

Advertising Rates and 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 2020, 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	2019 RATE	DIMENSIONS (W" X H")	FREE COPIES	YELLOW PAGES AD	CATEGORY LISTINGS
<input type="checkbox"/> Spine (SOLD)	\$3,000	.8 x 5.8	10	1 Page	NA
<input type="checkbox"/> Back cover	\$3,750	5.4 x 8.8	10	1 Page	NA
<input type="checkbox"/> Inside front cover	\$2,000	7 x 10	10	1 Page	NA
<input type="checkbox"/> Inside back cover	\$2,000	7 x 10	10	1 Page	NA
<input type="checkbox"/> Full-page ad in first pages	\$1,200	6.125 x 9.125	10	1 Page	NA
Repeating Taglines					
<input type="checkbox"/> Attorney	\$1,000	6.2 x .5	10	1/3 Page	NA
<input type="checkbox"/> MO & KS Courts	\$750	6.2 x .5	6	1/3 Page	NA
<input type="checkbox"/> MO & KS Firms	\$750	6.2 x .5	6	1/3 Page	NA
<input type="checkbox"/> Corporations	\$750	6.2 x .5	6	1/3 Page	NA
<input type="checkbox"/> Yellow Pages	\$750	5 x 1	6	1/3 Page	NA
Tabs					
<input type="checkbox"/> 1 Tab choice of front or back	\$1,000	6 x 9	10	1 Page	NA
Legal Services Section					
<input type="checkbox"/> Full page	\$850	5 x 7.75	6	NA	4
<input type="checkbox"/> 2/3 page	\$650	5 x 5	4	NA	3
<input type="checkbox"/> 1/3 page	\$450	5 x 2.4	2	NA	2
<input type="checkbox"/> Listing	\$250	Max. 3 lines	1	NA	1
<input type="checkbox"/> Additional listing	\$100	Max. 3 lines	NA	NA	NA

Ad production is available. All ad space reservation contracts and artwork is due by November 29, 2019. Please see contract terms for details.

LEGAL SERVICES SECTION CATEGORIES

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

BILL TO

Advertiser: _____
 Contact Name: _____ Email: _____
 Billing Address: _____
 City/State/Zip: _____ Phone: _____

Please mark the check box on table on reverse
for your ad selections

AD LOCATION	RATE
	\$
	\$
	\$
Advertising Rate Total	\$
Ad Production Fee	\$
Member Discount*	\$
Total Amount Due	\$

*KCMBA Associate members receive 25% off ads in the legal services section

PAYMENT INFORMATION

Credit Card Number: _____
 Exp. Date: _____ Cardholder's Name: _____
 Cardholder's Signature: _____
 Invoice Me
 Advertiser Signature and Date: _____

Terms and 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 29, 2019. Full payment is due by December 13, 2019. If payment has not been received by December 13, 2019, 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 13, 2019.

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 29, 2019. 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.