

KENTUCKY BAR ASSOCIATION

B&B

BENCH & BAR MAGAZINE

2027 ADVERTISING OPPORTUNITIES

KENTUCKY BAR ASSOCIATION
514 WEST MAIN STREET
FRANKFORT, KY 40601-1812
(502) 564-3795 • WWW.KYBAR.ORG



Circulation

Readers: Legal Professionals throughout Kentucky.

Circulation: 20,000 +

SIX ISSUES PER CALENDAR YEAR

January • March • May
July • September • November



The *Bench & Bar* is the official publication of the Kentucky Bar Association. With a circulation of more than 20,000+ lawyers, judges and legal professionals, the *Bench & Bar* is the most effective advertising medium to reach Kentucky's growing legal community. The *Bench & Bar* is retained permanently by most lawyers as authoritative reference material.

The *Bench & Bar* provides real value by allowing you to target your advertising message to a highly selective group of readers who are excellent prospects for your products and services.

Advertising Information

Submissions: All display and ads submitted must be final camera-ready artwork. There is an additional charge for resizing ads that do not meet the ad size requirement.

Deadlines: The publisher's schedule of insertion order and copy deadlines must be observed in order to assure publication.

Proofs: Proofs, when requested, will be for typographical corrections only. All changes to original copy will be charged on the basis of time occupied in making such changes. Typographical accuracy shall be at the risk of the advertiser on copy received for publication after copy and art deadline.

Cancellation: Advertising may be canceled only by written notice received prior to insertion order closing date.

Terms of Payment: The Kentucky Bar Association reserves the right to hold advertiser and/or its agency jointly and severally liable for any monies as are due and payable.

Policies

Refusal of Ads: The Kentucky Bar Association for the mutual protection of its publications, advertisers and readers, reserves the right to revise or reject any advertisement which it, in its sole discretion, considers to be objectionable or offensive in subject matter, illustration or phraseology.

Errors: The Kentucky Bar Association will not be liable for any error in advertisement to a greater extent than the cost of the space occupied by the error. This does not apply to advertisers who provided camera-ready artwork or who have proofed copy. Claims for adjustment of errors must be made no later than 30 days after publication date upon which said error occurred.

Advertising: Advertising, including advertorials, set to resemble news matter, must comply with the Supreme Court Rules on Attorney Advertising and the Attorneys' Advertising Commission Regulations.

Closing Dates

Refer to the deadline dates below when submitting advertisement to be published in the *Bench & Bar*.

Issue	Materials Due	Issue	Materials Due
January	December 1	July	June 1
March	February 1	September	August 1
May	April 1	November	October 1

Advertisement Options

Display Ads: Scattered throughout magazine. Multiple options with different sizes and pricing. See next page for more details.

Spotlight Ads: Displayed in B&B Marketplace. 2 ¼" x 2" ad size. Receive a 15% discount for one-year ad paid in advance.

\$75 for Members
\$85 for Non-Members

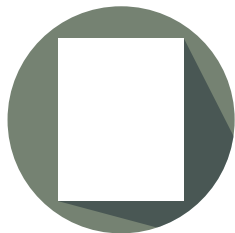
Add color for only an additional \$25!



Classified Ads: Categorized; standard classified advertising in our regular typeface format.

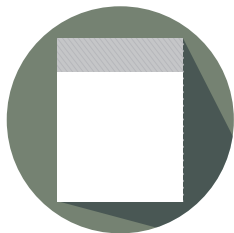
\$30 for first 20 words • 50¢ for each additional word

Display Ad Sizes & Rates



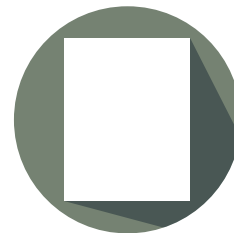
Inside Cover Front & Back
 $8 \frac{3}{8}" \times 10 \frac{3}{8}"$ color only
 $\frac{1}{8}"$ bleed on all edges
 $\frac{1}{4}"$ live from trim areas

\$1,900 per issue up to three
\$1,713 per four + times



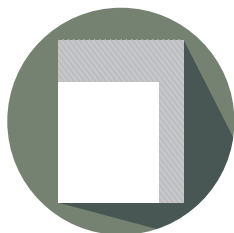
Back Cover
 $8 \frac{3}{8}" \times 8 \frac{1}{2}"$ color only
 $\frac{1}{8}"$ bleed on all edges
 $\frac{1}{4}"$ live from trim areas

\$2,500 per issue up to three
\$2,100 per four + times



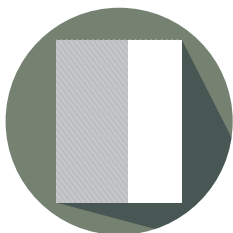
Full Page
 $8 \frac{3}{8}" \times 10 \frac{3}{8}"$ color only
 $\frac{1}{8}"$ bleed on all edges
 $\frac{1}{4}"$ live from trim areas

\$1,700 per issue up to three
\$1,445 per four + times



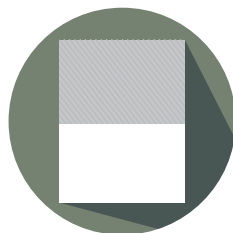
$\frac{2}{3}$ Page Square
 $7 \frac{1}{2}" \times 7 \frac{1}{2}"$

\$808 per issue up to three
\$687 per four + times



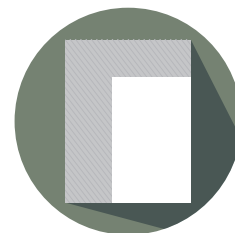
$\frac{2}{3}$ Page Vertical
 $4 \frac{15}{16}" \times 10"$

\$808 per issue up to three
\$687 per four + times



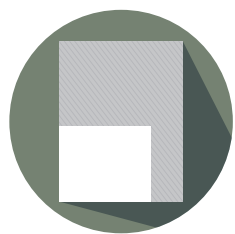
$\frac{1}{2}$ Page Horizontal
 $7 \frac{1}{2}" \times 4 \frac{15}{16}"$

\$630 per issue up to three
\$536 per four + times



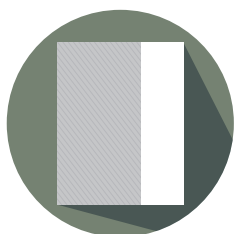
$\frac{1}{2}$ Page Vertical
 $4 \frac{15}{16}" \times 7 \frac{1}{2}"$

\$630 per issue up to three
\$536 per four + times



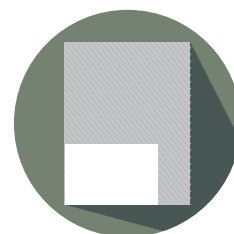
$\frac{1}{3}$ Page Square
 $4 \frac{15}{16}" \times 4 \frac{15}{16}"$

\$473 per issue up to three
\$402 per four + times



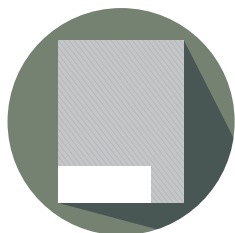
$\frac{1}{3}$ Page Vertical
 $2 \frac{3}{8}" \times 10"$

\$473 per issue up to three
\$402 per four + times



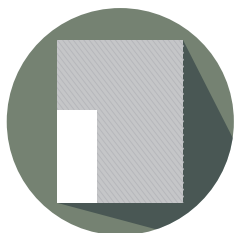
$\frac{1}{4}$ Page Horizontal
 $4 \frac{15}{16}" \times 3 \frac{3}{8}"$

\$420 per issue up to three
\$357 per four + times



$\frac{1}{4}$ Page Horizontal
 $4 \frac{15}{16}" \times 2 \frac{3}{8}"$

\$357 per issue up to three
\$303 per four + times



$\frac{1}{4}$ Page Vertical
 $2 \frac{3}{8}" \times 4 \frac{15}{16}"$

\$357 per issue up to three
\$303 per four + times

**Add color to any B&W
 advertisement listed
 for only \$100 more!**



2027 Advertisement Form



Company/Organization

Contact Name

Job Title

Address

City

State

Zip Code

Daytime Phone Number

Fax Number

Email Address

Issue Choice(s):

- ☐ January 2027
☐ March 2027
☐ May 2027
☐ July 2027
☐ September 2027
☐ November 2027

Refer to the closing dates listed in the brochure for individual issue deadline.

Standard Advertisement Size Choice(s):

Ad Size	Horizontal	Vertical	Square	Price per Issue up to three	Price per Issue four + times
Inside Front Cover	4-Color process is included in price			\$1,900	\$1,713
Inside Back Cover	4-Color process is included in price			\$1,900	\$1,713
Back Cover	4-Color process is included in price			\$2,500	\$2,100
Full Page	4-Color process is included in price			\$1,700	\$1,445
2/3 Page	N/A	☐	☐	\$808	\$687
1/2 Page	☐	☐	N/A	\$630	\$536
1/3 Page	N/A	☐	☐	\$473	\$402
1/4 Page	☐	N/A	N/A	\$420	\$357
1/6 Page	☐	☐	N/A	\$357	\$303

Standard advertisement prices listed are for black and white ads.

☐ Add \$100 to the advertisement price for 4-Color process.

☐ Spotlight Ad

- ☐ \$75 per issue (Member)
☐ \$85 per issue (Non-Member)
☐ \$25 addition for color
15% discount on one-year ad paid

☐ Classified Ad

\$30 ad with up to 20 words.
50¢ for each additional word.

Billing Method

Please select the billing method you prefer.

- ☐ Pay full amount of advertisement in one invoice.
☐ Pay the per issue amount of advertisement in separate invoices.

An invoice will be mailed after the advertisement has been published.

Return Completed Form to:

Mail:

Attn: Shannon Roberts
Kentucky Bar Association
514 West Main Street
Frankfort, KY 40601

Email:

sroberts@kybar.org

Fax:

(502) 564-3225
Attn: Shannon Roberts

Signature

Date

