



**WESTCHESTER  
COUNTY BAR  
ASSOCIATION**

# REACH YOUR TARGET MARKET

## 2017 MEDIA KIT

4 Westchester Park Drive, Suite 155, White Plains, NY 10604 | 914-761-3707 | editor@wcbany.org | www.wcbany.org



**Advertise in the  
Westchester Lawyer  
and Get Noticed!**

The WCBA's *Westchester Lawyer* magazine is a monthly publication that features articles on timely legal topics and highlights the WCBA's events and activities, continuing legal education opportunities, seminars and much more.

The *Magazine* is distributed to attorney members, business affiliate members and top business professionals throughout Westchester. It is also available as an interactive printable PDF on the WCBA website at [www.wcbany.org](http://www.wcbany.org).

Display Ads	Size	Color	Member	Non-Member
Bus. Card H	2hx3½w"	b/w	\$90	\$160
Bus. Card H	2hx3½w"	4/C	\$160	\$250
Bus. Card V	3hx2.38w"	b/w	\$90	\$160
Bus. Card V	3hx2.38w"	4/C	\$160	\$250
Quarter Page	4hx3½w"	b/w	\$210	\$315
Quarter Page	4hx3½w"	4/C	\$265	\$450
Third Page V	11hx3.081"w	b/w	\$275	\$425
Third Page V	11hx3.081"w	4/C	\$375	\$560
Half Page H	4hx7½w"	b/w	\$405	\$605
Half Page H	4hx7½w"	4/C	\$525	\$895
Half Page V	9h¾x3½w"	b/w	\$450	\$660
Half Page V	9h¾x 3½w"	4/C	\$630	\$945
Full Page	9h¾x 7½w"	b/w	\$815	\$1260
Full Page	9h¾x 7½w"	4/C	\$1050	\$1680

### Classified Ads

Up to 40 words	\$65	\$100
Up to 80 words	\$95	\$135

### Web/Print Combo

Up to 40 words	\$100	\$140
Up to 80 words	\$140	\$180

### Web Only

Up to 40 words	\$55	\$80
Up to 80 words	\$80	\$130

**Ad Deadline** The 1st of the month preceding publication (For example: June 1 for July issue).

### Specifications

Paper: 80 lb. gloss text  
Trim Size: 8½" x 11"  
Color: 4/C, full bleeds  
Circulation: 1500 plus web archive

**Display Ads** Preferred Format: PDF, press ready CMYK, all fonts embedded. Accepted Formats: JPEG, EPS, TIFF, PDF. All images must be 300 dpi minimum.

Proofs for designed ads will be emailed to you. To ensure the Magazine schedule, your approval will be presumed if we do not receive approval or corrections by the date specified on your proof.

**Classified Ads** Ads must be reserved and submitted in writing by email. Ad changes must be in writing. The WCBA reserves the right to reject any ad copy at any time for any reason.

**Design Services** Available at the rate of \$100 per hour, with a 1-hour minimum. Additional time is billed at the rate of \$25 per quarter-hour.

**Payment** Prepayment is required on all ads. We accept AMEX, VISA, Master Card, Discover Card and checks.

### Prepayment Discounts:

Three issues: 10% discount. Full year: 15% discount

Send checks made out to "WCBA" to:  
WCBA Magazine, One North Broadway, Suite 512,  
White Plains, NY 10601.

**Contact** For more information or to email an ad contact Mary Ellen McCourt: editor@wcbany.org or 914-761-3707.



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### Westchester Bar Journal

The WCBA's *Westchester Bar Journal* is distributed to our members as well as law libraries, courts, legal-related businesses and other bar associations. Advertising in the *Westchester Bar Journal* will reach an upscale market of legal professionals in Westchester County. It is also available as printable PDF on the WCBA website at [www.wcbany.org](http://www.wcbany.org).

#### Specifications

Paper: 70 lb. smooth white  
DPI: 150 min., 300 max., LPI: 133  
Size: 6" x 9"

#### Rates per issue

	Size	Price
Back Cover: 4/C	5" w X 5.5" h	\$625
Inside Covers: 4/C	5" w X 7" h	\$500
Full Page: B/W	5" w X 7" h	\$350
Half Page: B/W	5" w X 3.5" h	\$225

#### Ad Specifications

Preferred Format: PDF, "Press" all fonts embedded.  
Accepted Digital Formats: JPEG, EPS, TIFF, PDF.  
Ads should be emailed to: [editor@wcbany.org](mailto:editor@wcbany.org).

**Color Specifications** Color is available on inside and outside covers. Color ads (4/C) must be submitted in CMYK format. Proofs for ads will be emailed to you. To ensure the *Bar Journal* schedule, your approval will be presumed if we do not receive approval or corrections by the date specified on your proof.

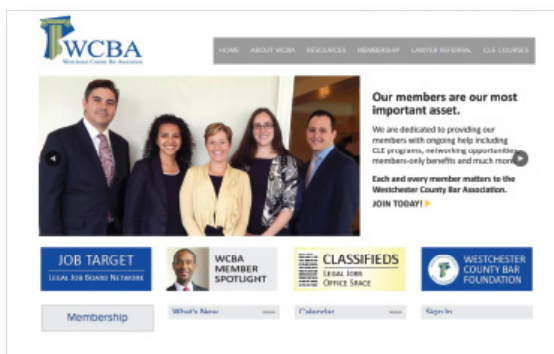
**Design Services Available** Rates: \$100 per hour with a 1-hour minimum. Additional time is billed at the rate of \$25 per quarter-hour.

**Payment** Prepayment is required. We accept AMEX, Visa, MasterCard, Discover Card and checks. Ad space must be reserved in writing by mail or email. The WCBA reserves the right to reject any ad copy at any time for any reason.

Mail checks to: WCBA *Bar Journal*, One North Broadway, Suite 512, White Plains, NY 10601.

**Contact** For more information or to email an ad contact: [editor@wcbany.org](mailto:editor@wcbany.org)

## WCBA Website at [www.wcbany.org](http://www.wcbany.org)



Rotating ads are now available on our homepage. There will be a maximum of four ads displayed at any given time. The ad can change monthly at no extra charge.

Website banner ad dimensions: 1008 px wide x 100 px high

Member Rates	Non-member
3 months: \$300	3 months: \$450
6 months: \$500	6 months: \$750
1 year: 900	1 year: \$1200