



San Mateo County
BAR ASSOCIATION
SMCBA

SAN MATEO COUNTY BAR ASSOCIATION

ONLINE ADVERTISING RATES

The SMCBA now offers the ability to advertise your business online through the publically-viewable SMCBA website - www.smcba.org - and through our Law & Motion email blasts which are regularly sent to all active members.

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. Classified ads are categorized as **For Sale/For Rent, Services, Legal Researchers, Positions/Practices Wanted**, and **Positions Available**.

Member Rate: 50 cents per word up to sixty (60) words. Includes clickable email or URL hyperlink.

Non-Member Rate: \$1 per word up to (60) words. Includes clickable email or URL hyperlink.

SMCBA Website Display Ads

The SMCBA website also provides a dedicated page for Display advertisements. These ads are business card sized ads (3.5" X 2.5") and can link to the advertiser's website. The SMCBA encourages advertisers to submit full-color ads.

Member Rate: \$250 per month. Includes clickable URL hyperlink.

Non-Member Rate: \$350 per month. Includes clickable 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 4 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: \$500 per month (ad will run for whole month, at least 4 emails)

In-Email Advertising Non-Member Rate: \$600 per month (ad will run for whole month, at least 4 emails)

Online Advertising Packages

Multiple advertising packages are available to maximize your investment and exposure.

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)

Picture Worth 1,000 Words:

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

Triple Play:

- Any sized Display Ad in *The Docket* (cost dependent on size)
- Business card sized *Here-Say* Display Ad for 3 months
- Business card sized Display Ad on SMCBA site for 3 months

Member Rate: \$550

Non-Member Rate: \$650

Member Rate: \$775

Non-Member Rate: \$875

Member Rate:

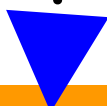
\$1,100—\$1,900

Non-Member Rate:

\$1,300—\$2,000

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.

Payment and content must be received before the 5th of each month.



For More Information About Advertising Online

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