

2021 : KCMBA

BAR DIRECTORY Advertising Rates & 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 KCMBA 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. Again for 2021, 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 Marie Gant at (816) 474-4322 or mgant@kcmba.org.

AD LOCATION	2021 RATE	DIMENSIONS (W" x H")	FREE COPIES	YELLOW PAGES AD	CATEGORY LISTINGS
Back cover	\$3,750	5.4 x 8.8	10	1 Page	NA
Inside front cover	\$2,000	7 x 10	10	1 Page	NA
Inside back cover	\$2,000	7 x 10	10	1 Page	NA
Full-page ad in first pages	\$1,200	6.125 x 9.125	10	1 Page	NA

Repeating Taglines

Attorney (2 left!)	\$1,000	6.2 x .5	10	1/3 Page	NA
MO & KS Courts	\$750	6.2 x .5	6	1/3 Page	NA
MO & KS Firms	\$750	6.2 x .5	6	1/3 Page	NA
Corporations	\$750	6.2 x .5	6	1/3 Page	NA
Yellow Pages	\$750	5 x 1	6	1/3 Page	NA

Tabs

1 Tab choice of front or back	\$1,000	6. x 9	10	1 Page	NA
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Legal Marketplace Section

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
Listing	\$250	Max. 3 lines	1	NA	1
Additional listing	\$100	Max. 3 lines	NA	NA	NA

Ad production is available for a \$100 fee. All ad space reservation contracts and artwork is due by November 23, 2020. Please see contract terms for details.

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LEGAL MARKETPLACE SECTION CATEGORIES

Ads in the Legal Marketplace 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: _____

PAYMENT INFORMATION

Credit Card Number: _____

Exp. Date: _____ CVV: _____

Cardholder Name: _____

Cardholder's Signature: _____

Invoice Me

Advertiser Signature: _____

Date: _____

AD LOCATION

RATE

	\$
	\$
	\$
Advertising Rate Total	\$
Ad Production Fee	\$
Member Discount*	\$
Member Discount*	\$
TOTAL AMOUNT DUE	\$

***KCMBBA Associate members receive 25% off ads in the legal marketplace section**

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: BAR DIRECTORY Terms & Conditions

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.

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 AND PAYMENT DEADLINES

Space reservation contract and ad artwork are due to KCMBA by November 23, 2020. Full payment is due by December 7, 2020. If payment has not been received by December 7, 2020, 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 KCMBA no later than 5pm on December 7, 2020.

COPY RESPONSIBILITY

The Advertiser is responsible for copy submission to the KCMBA Coordinator of Development (Marie Gant, mgant@kcmba.org). Previous insertion will run if copy is not received by the Artwork Deadline of November 23, 2020. 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 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.

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 Marie Gant at mgant@kcmba.org.

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.

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.