



San Mateo County  
BAR ASSOCIATION  
SMCBA

# SAN MATEO COUNTY BAR ASSOCIATION

## PRINT ADVERTISING RATES

SMCBA has different publications that regularly reach all active members who operate in the legal profession. We welcome advertisers of all kinds and encourage you to contact us with questions.

### The HERE-SAY NEWSLETTER Rates

The Here-Say is the SMCBA newsletter that is created every other month, and distributed to our members every month. There are two types of ads available: classified and display ads.

#### Member Rates

- Classified Ads \$60, up to sixty (60) words.

#### Display Ads

2" X 2.5"	\$125/issue
3.5" X 2.5"	\$150/issue
5" X 7"	\$275/issue

#### Full Page Flyer

- \* (single sided) — \$425 per issue
- \* (double sided) — \$625 per issue

#### Non-Member Rates

- Classified Ads \$100, up to sixty (60) words.

#### Display Ads

2" X 2.5"	\$150/issue
3.5" X 2.5"	\$200/issue
5" X 7"	\$375/issue

#### Full Page Flyer

- \* (single sided) — \$525 per issue
- \* (double sided) — \$725 per issue

### The DOCKET Rates and Information

The SMCBA publishes The Docket magazine annually and accepts display ads from Bar members and **non-members\***.

Full Page — \$699/\$999*	2/3 Page — \$599/\$799*
1/2 Page — \$499/\$699*	1/3 Page — \$475/\$675*
1/4 Page — \$375/\$575*	1/6 Page — \$275/\$475*
1/12 Page (2.25" or smaller) — \$200/\$400*	

Call for more information!	<b>Sold Mailing List Available!</b>	Call for more information!
	Member Rates:	
	Whole Bar List \$500	
	Section Specific \$150/Section	

Classified Ads are categorized as **Office Space**, **Real Estate**, **Help Wanted**, or **Services** and are published on the last page of the Here-Say. Display Ads are placed, at the sole discretion of the SMCBA, anywhere within the content of the Here-Say, except on the front page.

## ONLINE ADVERTISING RATES

The SMCBA offers the ability to advertise your business online through the publically-viewable SMCBA website ([www.smcba.org](http://www.smcba.org)) and through our email blasts which are regularly sent to all active members. All advertising for the SMCBA website and email blasts are quoted for color ad rates where applicable. Rates are net. No agency discounts are given. Ads must be paid for and submitted in advance of publication.

**SMCBA Website Classified Ads** The SMCBA website provides a dedicated page for Classified advertisements. These are text-based ads similar to those seen in the Here-Say newsletter.

**Member Rate:** \$60 up to sixty (60) words per month. Includes clickable email or URL hyperlink.

**Non-Member Rate:** \$100 up to (60) words per month. Includes clickable email or URL hyperlink.

**In-Email Ads for Email Blasts** The SMCBA regularly sends email blasts to its members. In-Email ads consist of a title of no more than 6 words, a body of no more than 30 words, and may contain a clickable email or URL hyperlink. In-Email Ads are limited to three (3) ads per email and operate on a first-come first-served basis.

**In-Email Advertising Member Rate:** \$700 per month (ad will run for whole month, at least 4 emails)

**In-Email Advertising Non-Member Rate:** \$900 per month (ad will run for whole month, at least 4 emails)

## Online Advertising Packages

#### Text Time:

- 1 month's Classified Ad in the Here-Say (up to 60 words)
- 2 months' Classified Ad on the SMCBA site (up to 60 words)
- 1 month In-Email Ad (up to 30 words with link)

**Member Rate: \$750**

**Non-Member Rate: \$950**

#### Picture Worth 1,000 Words:

- Business card sized Display Ad in the Here-Say (1 month)
- Business card sized Display Ad in the Docket
- 1 month In-Email Ad (up to 30 words with link)

**Member Rate: \$1000**

**Non-Member Rate: \$1200**

For More Information About Advertising  
Phone: 650.298.4030

Email: [smcountybar@smcba.org](mailto:smcountybar@smcba.org)

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