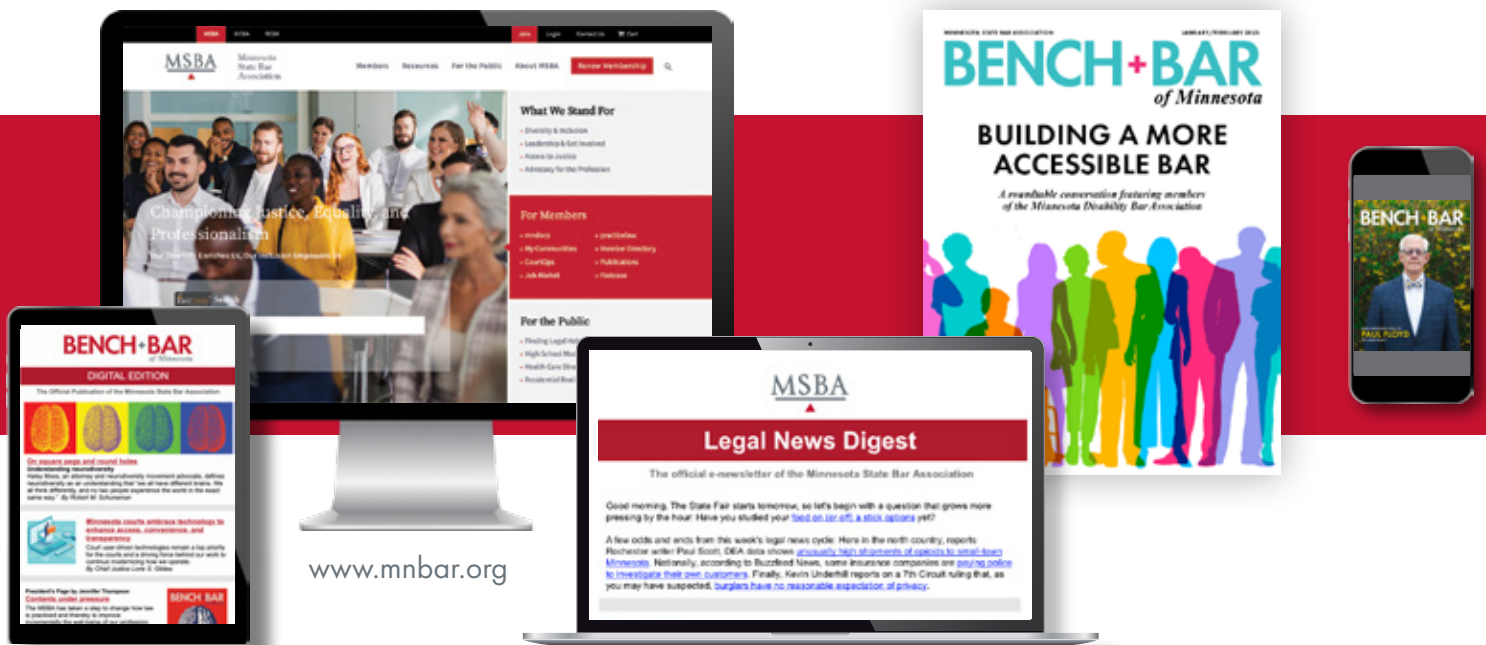


OFFICIAL PUBLICATION OF THE MINNESOTA STATE BAR ASSOCIATION

BENCH+BAR

of Minnesota



REACHING LEGAL PROFESSIONALS, LEADERS AND DECISION MAKERS



Minnesota
State Bar
Association

Media Kit

(effective 10/1/2023)

Magazine readership remains high in an increasingly noisy & crowded media landscape.

97% of MSBA members have read Bench & Bar in the past 12 months with nearly 75% reading three of the last four issues.

Over **75%** of readers prefer the print edition delivered by mail.



Advertising dollars go even further with Bench & Bar Digital Edition – emailed directly to MSBA members!

Your Link to Lawyers

Bench & Bar of Minnesota is the official publication of the Minnesota State Bar Association (MSBA). The MSBA is a voluntary association of lawyers admitted to practice in Minnesota, comprising members from all areas of practice, legal administrators, corporate counsel, paralegals, and up-and-coming law students.

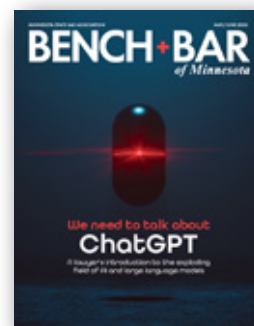
Bench & Bar continues to be a top-ranked member benefit with a circulation of over 13,200.



Your Link to Leaders

Bench & Bar readers are leaders in the profession and in their communities. These influential and affluent individuals hold prestigious positions in government, serve on the governing boards of numerous corporate and nonprofit organizations, and work both to shape the profession and improve the practice of law.

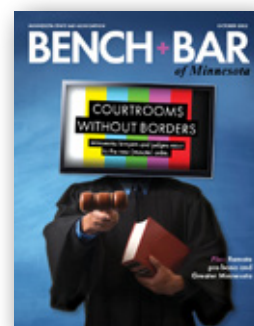
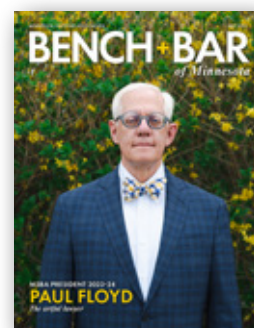
2/3 of readers saved an item from Bench & Bar for future reference with over half saying they discussed or shared an item with colleagues or clients.



Your Link to Decision Makers

Bench & Bar readers include managing partners, sole practitioners, legal administrators and other professionals with responsibility for hiring, purchasing, and directing both their own affairs and matters affecting their clients.

70% of our readers are actively involved in purchasing products and services for their firm/business/organization.



Minnesota
State Bar
Association

Bench & Bar is published 10 times per year with a paid circulation of over 13,200.

BENCH+BAR
of Minnesota

Our readers consistently rank us as the most highly respected, the most well written, the most informative, the most authoritative, the most reliable, and the most essential to them and their job.

BENCH & BAR READERS ARE ENGAGED

92% consider Bench & Bar a reliable authority for legal news

75% have read three of the last four issues

50% act on editorial content including: saving articles for future reference, discussing with a colleague or client, and passing along to another person

BENCH & BAR READERS ARE BUYERS

70% are involved in purchasing products and services for their organizations

71% plan to make a significant household purchases in the next 12 months

BENCH & BAR READERS ARE AFFLUENT

98% have one or more degrees beyond the B.A.

47% have a household income of \$150,000 or higher.

30% have a household income of \$200,000 or higher.

Special Issues:

JANUARY/FEBRUARY

Buyers' Guide Issue
(listing included with cost of ad)

JULY

Legislative Update Issue



EDUCATION

99% have one or more degrees beyond the B.A.

CURRENT EMPLOYMENT

64% Private Practice

12% For-Profit Corporations

12% Government Services

NEW TO THE PROFESSION

Nearly **30%** are new lawyers
(practicing less than 10 years)

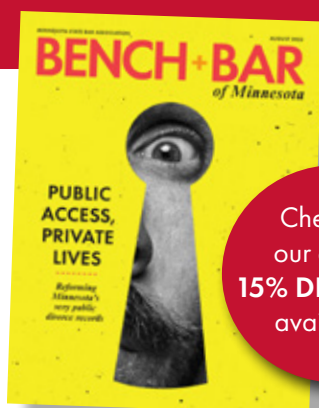
Data based on current readership and membership surveys



Print Rates and Sizes

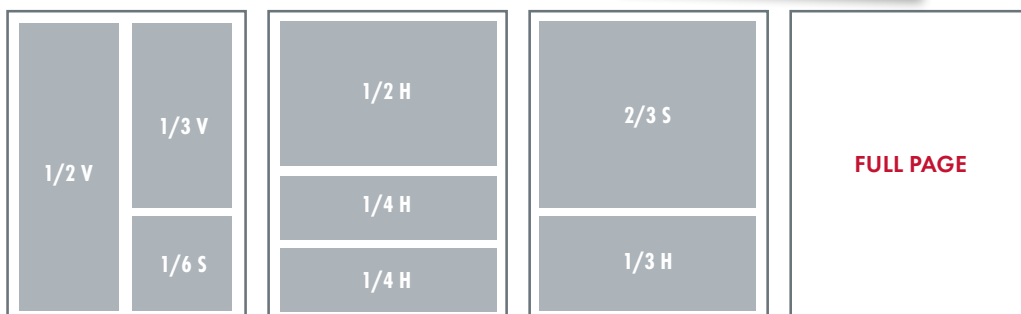
BENCH+BAR
of Minnesota

Discover the benefits of frequent, direct access to the individuals and organizations shaping the practice of law and the administration of justice in Minnesota today!



Check out
our eAds –
15% DISCOUNT
available!*

AD SIZES



FOUR COLOR ADVERTISING RATES (DEADLINE 10TH OF THE MONTH PRIOR*)

SIZE	10x	6x	3x	1x
2-PG SPREAD	\$2,399	\$2,629	\$2,699	\$2,779
BACK COVER	\$1,799	\$1,899	\$1,939	\$2,009
INSIDE COVERS	\$1,499	\$1,569	\$1,699	\$1,789
FULL	\$1,399	\$1,499	\$1,569	\$1,669
2/3	\$1,199	\$1,239	\$1,299	\$1,379
1/2	\$989	\$1,019	\$1,059	\$1,139
1/3	\$879	\$909	\$959	\$1,019
1/4	\$749	\$789	\$819	\$869
1/6	\$649	\$679	\$709	\$749

Distributed ten times per year. The January/February and the May/June issues are two combined-month issues. *These deadlines vary. All rates are net per insertion. Paid Circulation: 13,200. Effective: 10/1/2023

AD SIZES & FORMATS

1/6 S	3.5"W x 3.125"H	NO BLEED
1/4 H	7.25"W x 2.25"H	NO BLEED
1/3 H	7.25"W x 3.125"H	NO BLEED
1/3 V	3.5"W x 6.25"H	NO BLEED
1/2 H	7.25"W x 4.75"H	NO BLEED
1/2 V	3.5"W x 9.75"H	NO BLEED
2/3 S	7.25"W x 6.25"H	NO BLEED
FULL	7.25"W x 9.75"H	NO BLEED

FULL WITH BLEED

Trim	8.375"W x 10.875"H
Add 1/8" BLEED	
Live Area:	7.25"W x 9.75"H
Bleed Dimensions:	8.625"W x 11.125"H

ALL RATES ARE NET AND PER INSERTION

New advertisers are required to prepay for first ad insertion. Accounts are then billed and due 30 days from date of invoice. Ads cancelled after space reservation deadline are billed at 100%.

PREFERRED POSITION: Plus \$100

INSERTS: Rates available on request

COLOR/GRAPHICS

Camera ready ads must be 300 dpi, print-ready PDF files. SWOP standards apply. COLOR: Process/CMYK color INK COVERAGE: Limit of 300%

AD DESIGN/CHANGES: \$60 per hour

CLASSIFIED ADVERTISING

Classified ads should be submitted online at: www.mnbar.org/classifieds For questions call Jackie: (612) 333-1183.

* Bench & Bar advertisers with a half page ad size or greater are eligible for a 15% discount on mnbar.org and Legal News Digest advertisements during the month(s) they are running in Bench & Bar.



Minnesota
State Bar
Association

600 Nicollet Mall
Suite 380
Minneapolis, MN 55402

To Advertise Call: (763) 497-1778

Erica Nelson, Sales Representative: erica@pierreproductions.com

Betsy Pierre, Sales Manager: (763) 295-5420 or betsy@pierreproductions.com

Fax: (763) 497-8810 • www.mnbar.org

Electronic Advertising

BENCH+BAR
of Minnesota

1 MSBA WEBSITE

www.mnbar.org

The online resource of the MSBA.
Reach **21,000*** visitors with
141,000* pageviews monthly.
Rotating ads appear on every
page of www.mnbar.org.
(max. 4 advertisers)

2 NEWSLETTER

Legal News Digest (LND)**

The e-newsletter of the MSBA.
Delivered to over **11,000*** subscribers
weekly. Average open rate – 39%.
(max. 5 advertisers / 4 tile and 1 banner)

Ad Sizes & Formats (WxH)

mnbar.org.....2195 x 280 pixels

LND Tile.....170 x 170 pixels

LND Banner.....650 x 100 pixels

FILE TYPE: .jpg, .png or .gif (max. 3-second
animation), no larger than 200KB.

AD DESIGN/CHANGES: \$60 per hour

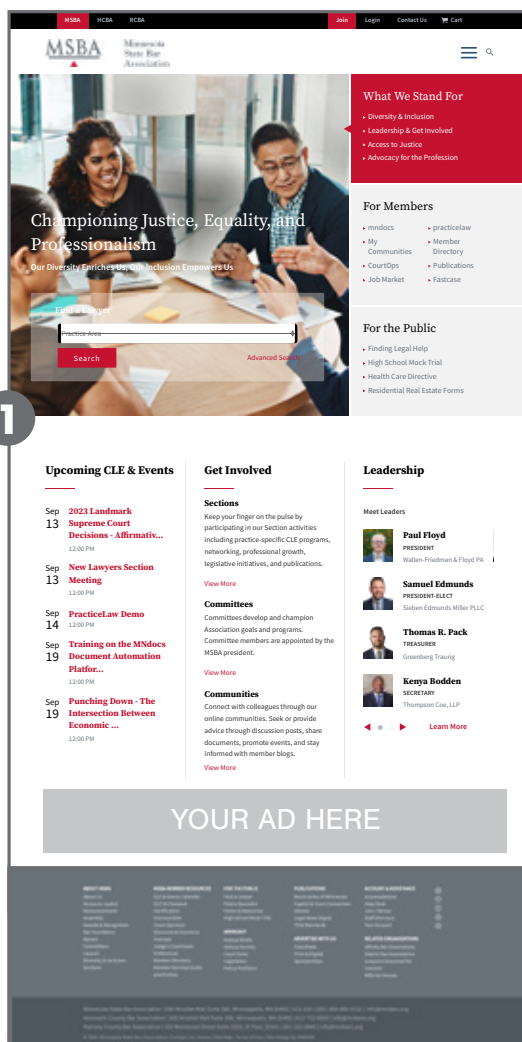
DEADLINE: 15th of the month prior.

* Approximately

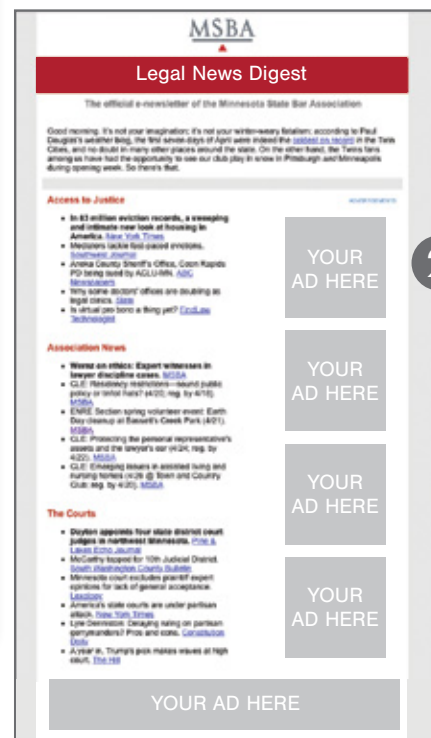
** Bench & Bar advertisers with a half page
ad size or greater are eligible for a 15% discount on
www.mnbar.org and Legal News Digest advertisements
during the month(s) they are running in Bench & Bar.

*** Ads appear in each issue during the month they run.

+ Legal News Digest does not go out the weeks of
July 4th, Thanksgiving or Christmas.



15% OFF
eAds during months
print ad appears in
Bench & Bar**



e-newsletters may also be accessed by members online

ELECTRONIC ADVERTISING RATES

	12x	6x	1x
www.mnbar.org	\$519	\$571	\$628
Legal News Digest +	\$373	\$405	\$425

All rates are net per insertion. Effective: 10/1/2023



Minnesota
State Bar
Association

600 Nicollet Mall
Suite 380
Minneapolis, MN 55402

To Advertise Call: (763) 497-1778

Erica Nelson, Sales Representative: erica@pierreproductions.com

Betsy Pierre, Sales Manager: (763) 295-5420 or betsy@pierreproductions.com

Fax: (763) 497-8810 • www.mnbar.org

ADVERTISING INSERTION ORDER



Advertiser: _____

Contact:

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Bill To:

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Bill to email is UserID for online billing

Please reserve the following ad placements:

Please refer to the current rate card for rates & specifications

Ad Size & Format: _____		# of Insertions: _____		Base Rate: \$ _____ per Insertion	
Position: <input type="checkbox"/> Back Cover		<input type="checkbox"/> Inside Front Cover		<input type="checkbox"/> Inside Back Cover	
<input type="checkbox"/> Other _____		<input type="checkbox"/> Other _____			
<small>Cover placements are noncancelable. (Preferred Position + \$100)</small>					
Notes: _____					
Issues to run:		<input type="checkbox"/> Jan/Feb 20 _____		<input type="checkbox"/> July 20 _____	
<small>Ad deadline is the 10th of the month prior to publication.</small>		<input type="checkbox"/> March 20 _____		<input type="checkbox"/> August 20 _____	
		<input type="checkbox"/> April 20 _____		<input type="checkbox"/> September 20 _____	
		<input type="checkbox"/> May/June 20 _____		<input type="checkbox"/> October 20 _____	
				<input type="checkbox"/> November 20 _____	
				<input type="checkbox"/> December 20 _____	
<small>Insertions invoiced upon publication</small>					

By my signature, below, I understand and agree that this order will be governed by the rates and terms of the *Bench & Bar of Minnesota rate card* in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

Name: _____ Title: _____

Authorized Signature

Date

Send this order to:

Erica Nelson, Sales Representative Email: erica@pierreproductions.com

Fax: (763) 497-8810 Phone: (763) 497-1778

ELECTRONIC ADVERTISING INSERTION ORDER



Advertiser: _____

Contact:

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____

Email: _____

Bill To:

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____

Email: _____

Bill to email is UserID for online billing

Please reserve the following ad placements:

Please refer to the current rate card for rates & specifications

of Insertions: _____

Base Rate: \$ _____ **per Insertion** *(Invoiced upon publication)*

Link to web address: *http://* _____

☐ **mnbar.org**
2195 x 280 pixels

☐ January 20_____
☐ February 20_____
☐ March 20_____
☐ April 20_____

☐ May 20_____
☐ June 20_____
☐ July 20_____
☐ August 20_____

☐ September 20_____
☐ October 20_____
☐ November 20_____
☐ December 20_____

Legal News Digest (LND)

Select Choice:

☐ **Title:** 170x170 pixels

☐ **Banner:** 650x100 pixels

☐ January 20_____
☐ February 20_____
☐ March 20_____
☐ April 20_____

☐ May 20_____
☐ June 20_____
☐ July 20_____
☐ August 20_____

☐ September 20_____
☐ October 20_____
☐ November 20_____
☐ December 20_____

By my signature, below, I understand and agree that this order will be governed by the rates and terms of the *Bench & Bar of Minnesota rate card* in effect on the date of this order and I acknowledge receipt of a copy of that rate card.

Name: _____

Title: _____

Authorized Signature

Date

Send this order to:

Erica Nelson, Sales Representative Email: erica@pierreproductions.com

Fax: (763) 497-8810 Phone: (763) 497-1778



Minnesota
State Bar
Association

600 Nicollet Mall
Suite 380
Minneapolis, MN 55402

POLICIES AND REQUIREMENTS

ADVERTISING POLICIES

Frequency

- **Bench & Bar** is published monthly 10 times per year.
Combined May/June issue published in June.
Combined Jan/Feb issue published in February.
- **Electronic ads** are displayed for one calendar month.
Except no issue of LND is distributed the weeks of
July 4th, Christmas, and Thanksgiving.

Deadlines

Space & Materials: The 10th of the month preceding the month of publication; for example, February 10 for the month of March. If new materials are not submitted or the order canceled by the deadline, MSBA is authorized to fulfill the order by picking up and publishing ad materials previously published for the advertiser. Should the advertisement not appear due to the advertiser's failure to supply correct materials, the advertiser shall remain liable for the cost of the insertion.

Payment Terms

Insertions invoiced upon publication. Net 30 days. No cash discount. No third ad will be run unless the two preceding placements are paid in full.

Advertising Agencies

All rates quoted are net. No cash discount. Advertiser and/or its advertising agency are jointly and severally liable for such monies as are due and payable to the publisher for advertising that the advertiser or its agent ordered if the order is not canceled prior to the closing date (first of month preceding the month of publication).

Contract Advertising

Advertising must be inserted within one year of the first insertion to qualify for frequency discounts. Advertisers who terminate a schedule prior to fulfillment will be billed at the earned rate.

Indemnification

All advertisements are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject matter thereon, as confirmed by the authorized signature on the insertion order. The advertiser agrees to indemnify and hold the Minnesota State Bar Association and its agents harmless from any and all liability, demands or damages arising out of the advertising or on behalf of the advertiser. Such indemnity includes the provision of a defense to any actions or claims and the payment of costs and attorneys fees in connection therewith.

ADVERTISING REQUIREMENTS

Advertising rates are for space only and are based on receipt of acceptable materials sized to our mechanical specifications. All ads must be submitted in digital format according to the following guidelines:

Print Ads

- Camera ready ads must be print-ready PDF files.
SWOP standards apply.
- Image Resolution: 300 dpi
- Ink Coverage: Limit of 300%
- Color: Process/CMYK

Electronic Ads

- www.mnbar.org: 2195 x 280 pixels
- LND: Tile - 170 x 170 pixels / Banner - 650 x 100 pixels
- Image Resolution: 72 pixels/inch
- File Type: jpg or gif no larger than 100 KB

Ad Composition

Ad composition and production services (e.g., type changes, re-sizing, color conversion) are in addition to space charges and are billed at \$60 per hour with a minimum charge of \$30.

Copy Acceptance

The publisher reserves the right to accept or reject all advertising at its discretion for any reason or no reason. Acceptance does not constitute endorsement. Materials will be stored at the advertiser's risk by the publisher for three months following the final insertion under contract.

BENCH+BAR
of Minnesota

Sales/Insertion Orders: Erica Nelson
(763) 497-1778 • Fax: (763) 497-8810
erica@pierreproductions.com

Sales Manager: Betsy Pierre
(763) 295-5420 • Fax: (763) 295-2550
betsy@pierreproductions.com

Production/Art Work: Jennifer Wallace