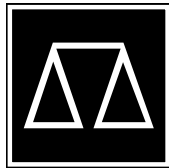


# NEBRASKA

*State Bar Association*



## 2017 Advertising Information and Rate Card



# NEBRASKA

*State Bar Association*

635 South 14th Street, Lincoln, NE 68508 • (402) 475-7091 • [www.nebar.com](http://www.nebar.com)

Dear Advertiser:

If you provide a product or service to the Nebraska legal community and would like to increase your organization's sales and visibility, advertise in *The Nebraska Lawyer* magazine, the NSBA Members Directory, or the NSBA website.

The Nebraska State Bar Association is a professional organization of more than 7,000 lawyers and judges practicing in Nebraska and across the country. Every dues-paying member receives *The Nebraska Lawyer* six times a year. That's a potential 42,000 annual impressions.

In addition, the NSBA Member Directory is available online to all members in an updated, searchable format. The 6,000+ active members also have the option to purchase a print copy of the Directory. Members and their clients and colleagues use the Directory as a reference guide throughout the year.

The NSBA website at <http://nebar.com> is also a popular source of legal news and information. Our analytics regularly report over 20,000 monthly visitors. We also have a healthy presence on Facebook, Twitter and LinkedIn and use these tools to refer traffic to our website and the digital versions of all our publications.

Please review our rate sheet for information about our print and electronic publications, rates, and technical requirements. We would be delighted to share your message with our members.

The buying power of NSBA members is tremendous, so I hope you will consider advertising with the Nebraska State Bar Association. For more information, please call Sarah at (402) 475-7091.

Sincerely,

Sam Clinch  
Associate Executive Director

Trying to reach one of Nebraska's most desirable markets?

# Here's Your Chance!!

Team up with the Nebraska State Bar Association

Not just one, but **THREE** different avenues to help you reach attorneys, judges, and other legal professionals throughout the state of Nebraska.

---

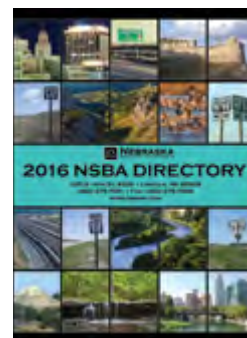
## *The* NEBRASKA LAWYER *Official Publication of the Nebraska State Bar Association*

- 📖 Delivered **FREE** to over 7,000+ members 6 times a year.
- 📖 A reference piece kept by attorneys—offering a high repeat-read rate.
- 📖 Legal articles capture your audience, offering extended exposure to your message.
- 📖 Reaches this highly desirable market at a fraction of the cost of direct mail.



## **NEBRASKA** Member Directory *State Bar Association*

- 📖 Published annually online with print editions available.
- 📖 350+ pages packed full of resources for attorneys.
- 📖 The legal reference guide for attorneys when searching for legal and personal services.
- 📖 A free classified listing for 2017.



[www.NEBAR.com](http://www.NEBAR.com)

### 📄 Banners

- Front Page Scrolling Banner—the home page of the Nebraska State Bar Association
  - E-Counsel—the NSBA's electronic newsletter. Each issue contains Court News, NSBA News, CLE Updates, and Practice Tips. (Limited to 3 banner ads)
- 📄 Vendor Marketplace—a web site of resources and services available to NSBA members. A banner at the top of the home page links to these services.



If attorneys, judges, and other legal professionals are the people you're trying to entice to walk through your door and sign their name, **THIS IS THE PLACE TO BE.**

AD SIZE	DIMENSIONS	1X	4X	6X
Full Page	7.5" x 9.875"	\$800	\$750	\$700
2/3 Page Vertical	4.875" x 8.5"	\$650	\$620	\$590
2/3 Page Horizontal	7.5" x 6"	\$650	\$620	\$590
Half Page	7.5" x 4.5"	\$550	\$525	\$500
1/3 Page Vertical	2.312" x 8.5"	\$450	\$430	\$410
1/3 Page Horizontal	7.5" x 3"	\$450	\$430	\$410
1/4 Page	4.5" x 3.625"	\$400	\$375	\$365
1/6 Page Vertical	2.312" x 4.625"	\$350	\$335	\$320
1/6 Page Horizontal	4.875" x 2.25"	\$350	\$335	\$320
Business Card	3.5" x 2"	\$185	\$170	\$160
Inside Front Cover (full page)	8.5" x 10.875"	\$1,050	\$1,000	\$950
Inside Back (full page)	8.5" x 10.875"	\$1,150	\$1,100	\$1,050
Outside Back Cover (full page)	8.5" x 10.875"	\$950	\$900	\$850

**ISSUE**

January/February 2017

March/April 2017

May/June 2017

July/August 2017

September/October 2017

November/December 2017

**AD ART DUE**

December 2, 2016

February 3, 2017

April 7, 2017

June 2, 2017

August 4, 2017

October 6, 2017

**Print Specifications**

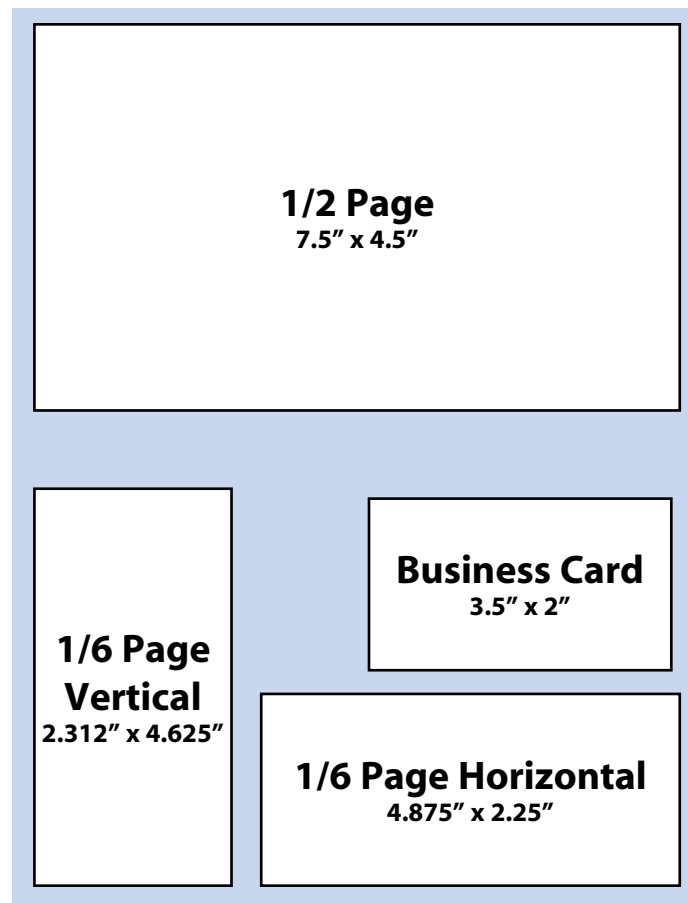
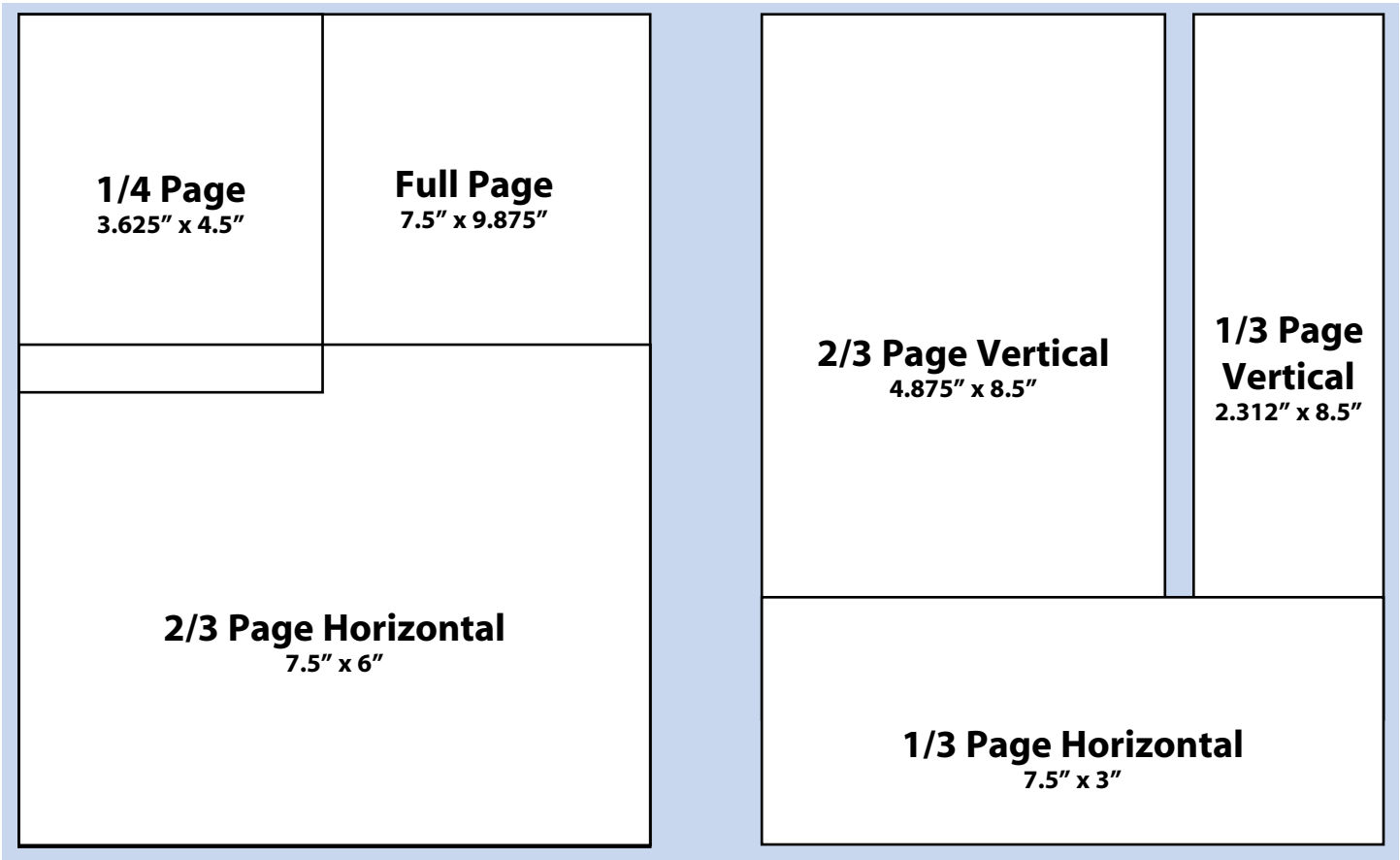
Trim size 8.5" x 10.875". Sheet-fed offset lithography printing from electronically-produced artwork. Saddle-stitch binding. Inside pages are black ink only; outside and inside front and back covers are 4-color process.

**Submitted Ad Specifications**

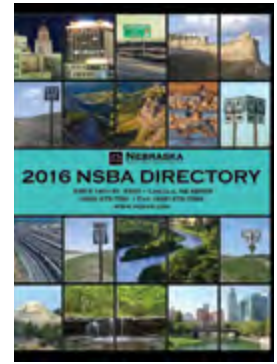
*The Nebraska Lawyer* is produced using Adobe Creative Suite 5 (Indesign and Photoshop) and Adobe Acrobat 9 Pro. Ads submitted for use in the magazine must be sent in the following formats and/or programs: Adobe Indesign CS5 or lower, JPEG, EPS, TIF or PDF. All files must be in high resolution at 300dpi. Advertisements submitted in PowerPoint, Microsoft Publisher and Microsoft Excel or other programs are not acceptable. *The Nebraska Lawyer* is not responsible for ads submitted with missing graphics or fonts, or improperly embedded fonts.

**Publication**

*The Nebraska Lawyer* is the official publication of the Nebraska State Bar Association. A high quality bi-monthly publication, *The Nebraska Lawyer* is published for the purpose of educating and informing lawyers about current issues and concerns relating to their practice of law. Readership includes 7,000+ attorneys, judges, law office personnel and administrators. It is published 6 times a year.







**FREE CLASSIFIED LISTING with any display ad**

**Quarter Page**

3.625" x 4.75" ..... **\$699**

**Business Card**

3.5" x 2" ..... **\$399**

**1/8 Page**

3.625" x 2.3125" ..... **\$499**

The NSBA Bar Directory is online and updated quarterly in an improved format allowing members to search the directory, organize/bookmark sections and print sections they use the most. All dues-paying members will have full access to the online directory.

Print copies are available for purchase. Over 1,200 print directories were sold in 2016.

**Deadline**

The deadline for inclusion in the 2017 NSBA Bar Directory is **November 15, 2016**.

**Print Specifications**

Trim size 8.375" x 10.875". Web press printing from electronically-produced artwork. Comb binding. Inside pages are black ink only; outside and inside front and back covers and cardstock tab dividers are 4-color process.

**Submitted Ad Specifications**

The NSBA Bar Directory is produced using Adobe Creative Suite 5 (Indesign and Photoshop) and Adobe Acrobat 9 Pro. Ads submitted for use in the directory must be sent in the following formats and/or programs: Adobe Indesign CS5 or lower, JPEG, EPS, TIF or PDF. All files must be in high resolution at 300dpi. Advertisements submitted in PowerPoint, Microsoft Publisher and Microsoft Excel or other programs are not acceptable. The NSBA is not responsible for ads submitted with missing graphics or fonts, or improperly embedded fonts.

**Half Page** 7.375" x 4.75" ..... **\$799**

**Full Page** 7.375" x 9.625" ..... **\$1599**

**Cardstock Tab Divider, Full Page**

7.375" x 9.625", BW ..... **\$1999**  
add 4-color process ..... **\$299**

**Classified Listings** ..... **\$149**



www.NEBAR.com

## ELECTRONIC ADVERTISING OPPORTUNITIES

### Front Page Scrolling Banner

The home page of the Nebraska State Bar Association features scrolling banner ads.  
(Specs 183w x 120h)

**ONE FULL YEAR FOR ONLY \$600!**

A yearly commitment is required ..... **\$600**



### Vendor Marketplace

Link on the front page. This is the online resource guide for attorneys and judges in Nebraska.

**ONE FULL YEAR FOR ONLY \$240!**

Where else can you reach clients of this caliber for only \$20 per month?

A yearly commitment is required. .... **\$240**



### E-Counsel

The NSBA's electronic newsletter.  
Each issue contains Court News, NSBA News, CLE Updates and Practice Tips.  
(Specs 230w x 150h)

Limited to 3 banner ads.

A yearly commitment is required. .... **\$1,200**



# 2017 NEBRASKA STATE BAR ASSOCIATION ADVERTISING CONTRACT

Company \_\_\_\_\_

Billing Address \_\_\_\_\_

Contact Name (printed) \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_



**RUN DATES**

- January/February 2017
- March/April 2017
- May/June 2017
- July/August 2017
- September/October 2017
- November/December 2017

**AD SIZE**

- Business card
- 1/6 page vertical
- 1/6 page horizontal
- 1/4 page
- 1/3 page vertical
- 1/3 page horizontal
- 1/2 page
- 2/3 page vertical
- 2/3 page horizontal
- Full page

**COST/ISSUE \$ \_\_\_\_\_ X # ISSUES \_\_\_\_\_**

**= TOTAL COST \$ \_\_\_\_\_**

- I will provide a disk and a proof of my ad
- Run current ad
- I require production. Please call me for an estimate.

Special Instructions \_\_\_\_\_



**NEBRASKA 2017 NSBA Member Directory**

**AD SIZE**

- Business card
- 1/8 page
- 1/4 page
- 1/2 page
- Full page
- Cardstock Tab Divider, Full Page
  - Black & White
  - Full color
- Classified listing

**COST \$ \_\_\_\_\_**

- I will provide a disk and a proof of my ad
- Run current ad
- I require production. Please call me for an estimate.

Special Instructions \_\_\_\_\_



**www.NEBAR.com**

- Front Page Banner

Run dates: \_\_\_\_\_

- E-Counsel

Run dates: \_\_\_\_\_

- Vendor Marketplace

Run dates: \_\_\_\_\_

**COST \$ \_\_\_\_\_**

**TOTAL ADVERTISING PACKAGE**

**\$ \_\_\_\_\_**

Publisher reserves the right to reject any advertisement, censor copy, change border rules and repeat last previous copy published which will fill space ordered when change of copy is not received before closing date. Preferred position contracts are not cancelable.

**Return this signed contract to Nebraska State Bar Association, 635 S. 14th Street #200, Lincoln, NE 68508.  
Questions? Contact Sarah at (402) 475-7091 or email [sludvik@nebar.com](mailto:sludvik@nebar.com)**