

OFFICIAL PUBLICATION OF THE MINNESOTA STATE BAR ASSOCIATION

# Bench & Bar

OF MINNESOTA



www.mnbar.org

REACHING LEGAL PROFESSIONALS, LEADERS AND DECISION MAKERS



Minnesota  
State Bar  
Association

MEDIA KIT  
2021

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 14,150.



## 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.



*Bench & Bar* is published 11 times per year with a paid circulation of over 14,150.

**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.

**GENDER**  
**38%** female, **62%** male

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

**CURRENT EMPLOYMENT**  
**66%** Private Practice  
**13%** For-Profit Corporations  
**10%** Government Services

**NEW TO THE PROFESSION**  
Nearly **32%** are new lawyers (practicing less than 10 years)

Data based on 2020 MSBA reader survey and membership data

**Special Issues:**

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

**JULY**  
Legislative Update Issue



To advertise contact Erica Nelson at: [erica@pierreproductions.com](mailto:erica@pierreproductions.com) or (763) 497-1778



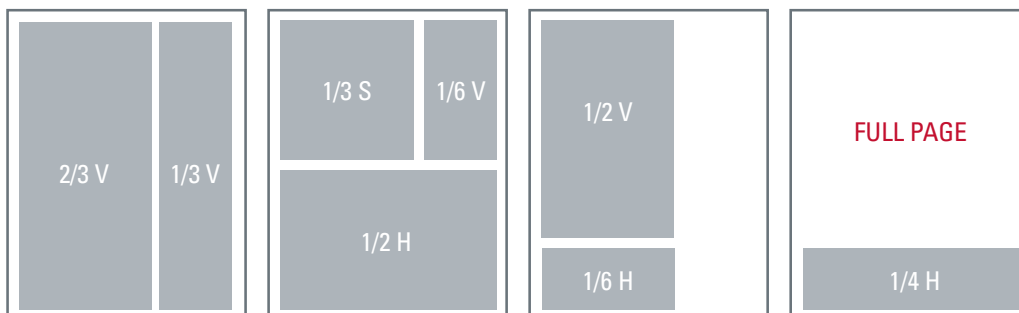
# Print Rates and Sizes

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



## AD SIZES & FORMATS

<b>1/6 H</b>	4.625" w x 2.375" h	NO BLEED
<b>1/6 V</b>	2.250" w x 4.875" h	NO BLEED
<b>1/4 H</b>	7.000" w x 2.375" h	NO BLEED
<b>1/3 S</b>	4.625" w x 4.875" h	NO BLEED
<b>1/3 V</b>	2.250" w x 10.00" h	NO BLEED
<b>1/2 H</b>	7.000" w x 4.875" h	NO BLEED
<b>1/2 V</b>	4.625" w x 7.375" h	NO BLEED
<b>2/3 V</b>	4.625" w x 10.00" h	NO BLEED
<b>FULL</b>	7.000" w x 10.00" h	NO BLEED
<b>FULL Trim</b>	8.375" w x 10.875" h	WITH BLEED

Add 1/8" BLEED LIVE AREA: 7" w x 10" h  
BLEED DIMENSIONS: 8.625" w x 11.125" h

## FOUR COLOR ADVERTISING RATES

SIZE	11x	6x	3x	1x
2-PG SPREAD	2,259	2,479	2,539	2,619
BACK COVER	1,699	1,789	1,829	1,889
INSIDE COVERS	1,409	1,479	1,599	1,679
<b>FULL</b>	1,319	1,409	1,479	1,569
<b>2/3</b>	1,129	1,169	1,229	1,299
<b>1/2</b>	929	959	999	1,069
<b>1/3</b>	829	859	899	959
<b>1/4</b>	709	739	769	819
<b>1/6</b>	619	639	669	709

All rates are net per insertion. Paid Circulation: 14,150

Effective: January 2021

## 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](http://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](mailto:erica@pierreproductions.com)

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

Fax: (763) 497-8810 • [www.mnbar.org](http://www.mnbar.org)

## 1 MSBA WEBSITE

[www.mnbar.org](http://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](http://www.mnbar.org).

(max. 4 advertisers)

## 2 NEWSLETTER

**Legal News Digest (LND)\*\***

The e-newsletter of the MSBA. Delivered to **10,700\*** subscribers weekly. Average open rate – 30%.

(max. 4 advertisers)

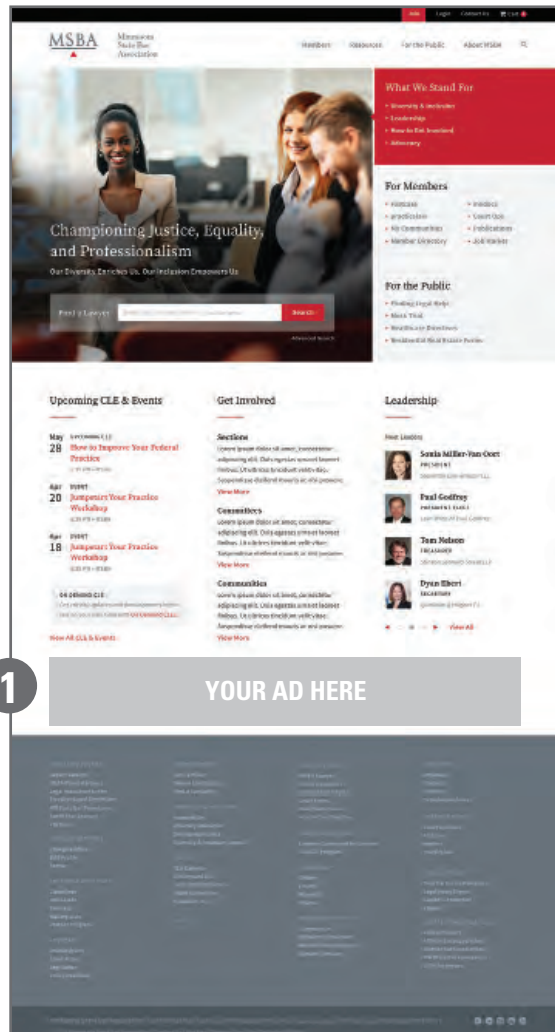
**AD SIZES & FORMATS** (WxH)

[mnbar.org](http://mnbar.org).....2195 x 280 pixels

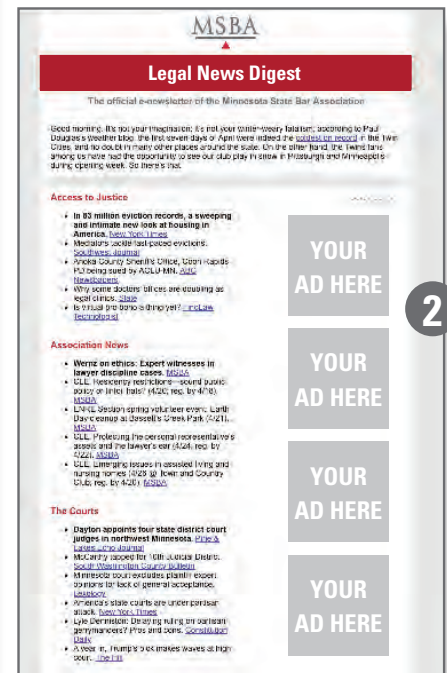
**LND**.....170 x 170 pixels

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

AD DESIGN/CHANGES: \$60 per hour



1



2

e-newsletters may also be accessed by members online

## ELECTRONIC ADVERTISING RATES

	12x	6x	1x
<a href="http://www.mnbar.org">www.mnbar.org</a>	486	536	589
<b>Legal News Digest +</b>	349	376	399

All rates are net per insertion. Effective: January 2021

+ Legal News Digest does not go out the weeks of Thanksgiving or Christmas.

\* Approximately

\*\* Bench & Bar advertisers with a half page ad size or greater are eligible for a 15% discount on [www.mnbar.org](http://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.



Minnesota  
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Association

600 Nicollet Mall  
Suite 380  
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To Advertise Call: (763) 497-1778  
Erica Nelson, Sales Representative: [erica@pierreproductions.com](mailto:erica@pierreproductions.com)  
Betsy Pierre, Sales Manager: (763) 295-5420 or [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)  
Fax: (763) 497-8810 • [www.mnbar.org](http://www.mnbar.org)

# 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*

<b># of Insertions:</b> _____	<b>Base Rate:</b> \$ _____ <b>per Insertion</b> <i>(Invoiced upon publication)</i>
<b>Link to web address:</b> <i>http://</i> _____	

<input type="checkbox"/> <b>mnbar.org</b> <i>2195 x 280 pixels</i>	<input type="checkbox"/> January 20 _____	<input type="checkbox"/> May 20 _____	<input type="checkbox"/> September 20 _____
	<input type="checkbox"/> February 20 _____	<input type="checkbox"/> June 20 _____	<input type="checkbox"/> October 20 _____
	<input type="checkbox"/> March 20 _____	<input type="checkbox"/> July 20 _____	<input type="checkbox"/> November 20 _____
	<input type="checkbox"/> April 20 _____	<input type="checkbox"/> August 20 _____	<input type="checkbox"/> December 20 _____

<input type="checkbox"/> <b>Legal News Digest (LND)</b> <i>170x170 pixels</i>	<input type="checkbox"/> January 20 _____	<input type="checkbox"/> May 20 _____	<input type="checkbox"/> September 20 _____
	<input type="checkbox"/> February 20 _____	<input type="checkbox"/> June 20 _____	<input type="checkbox"/> October 20 _____
	<input type="checkbox"/> March 20 _____	<input type="checkbox"/> July 20 _____	<input type="checkbox"/> November 20 _____
	<input type="checkbox"/> April 20 _____	<input type="checkbox"/> August 20 _____	<input type="checkbox"/> 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*

<p align="center"><b>Send this order to:</b> Erica Nelson, Sales Representative Email: <a href="mailto:erica@pierreproductions.com">erica@pierreproductions.com</a> Fax: (763) 497-8810 Phone: (763) 497-1778</p>
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# ADVERTISING INSERTION ORDER



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

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

**Bill To:**  
Name: \_\_\_\_\_

Company: \_\_\_\_\_

Company: \_\_\_\_\_

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

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

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

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

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

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

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

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*

<b>Ad Size &amp; Format:</b> _____	<b># of Insertions:</b> _____	<b>Base Rate:</b> \$ _____ per Insertion	
<b>Position:</b> <input type="checkbox"/> Back Cover	<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Other _____
<small>Cover placements are noncancelable.</small>		<small>(Preferred Position +\$100)</small>	
<b>Notes:</b> _____			
<b>Issues to run:</b>	<input type="checkbox"/> January 20 _____	<input type="checkbox"/> May/June 20 _____	<input type="checkbox"/> October 20 _____
<small>Ad deadline is the first of the month prior to publication.</small>	<input type="checkbox"/> February 20 _____	<input type="checkbox"/> July 20 _____	<input type="checkbox"/> November 20 _____
	<input type="checkbox"/> March 20 _____	<input type="checkbox"/> August 20 _____	<input type="checkbox"/> December 20 _____
	<input type="checkbox"/> April 20 _____	<input type="checkbox"/> September 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](mailto: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 11 times per year. Combined May/June issue published in June.
- **Electronic ads** are displayed for one calendar month. Except no issue of LND is distributed the weeks of Christmas and Thanksgiving.

#### Deadlines

**Space & Materials:** First of the month preceding the month of publication; for example, February 1 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
- e-newsletters: 170 x 170 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, resizing, 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.



#### 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 Pickles

(612) 278-6311 • jpickles@mnbar.org