

# 2024-25 Media Kit



Make **Meaningful Connections** With Your **Ideal Audience**



Print



Digital



Sponsorship

**CBA**  
Est. in 1897  
Colorado Bar Association

## Advertising Contact

Melissa Higham, Partnership Manager  
303-824-5373 or [mhigham@cobar.org](mailto:mhigham@cobar.org)

# Benefits of Advertising With The Colorado Bar Association

The Colorado Bar Association is a statewide voluntary bar association. Our mission is to advance members' practice, support the justice system, and enrich our community.

Our membership includes 16,000 members from seven regions representing attorneys throughout Colorado. Our membership includes law students, solo and small firms, medium and large firms, government and corporate counsel, judges, retirees, paralegals, and Licensed Legal Paraprofessionals.

To learn more about advertising opportunities contact Melissa Higham, Partnership Manager, at 303-824-5373 or [mhigham@cobar.org](mailto:mhigham@cobar.org), or complete our [Advertising Form](#) to get started.

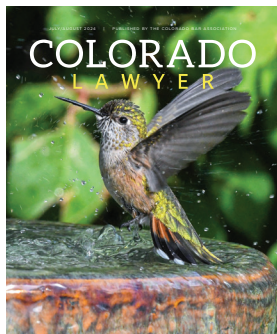


CBA Membership



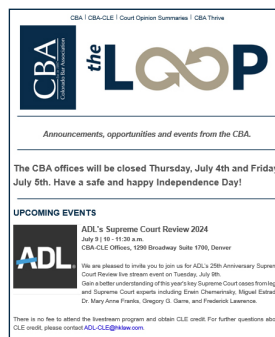
Law students, solo and small firms, medium and large firms, government and corporate counsel, judges, retirees, paralegals, and Licensed Legal Paraprofessionals

## Colorado Lawyer



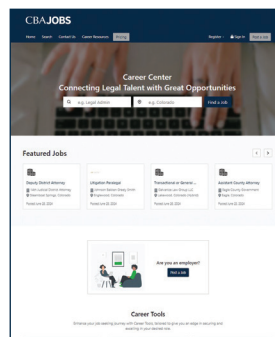
Circulation **16,000**

## The Loop



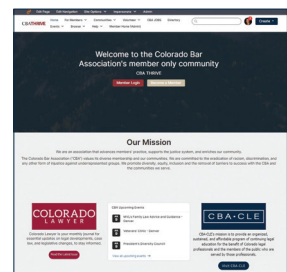
**12,500** Subscribers

## CBA Jobs



**14,000**  
Monthly Viewers

## CBA Thrive



**17,000**  
Active Users

# Colorado Lawyer

Circulation 16,000

Nine issues annually to all Colorado Bar Association (CBA) members. Ads do not appear in the website. All members receive access to a downloadable PDF of each issue. *Any Display Ad can be upgraded to a clickable ad in the PDF for \$40 per issue.*

## Display Advertising

Cover Rates	1x	3x	6x	9x
Inside front cover	\$2,515	\$2,350	\$2,200	\$2,055
Inside back cover	\$2,170	\$2,010	\$1,869	\$1,725
Outside back cover	\$2,865	\$2,700	\$2,545	\$2,400

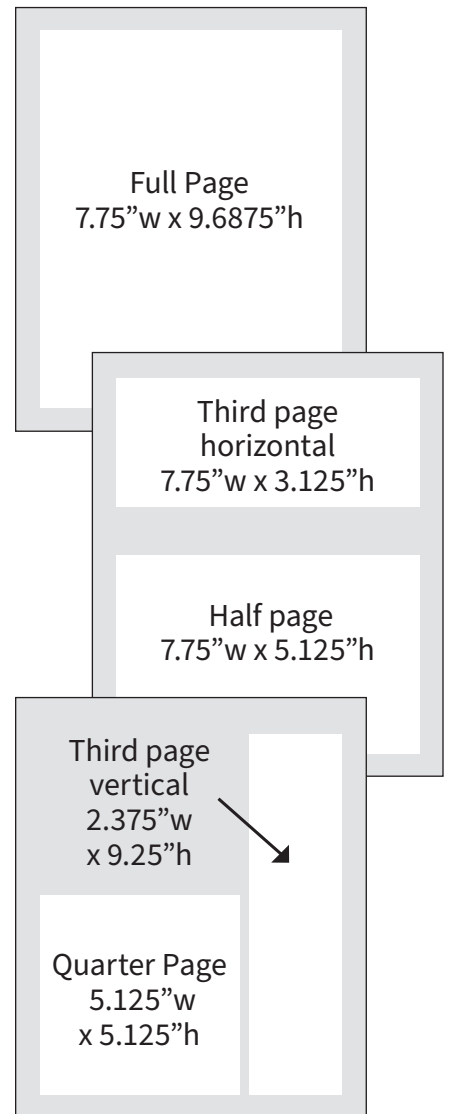
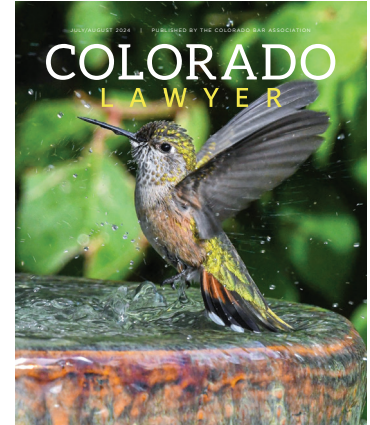
### Cover Size

9”w x 10.875”h, .125” bleed

Display Rates	1x	3x	6x	9x
Full page	\$1,750	\$1,655	\$1,570	\$1,505
Half page	\$1,140	\$1,085	\$1,035	\$990
Third page	\$845	\$825	\$810	\$795
Quarter page	\$675	\$640	\$610	\$580

### Display Sizes

Full page with bleed	9”w x 10.875”h, .125” bleed
Full page	7.75”w x 9.6875”h
Half page	7.75”w x 5.125”h
Quarter page	5.125”w x 5.125”h
Third page horizontal	7.75”w x 3.125”h
Third page vertical	2.375”w x 9.25”h



## Colorado Lawyer Lawyers' Announcements

This section of *Colorado Lawyer* is reserved to announce:

- New Members to a Law Firm or Legal Department
- Name Changes of a Law Firm
- Formation, Merger, or New Affiliation of Law Practice(s)
- Relocation of a Law Practice
- Change in Job Status
- Retirement of Attorneys
- Notices of Professional Appointment, Honors, or Awards

Size & Cost	Cost	Size
Standard	\$300 CBA members; \$400 nonmembers	3.75”w x 4.25”h
Half page	\$450 CBA members; \$575 nonmembers	7.75”w x 4.25”h
Full page	\$800 CBA members; \$950 nonmembers	7.75”w x 8.875”h

### Design Services

\$150 and one round of edits. Request must be submitted one week before the deadline.

### Submission Requirements and File Setup

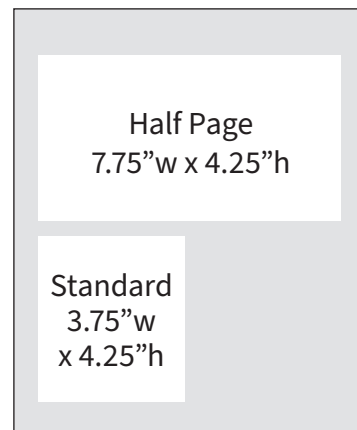
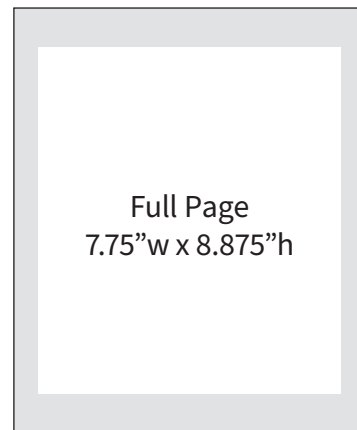
- *Lawyers Announcement word count is limited to 150 words.*
- Recommended use of 12pt font or larger for reader accessibility
- High contrast between font and background
- High resolution PDF (300 dpi)
- Correct size\*

*\*Wrong size ads subject to refusal or misprinting.*

### Deadlines

Files and payments due by last day of month prior to publication month.

Issue	Deadline
September/October	July 31
November	September 30
December	October 31
January/February	November 30
March	January 31
April	February 28
May/June	March 31
July	May 31
August	June 30



# The Loop Member Newsletter

12,500 Subscribers

Sent Mondays (excluding holidays) to all CBA members. Includes notices from the courts, upcoming CLE programs, special events, and section meetings.

## Frequency and Rate

Once                      4x  
 \$100                      \$350

All advertisements will link to the advertiser’s preferred URL.

## File Set-up and Submission Requirements

- Submit file as a jpeg at 850 pixels wide by 327 pixels high at 72 dpi.
- Deadline is one week prior to send date. Advertiser is responsible for meeting all deadlines and will not receive a reminder from CBA staff. If a new ad is not received by the deadline the most recent ad will run.
- Must use 12pt font or larger
- High contrast between font and background

# Sponsored Content

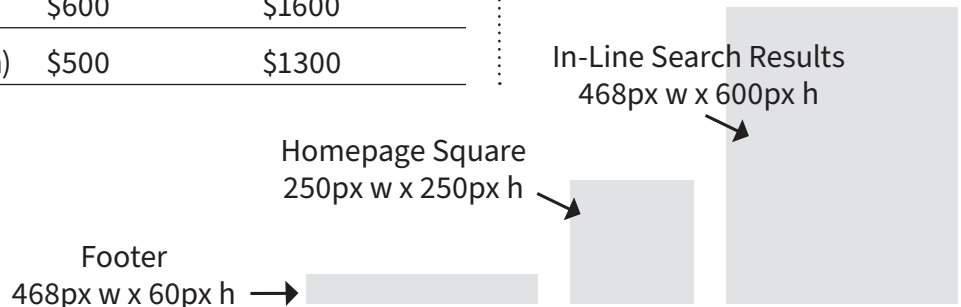
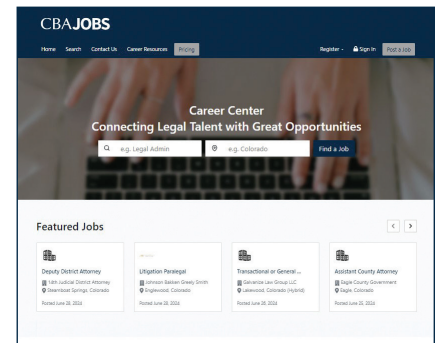
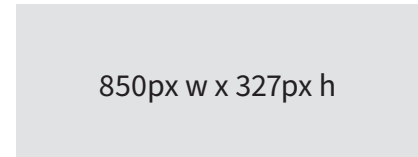
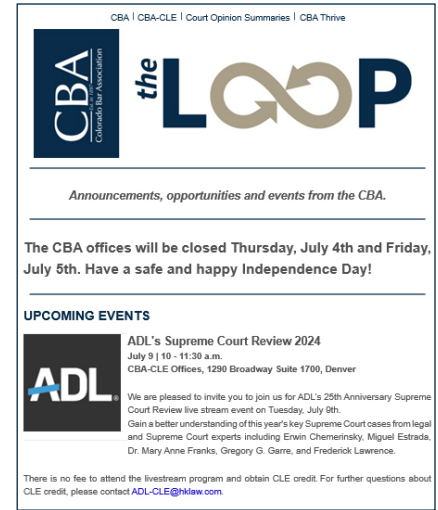
## Pay-for-Performance Legal Lead Generation Solutions

Publish thought leadership content such as whitepapers, eBooks, guides, reports, research or on-demand webinars on the CBA Knowledge Hub. Content posted on the Hub reaches over 14,000 monthly viewers. Click to learn more.

## CBA Jobs

The prime spot for legal jobs throughout Colorado. Advertising on CBA Jobs gets you in front of members and non-members as well as employers.

Position and Size	1month	3 months
Homepage Square (250w x 250h)	\$400	\$1000
Footer (468w x 60h)	\$600	\$1600
In-Line Search Results (468w x 600h)	\$500	\$1300

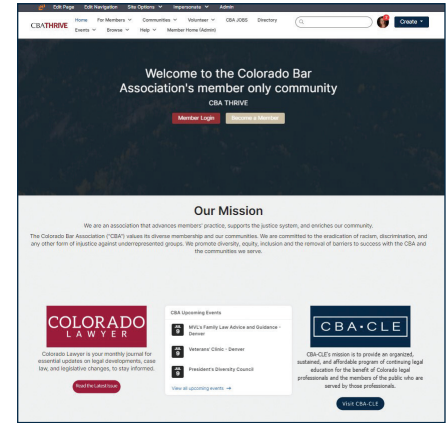


# CBA Thrive

CBA Thrive is the exclusive membership engagement platform of the Colorado Bar Association. With over 17,000 active users CBA Thrive is a unique opportunity to get in front of the members consistently and build brand awareness.

All ads appear behind the paywall and link to your URL enabling the use of UTMs for successful tracking.

Position and Size	1 month	3 months
Member Home Banner Oversized (728w x 60h)	\$800	\$2,200
Member Home Banner Standard (468w x 60h)	\$500	\$1300
All Pages Side Bar (120w x 600h)	\$600	\$1600



All Pages Side Bar  
120px w x 600px h

Member Home  
Banner Standard  
468px w x 60px h

Member Home  
Banner Oversized  
728px w x 60px h



## Bundle Your Advertisements and Save!

Requires minimum of 3 insertions per contract for at least two channels in the same contact year.

2 channels-5%    3 channels-7.5%    4 channels-10%

## Exclusive CBA Member Perk Partner Advertising

Unlock unparalleled opportunities by becoming a member perk partner with the Colorado Bar Association (CBA)! Tap into a powerful network of over 16,000 esteemed legal professionals eager for exclusive offers and premium services. Elevate your brand visibility and credibility by aligning with a prestigious organization, driving customer loyalty, and boosting sales. This partnership not only positions your business as a trusted ally of the legal community but also enhances your reputation with the CBA's endorsement. Experience increased exposure, invaluable networking opportunities, and the prestige of being associated with a respected institution. Join us and watch your business thrive with the Colorado Bar Association!

Member Perk Partnerships are fully customizable and include access to exclusive sponsored emails and social media advertising opportunities. Our goal is to figure out what works best for Members, CBA and the Partner and then customize as needed. To learn more about Member Perk Partner opportunities contact Melissa Higham, Partnership Manager, at 303-824-5373 or mhigham@cobar.org, or complete our Member Benefit Provider Application to get started. *Please note that applying does not guarantee approval; we carefully review all provider applications to ensure they align with our program goals.*

# Exclusive CBA Member Perk Partner Advertising Opportunities

## **Sponsored Email**

\$2,500 per email

Reach your audience in the most direct way possible — a targeted email. A membership-wide email puts you front and center. 500-word character limit. All graphics must meet accessibility standards. Subject to availability. CBA may refuse advertisement for any reason.

## **Social Media Announcements**

Advertise your announcements on our social media accounts (Facebook, Instagram, LinkedIn, X). The ad and photo should:

- 280 characters across all social media channels
- 12pt or larger font
- 1 high contrast graphic or logo at 72 dpi; no larger than 1920 pixels wide
- All available social media profiles for us to tag
- Hashtags optional
- Videos:
  - No longer than 30 seconds
  - No larger than 4GB
  - MP4 for web and MOV for mobile
  - 30 or 60 frames per second
- All files must include the desired platform (Facebook, Instagram, X, LinkedIn) and follow the appropriate image/video guidelines. We will not resize any photos.
- Cost is \$150 per announcement

