensively lists over 9,000 lawyers, law firms, judges, courts and corporate law departments in the nine-county area surrounding Kansas City. The Bar Directory's shelf life far exceeds its annual publication, as advertisers receive continuous exposure well beyond the print year. Members also have access to an online flipable version of the directory on [kcmba.org](http://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 KCMB. Publisher reserves the right to reject any advertising considered objectionable. Any advertising resembling editorial material will be marked "Advertisement" by the Publisher.

## 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.

## 2024 DIRECTORY DEADLINES

Space reservation contract and ad artwork are due to KCMB by December 16, 2022. Full payment is due by December 16, 2022. If payment has not been received by December 16, 2022, the ad will not appear in the Directory and Advertiser will be held for sums due/payable to the publisher. Advertising proofs are due back to KCMB no later than 5pm on January 6, 2024.

## COPY RESPONSIBILITY

The Advertiser is responsible for copy submission to KCMB ([info@kcmba.org](mailto:info@kcmba.org)). Previous insertion will run if copy is not received by the Artwork Deadline of December 16, 2022. 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.

## ACCEPTABLE DIGITAL FORMATS

Preferred formats are EPS, PDF or packaged Adobe Illustrator or In-Design 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. Please do not include a bleed unless you are placing a full-page ad with bleed.

## AD PRODUCTION RATES

If KCMB 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 KCMB are for use in KCMB publications only. If you would like to purchase the rights to use your ad in other publications outside of KCMB, please contact Marie Gant at [info@kcmba.org](mailto:info@kcmba.org).

## LIABILITY

In no event shall KCMB's liability with respect to any order exceed the total amount paid to KCMB 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 KCMB be liable for special, incidental, consequential or punitive damages.

## PROPRIETARY INFORMATION

The KCMB Directory of the Greater Kansas City Legal Community is the exclusive property of KCMB. 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 KCMB. Further, advertiser shall not use the member information contained in the directory to solicit members or for any other commercial purposes.



DISPLAY AD RATES AND SIZES

AD LOCATION	2024 RATE	DIMENSIONS (W'' X H'')	FREE COPIES	LEGAL RESOURCES SECTION AD	CATEGORY LISTINGS
Back cover	\$3,750	5.4 x 8.8	10	1 Page	NA
Spine	\$3000	5.75 x .75	8	1 Page	NA
Inside front cover	\$2,000	7 x 10	7	1 Page	NA
Inside back cover	\$2,000	7 x 10	7	1 Page	NA
Full-page ad in first pages	\$1,000	6.125 x 9.125	5	1 Page	NA
Repeating Taglines					
Tagline - Attorneys	\$1,000	6.2 x .5	5	1/3 Page	NA
Tagline - Essential Services	\$750	5 x 1	3	1/3 Page	NA
Tagline - Other	\$750	6.2 x .5	3	1/3 Page	NA
Tabs					
1 Tab choice of front or back	\$1,500	6 x 9	5	1 Page	NA
Essential Services					
Full page	\$850	5 x 7.75	6	NA	4
2/3 page	\$650	5 x 5	4	NA	3
1/3 page	\$450	5 x 2.4	2	NA	2

## BOOST YOUR ADR PRACTICE

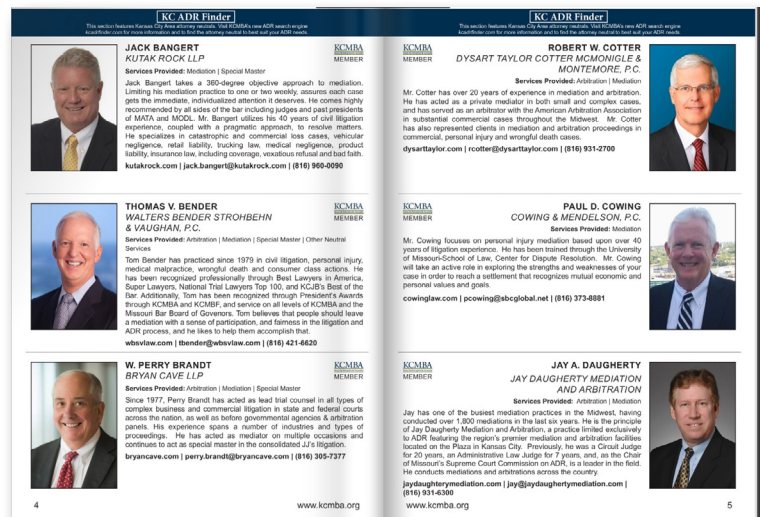
Are you launching a new or building an existing ADR practice? KCMBAs ADR Finder is the perfect lawyer-to-lawyer resource for connecting with colleagues in need of your specialized services.

KCMBAs ADR Finder is a proprietary online platform that provides a searchable database for anyone in need of ADR services, through [kcaadrfinder.com](http://kcaadrfinder.com). This public platform enables participants to differentiate themselves in a variety of categories including certifications, areas of expertise, years in practice, fee structure and ADR philosophy, among others, providing unmatched avenues for reaching every member of the greater Kansas City legal community and beyond.

KCMBAs Regular Member:	Annual fee of \$289
KCMBAs Affiliate Member:	Annual fee of \$489
Non-Member:	Annual fee of \$689

Participants also receive a 1/3-page profile and a Legal Services section listing in the *Directory of the Greater Kansas City Legal Community*. This is a yearly subscription, and must be renewed each January.

In addition to the listing on [KCAADRfinder.com](http://KCAADRfinder.com), participants also receive a 1/3-page bio with headshot and listing in the Legal Services section in the *Directory of the Greater Kansas City Legal Community*. KCMBAs advertises [KCAADRfinder.com](http://KCAADRfinder.com) in the KC Counselor, the 32-page full-color magazine read by more than 5,000 members eleven times per year and to the 7,800 readers of *Missouri Lawyers Weekly* several times per year.



## QUALIFICATIONS TO PARTICIPATE

Participants must be lawyers licensed and in good standing. ADR Finder does not require the participant to be qualified in Missouri in accordance with Supreme Court Rule 17 and/or Kansas in accordance with Supreme Court Rule 901, but those qualifications may be highlighted by the participant. KCMBAs membership is not required, but members enjoy preferential pricing. Because the program is limited to promoting lawyers for ADR services, no Associate Members (non-lawyers) may participate. Proration of the annual fee is not available. Payment of KCMBAs 2021 membership dues is required in order to subscribe at member rates.



KC ADR  
FINDER



## Looking for a mediator, arbitrator, or special master?

Visit [kcaadrfinder.com](http://kcaadrfinder.com) to locate your next ADR professional. Interested in joining? Enrollment for 2023 is now open, secure your spot today at [kcaadrfinder.com](http://kcaadrfinder.com).



Enhance your reach and advance your business goals by participating as an exhibitor or sponsor in one of KCMBA's signature events.

ANNUAL MEETING

The annual meeting is held each year in December at the Sheraton Kansas City Hotel at Crown Center. With nearly 1,000 attendees, this is KCMBA's largest event. Show your support for the mission of KCMBA to serve its members and the legal community with Platinum, Gold and Silver sponsorship levels.

Sponsorship Levels

Presenting Sponsor	\$7,500
Platinum Sponsor	\$5,000
Gold Sponsor	\$2,000
Sliver Sponsor	\$1,200
Bronze Sponsor	\$750

Multiple sponsorship opportunities are available at each level, excluding Presenting.

BENCH-BAR & BOARDROOM  
CONFERENCE (BBBC)

May 8-10, 2024

BBBC is an annual three-day conference held in May, with hundreds of lawyers and judges in attendance. BBBC is a unique opportunity for our members to gain CLE credit, network, and enjoy the company of their colleagues in a casual setting. With the opportunity to gain prospective business and deepen connections with KCMBA members, BBBC is a favorite among firms supporting KCMBA's goals and exhibitors seeking exposure.

Sponsorship Levels

YETI Giveaway Sponsor	\$10,000
Presenting Sponsor	\$8,000
Keynote Plenary Sponsor	\$3,000
Celebrate the Greats Award Ceremony Sponsor	\$1,500
Plenary Session Sponsor	\$1,000
Entertainment Breaks Sponsor	\$1,000
Snack Bag Sponsor	\$1,000
Concurrent Program Sponsor	\$500
Yoga Sponsor	\$500

Multiple sponsorship opportunities are available at each level, excluding Presenting and Premium.

HEARTLAND DIVERSITY LEGAL JOB  
FAIR (HDLJF)

The goal of the HDLJF, held one weekend every August, is to increase the participation of under-represented groups in the practice of law in Kansas City. Students from over 150 law schools across the country converge on Kansas City to be interviewed by locals firms in order to increase diversity in the legal profession.

Sponsorship Levels

Keynote Luncheon Sponsor	\$6,000
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Bronze Sponsor	\$1,000
Supporter	Any Amount

Multiple sponsorship opportunities are available at each level, excluding Keynote Luncheon.

## KCMBA MEMBER SOCIALS

KCMBA socials sponsored by the Young Lawyers Section (YLS) are held at various locations across Kansas City throughout the year. With average attendance of around 150 lawyers, these casual socials provide sponsors with a way to build relationships with KCMBA members. Socials can be sponsored starting at \$2,500. For details, contact KCMBA at (816) 474-4322.

## UNITY EVENT

*Fall 2024*

KCMBA's Diversity Section and five area diverse bar associations (Asian American Bar Association of Kansas City, Association for Women Lawyers of Greater Kansas City, Hispanic Bar Association of Greater Kansas City, Jackson County Bar Association, and Kansas City Lesbian, Gay and Allied Lawyers) celebrate the diverse and inclusive nature of the legal culture in Kansas City and recognize members of the Kansas City area legal community for their contributions to diversity and inclusion in the legal profession.

### *Sponsorship Levels*

Presenting Sponsor	\$2,500
Sponsor	\$1,000

## YLS BENEFIT GOLF TOURNAMENT

This annual tournament is presented by KCMBA's YLS and is open to all KCMBA members, regardless of age or experience. The tournament is the largest fundraiser for YLS, supporting scholarships, the Ask-A-Lawyer Telethon and an adopted annual charity. The tournament is held each June and plays host to approximately 75 participants.

### *Sponsorship Levels*

Premier Sponsor	\$2,000
Major Sponsor	\$850
Driving Range Sponsor	\$500
Putting Green Sponsor	\$500
Beverage Sponsor	\$500
Meal Sponsor	\$350
Tee Sponsor	\$250

Kansas City Metropolitan Bar Foundation (KCMBF) is a 501(c)(3) nonprofit organization and is the charitable arm of KCMBF. KCMBF seeks to serve the community by creating and supporting public service or educational programs which promote the administration of justice, delivery of legal services, professional development or respect for the law. The three Legal Connection programs of KCMBF are Military Matters, Domestic Violence Alliance and Student Law Academy, and there are multiple sponsorship opportunities for these and other KCMBF programs.

LEGAL CONNECTION: DOMESTIC VIOLENCE ALLIANCE

October 2024

Under the leadership of KCMBF, various legal, social service, medical and law enforcement agencies across the Kansas City metropolitan area collaborate to plan, promote and attend the conference aimed at providing essential interdisciplinary information, education and support to these crucial partners who support victims and work to eliminate domestic violence.

Sponsorship Levels

Snack Sponsor	\$250
Breakfast Sponsor	\$500
Swag Sponsor	\$500
Lunch Sponsor	\$1,500
Speaker Sponsor	\$2,000

LIBERTY & JUSTICE GALA

October, 2024

The annual Liberty & Justice Gala is the primary fundraising event in support of KCMBF and its programs. This exclusive event features a cocktail hour, dinner, auction, and award ceremony to recognize and celebrate the great volunteer work performed by lawyers in the Kansas City community. During the Gala, the Jack L. Campbell Legacy Award is given in recognition of the recipient’s dedication to the principles of liberty and justice through exemplary professional, civic and community service.

Sponsorship Levels

Bronze	\$1,500
Silver	\$3,000
Gold	\$5,000
Platinum	\$7,500
Diamond	\$10,000+

LEGAL CONNECTION: STUDENT LAW ACADEMY

June 2024

SLA aspires to serve as a future pipeline to diversify Kansas City’s legal community. Its mission is to provide underserved urban high school students who would not otherwise have the opportunity meaningful exposure to a career in the legal profession.

Sponsorship Levels

Order of the Coif	\$500
Cum Laude	\$1,000
Magna Cum Laude	\$3,000
Summa Cum Laude	\$5,000



KCMBA is pleased to offer two tiers of Affinity Partnerships for the benefit of our membership. All partners are screened and selected based upon the quality of services provided to our membership.

At the Platinum level, our partners provide the highest degree of customer service and product quality. For that reason, they receive the endorsement as our “Official” provider of their category of goods or services. KCMBA’s Platinum Partners endure scrutiny by our staff, Executive Committee and Board of Directors to ensure we are bringing our members reputable companies and valuable services at a fair price. While each partner is individually responsible for delivery of their goods or services, KCMBA gives its strong support to each of these businesses and the role they play in our legal community.

Our Affinity Partners also demonstrate a high level of skills and market success. They are committed to maintaining a prosperous business relationship with KCMBA and its members.

	\$25,000 PLATINUM PARTNER	\$10,000 AFFINITY PARTNER
<b>EXCLUSIVE RIGHTS AND ENDORSEMENT</b>		
Exclusive endorsement rights as “The Official Partner of KCMBA” in one category/area of exclusivity, to be agreed upon by both the Partner and KCMBA.	✗	
<b>MARKETING AND PROMOTION</b>		
KCMBA full press release featuring Partner at the commencement of the Affinity Agreement complete with a quote from KCMBA leadership promoting Partner.	✗	
Announcement on one front cover of the KC Counselor magazine.	✗	
One-page article in the KC Counselor magazine (hard copy and digital online edition)	✗	
Inclusion on Affinity Partner page of KC Counselor magazine section. Platinum Partners will receive priority listing with logo.	✗	✗
Full-page advertisement in the Directory of Greater Kansas City Legal Community, the go-to resource consistently ranked as the number one member benefit.	✗	
Partner will be included on the Affinity Partner page in the Directory of Greater Kansas City Legal Community. Platinum Partners will receive priority listing.	✗	✗
Introductory announcement in KCMBA’s weekly e-newsletter, the Sidebar. Platinum Partners will receive priority listing.	✗	✗
Feature in Affinity section of KCMBA’s weekly e-newsletter the Sidebar, on a rotation basis with other Affinity Partners. Platinum Partners will receive priority listing.	✗	✗
Logo and “The Official Partner of KCMBA” label will be included on the home page of KCMBA’s website.	✗	
Logo, link to company website and brief product description on the Affinity Partner page of KCMBA’s website. Platinum Partners will receive priority listing.	✗	✗
Introductory article on KCMBA’s website. Platinum Partners will receive priority listing.	✗	✗
Announcements on KCMBA’s social media platforms (Facebook, Twitter and Linked-In. Platinum Partners will receive priority listing. Platinum Partners will receive a minimum of four (4) announcements and Affinity Partners will receive a minimum of two (2) announcements.	Minimum of 4 announcements	Minimum of 2 announcements
Opportunity to present a free educational CLE event for KCMBA members as part of KCMBA’s “Free CLE Series.”	✗	
Opportunity to present at one KCMBA Board of Directors Meeting.	✗	
One opportunity for direct marketing to KCMBA’s membership of approximately 5,000 members.	✗	
<b>MEMBERSHIP</b>		
KCMBA Associate Members will receive: ·The KC Counselor; ·The weekly e-newsletter, the Sidebar; ·The Directory of Greater Kansas City Legal Community; ·Invitations to attend members-only events and socials; and ·All other privileges and benefits of KCMBA membership.	4 Memberships	2 Memberships
<b>EVENTS</b>		
One complimentary exhibitor booth at KCMBA’s flagship event, the Bench-Bar & Boardroom Conference (BBBC).	✗	Choice of one event
One complimentary table for 10 guests the KCMBA Annual Meeting luncheon	✗	



# NOTES

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For more information or to create a custom package, email [info@kcmba.org](mailto:info@kcmba.org).

