

# COLUMBUS BAR ASSOCIATION

## » PROMOTIONAL & SPONSORSHIP OPPORTUNITIES

Increase the visibility of your organization among the central Ohio legal community.



## » PUBLICATIONS / ADVERTISING OPPORTUNITIES

### www.cbalaw.org

Our website boasts over **20,000 unique visits per month**, with visitors ranging from attorneys and paralegals to law students and consumers of legal services. It offers the online Columbus Bar Directory, news stories, a calendar of events, information about CBA committee membership and continuing legal education, and a complete listing of member benefits and discounts. CBA vendors are encouraged to establish a presence on the website, and the Columbus Bar will accommodate direct links to vendor sites.

Contact Jill Snitcher McQuain for more information (614/340.2060).

### The Columbus Bar Directory

This directory of over 8,000 area attorneys is printed annually, and is also available in a searchable online format. **Over 2,000 printed copies of the directory are sold annually.** This desktop reference is one of the Columbus Bar's most notable member benefits, which includes contact information and photos for over 8,000 attorneys and paralegals in the Columbus area, court contact information and judicial profiles, law firm listings, government agencies, mediators, and forensic consultants.

Advertising opportunities are available through Barb Burgie, MediaFusion, (800) 713-0445.

### Columbus Bar Friday

This newspaper format is published weekly in the Friday edition of *The Daily Reporter* and is received by all members of the Columbus Bar Association, as well as all subscribers of *The Daily Reporter* (with a circulation of over **20,000 Columbus-area business professionals**). Content includes news stories, member profiles, committee meetings and actions, upcoming events, CLE listings, and member benefit promotions.

Advertising opportunities are available through *The Daily Reporter* (614/224.4830).

### Columbus Lawyers Quarterly

*Columbus Lawyers Quarterly* provides members with a forum for discussion on a variety of topics in a magazine format published quarterly (January, April, July, and October). The magazine is distributed along with *The Daily Reporter* to a circulation of over **20,000 Columbus-area business professionals**. Articles are submitted offering information on law office management, practice tips, changes in the law, association news, and courthouse developments.

Advertising opportunities are available through *The Daily Reporter* (614/224.4830).

## BECOME A COLUMBUS BAR MEMBER BENEFIT PROVIDER

Many local and national businesses have partnered with the Columbus Bar Association to establish special discounts, savings, and other benefits for CBA members.

In return, the Columbus Bar publicizes these benefits to our nearly 5,000 members through direct mail pieces, member publications, and online at [www.cbalaw.org](http://www.cbalaw.org).

Contact Becky Hartman (614/340.2030) for information on becoming a member benefit provider.



## » SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

### Continuing Legal Education and Committee Sponsorship

The Columbus Bar offers over 450 hours of continuing legal education programming per year attended by **more than 4,000 legal professionals**. Topics include substantive legal updates in tax, real property, family law, probate, estate planning, bankruptcy and other areas, as well as marketing, technology, legal research, stress management and business development seminars.

The Columbus Bar offers a comprehensive array of professional, service, court, and advisory committees, attended by **more than 2,000 members**. Committees generally meet at the Columbus Bar to discuss issues relating to their individual practice areas.

Vendors can sponsor portions of our continuing education seminars and committee meetings in exchange for the opportunity to market to a strategically-defined audience through speaking engagements, logo visibility and on-site information centers.

See next page for more information.

### Direct Mail

The Columbus Bar maintains a database of over **8,000 legal professionals** in the central Ohio area that can be sorted by demographic categories and areas of practice. Data can be purchased for a one-time usage fee for promoting approved vendor materials.

Contact Becky Hartman for more information (614/340.2030).

For more information, contact us at 614/221.4112.



# CLE SPONSORSHIP OPPORTUNITIES

## Continuing Legal Education (CLE) Events

### Event Sponsor (\$1,750)

- Name and logo on front of material binder
- Full page ad within materials
- Logo/Name on signage at conference
- Logo/Name on brochure, which will be posted to our web site and used for other marketing endeavors
- Logo/Name featured in Columbus Bar Friday with circulation of 20,000
- List of all conference attendees for follow-up promotion by company. (For one-time use. Does not include e-mail addresses or phone numbers. Promotional piece must be approved by the CBA)
- Opportunity to exhibit in main lobby area and provide company information, promotional flyers, or gifts at conference

### Gold Medalist Sponsor (\$1,000)

- ½ page ad within materials
- Logo/Name on signage at conference
- Logo/Name on brochure, which will be posted to our web site and used for other marketing endeavors.
- Logo/Name featured in Columbus Bar Friday with circulation of 20,000
- List of all conference attendees for follow-up promotion by company. (For one-time use. Does not include e-mail addresses or phone numbers. Promotional piece must be approved by the CBA)
- Opportunity to exhibit in main lobby area and provide company information, promotional flyers, or gifts at conference

### Silver Medalist Sponsor (\$500)

- 1/4 page ad in materials
- Logo/Name on signage at conference
- Logo/Name on brochure, which will be posted to our web site and used for other marketing endeavors
- Logo/Name featured in Columbus Bar Friday with circulation of 20,000

### Bronze Medalist Sponsor (\$250)

- Name/Logo on sponsor sheet in materials
- Listed as sponsor in brochure, which will be posted to our web site and used for other marketing endeavors

**Note:** Levels are per event. Ad facts: ½ page - either 7.75" wide x 5.5" tall (short and wide) or 3.75" wide x 10.5 tall (tall and skinny); should not be full bleed; file type - .eps, .png are most preferred can accept a .jpg) CBA Member Benefit Partners may be eligible for special pricing. For more information, please feel free to contact Penny Oancea at 614/221.4112.

## CLE Planner Catalogue Sponsorships:

Catalogue is mailed to 5,000 - 7,000 legal professionals annually and posted on the Columbus Bar website at [www.cbalaw.org/cle](http://www.cbalaw.org/cle).

### Catalogue Sponsor (\$5,000)

- Logo incorporated into cover design
- Full page ad
- 2 small ads

### Catalogue Advertiser (\$2,500)

- Full page ad

# COMMITTEE EVENT SPONSORSHIP OPPORTUNITIES

More than 2,000 members belong to the comprehensive array of professional, service, court and advisory committees offered by the Columbus Bar. Our members value the personal and professional contacts they make at committee meetings and special networking events throughout the year.

Committees generally meet at the Columbus Bar to discuss issues relating to their individual practice areas. Vendors are invited to sponsor luncheons, meeting materials, and other special events in exchange for the opportunity to market to a strategically-defined audience through speaking engagements, logo visibility, and on-site information centers.

**Luncheon Sponsor**—Columbus Bar committees generally meet over the lunch hour, and boxed lunches are made available to those in attendance. Sponsors covering the cost of lunches for a particular committee will have an opportunity to include a promotional sticker or business card on each of the boxed lunches.

**Meeting Materials Sponsor**—Many committees distribute valuable informational materials to participants at their monthly meetings. Covering the production and duplication costs of these materials provides sponsors with a valuable advertising opportunity by including their logo and/or promotional statement in the materials.

**Adopt-a-Committee Sponsor**—Sponsors can “adopt” a specific committee for an entire year by covering the costs associated with monthly meetings (including food and materials), and receive an opportunity to address the group two times per year and to display marketing materials in the meeting room.

**Special Event Sponsor**—Various committees host social events throughout the year, including golf outings, happy hours, and networking nights. Sponsors covering the costs associated with these special events will receive logo recognition in all event publicity, an opportunity to distribute promotional materials to the attendees, and the opportunity to address the group at the event.

The value of each of the above opportunities is dependent upon the size and frequency of the Committee meetings/events. Sponsorship opportunities as outlined are subject to approval by the Committee Chair and the Columbus Bar Association. For a complete list of Committees and more information, contact Donna Sweet at 614/340.2062.