



THE MONTGOMERY bar fly *a Media Guide*

Affordable Ways to Keep Your Message Fresh and on the
Minds of Montgomery County's Esteemed Legal Community

OnLine
and
OPEN FOR
business

DELAWARE VALLEY
LEGAL MARKETPLACE

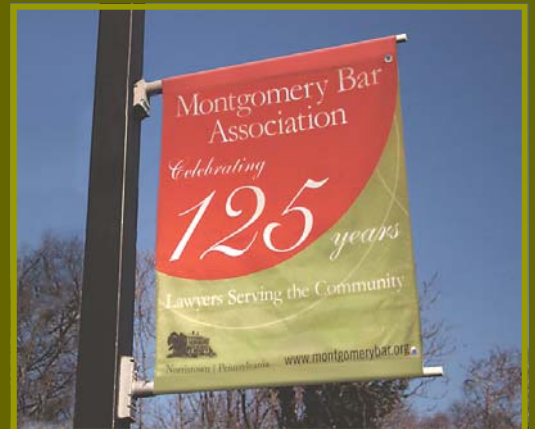
details inside and online @
www.montgomerybar.org




Inside...

MORE AFFORDABLE WAYS
TO CREATE

BUZZ FOR YOUR BIZ



SPRING/SUMMER 2011



MONTGOMERY BAR ASSOCIATION

100 West Airy Street • P.O. Box 268 • Norristown, PA 19404-0268
TEL 610-279-9660 • FAX 610-279-4321 • www.montgomerybar.org

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Donald J. Martin, President-Elect
Paul C. Troy, Vice President
Michael F. Rogers, Treasurer
Bruce Pancio, Secretary
Nancy R. Paul, Executive Director

Steven H. Lupin
Immediate Past President

Dear friends and neighbors,

We are pleased to bring you another edition of *the Montgomery Bar Fly*. This media guide has been compiled at the request of our advertisers and business community and will provide a quick look at the many advertising and sponsorship vehicles the Montgomery Bar Association has to offer. *The Montgomery Bar Fly* is intended for advertisers, media planners and savvy business people who, throughout the year, seek to reach those who make up our esteemed (and otherwise hard-to-reach) legal community.

In addition to being your premier link to one of the largest lawyer networks in Pennsylvania and reaching over 2,100 practitioners in Montgomery County alone, many of our events and publications serve the greater legal community. Judges, courthouse officials, community leaders and attorneys who practice law outside of the county regularly participate in our events and read our publications too. While the majority of our readers and event participants live within the county, we also enjoy a sizable audience outside the county.

Our publications rank high in popularity and importance among our members. In fact, in a recent member wide survey, 96% of our members expressed a moderate to high level of interest in our publications and electronic communications. In fact, many identified our publications as their single most important member benefit, rivaled closely by our various networking and educational events. With special issues and events devoted to important developments and shifts in the practice of law, our media can place your "uncluttered" message before more lawyers in our community than any other legal publication. Whether you're placing a single classified ad or launching a full-scale promotion, members of our staff can assist you in planning a winning campaign that will be sure to deliver the greatest impact for your marketing investment.

We hope to see you on our pages soon!

Nancy Paul
Executive Director

Serving the Profession and the Community since 1885



T H E M O N T G O M E R Y B A R F L Y

T A B L E O F C O N T E N T S

Delaware Valley Legal Expo	4
Print and Online Media Opportunities	5
Event Sponsorship Opportunities	6
Special Publications, CRM and Affinity Programs	7





Wednesday, November 16, 2011
3 pm - 7 pm

EXHIBIT FEE INCLUDES:

- Admission for Two Vendor Representatives
- An 8 ft. x 8 ft. Booth Space
- Divider Drapes
- Personalized Head Sign
- 6 ft. Table, Pleated Skirting,
- Folding Chairs and Wastebasket
- Listing in the Official Show Guide
- Advertising Opportunities Prior to the Event
- Exposure to a Unique Audience
- Free Reception and Networking

EXPO SPONSORSHIP

- One Premium Booth (placed/decorated for added attraction)
- Company Name and Logo in the Expo Directory and on All Print/Electronic Advertising for the Event
- Web Page with Vendors' Names - remains online for a full year
- Full Page Ad in the Official Show Guide
- Full Acknowledgement of Sponsorship on All Event Media sent to Montgomery Bar Association Members, Surrounding County Bar Association Members +
- ALA Independence Chapter/Philadelphia Chapter Members
- Presentation/Demonstration Area Available

EVENT SPONSORSHIP PRICE: \$3,000
TO SECURE YOUR SPONSORSHIP,
CONTACT: JIM MATHIAS
TELEPHONE: 610.994.3660
E-MAIL: JIM@MONTGOMERYBAR.ORG



Back in November and Better than Ever!

DELAWARE VALLEY LEGAL EXPO

A joint production of the Montgomery Bar Association and the Association of Legal Administrators, Independence Chapter

This perennial favorite is a must for anyone interested in getting in front of the region's esteemed legal community. Last year's Expo was by far our largest ever and this year promises to be even better. Exhibitors are given a rare opportunity to network with others and position themselves with the latest and greatest products and services available to the legal profession today. The Delaware Valley Legal Expo has been referred to as, "the one yearly event where the entire legal community can congregate, share ideas and gain knowledge and information necessary for running a large firm or a solo practice." Attorneys, administrators and staff are encouraged to attend.

BOOTH PRICE: \$750.00
LIMITED SPACE REMAINING
TO RESERVE YOUR SPACE,
CONTACT: JOAN WEAN
HAMBURG, RUBIN, MULLIN, MAXWELL & LUPIN
TELEPHONE: 610.661.0400
E-MAIL: JWEAN@HRMML.COM

LEGAL EXPO OFFICIAL SHOW GUIDE

Place a full-page ad in the Official Show Guide and Directory of the legal community's most celebrated event. The Expo Directory is distributed to all attendees, retained by many and referred to throughout the year.



DESCRIPTION: MAGAZINE FORMAT
PRICE: *JUST* \$200 FOR A
FULL PAGE AD (5"W X 8"H)
ARTWORK MUST BE CAMERA READY OR
ELECTRONIC (TIF FORMAT)
DEADLINE: OCTOBER, 2011
CONTACT: JOAN WEAN
TELEPHONE: 610.661.0400
E-MAIL: JWEAN@HRMML.COM

OTHER OPPORTUNITIES...

Interested in making a statement? Let us work with you to provide a sponsorship package that suits your needs— From catering to entertainment...The sky is the limit!

PRICE WILL BE DETERMINED UPON REQUEST

DELAWARE VALLEY LEGAL MARKETPLACE

BASIC LISTINGS START AT JUST \$40/YEAR!

The Delaware Valley Legal Marketplace @ montgomerybar.org is a powerful, one-click resource for attorneys, administrators and law office staff seeking essential business solutions. The Marketplace is a searchable directory of vendors that cater to the region's legal community and provides a highly targeted platform to directly promote products and services, including offers and incentives to the 2100+ attorney members of the Montgomery Bar Association.

DESCRIPTION: ONLINE SEARCHABLE DIRECTORY
PRICES: BASIC LISTING \$40/YEAR, EXTENDED LISTING \$70/YEAR,
MULTIPLE CATEGORIES \$10/CATEGORY/YEAR
CONTACT: GEORGE CARDENAS / 610.279.9660 EXT. 203
E-MAIL: GEORGE@MONTGOMERYBAR.ORG

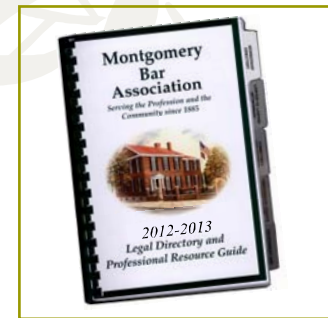


ONLINE ADVANTAGE!

MONTGOMERY BAR ASSOCIATION LEGAL DIRECTORY AND PROFESSIONAL RESOURCE GUIDE

Few individuals in Montgomery County's Legal Community go about their days without referring to the MBA Legal Directory. The Legal Directory lists all Montgomery Bar Members, Areas of Interest, Committees and Sections, and serves as a handy reference for Montgomery County Courthouse information.

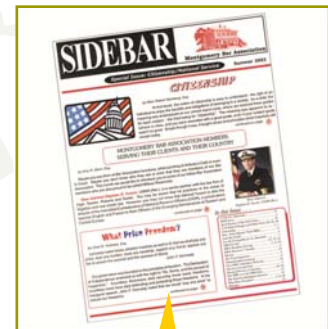
DESCRIPTION: 6" x 9" SPIRAL BOUND
PRICES: BACK COVER: \$2,500, F/B/I COVERS: \$2,000, FULL PAGE TABS: \$1,250,
YELLOW PAGES: FULL PAGE (5" x 7 1/2") \$750, HALF PAGE (5" x 3 1/2") \$500,
ONE THIRD PAGE (5" x 2 1/4") \$300
CIRCULATION: 3,000 COPIES (MEMBERS/COURTHOUSE) FREQUENCY: ANNUAL
AD SUBMISSION DEADLINE: JANUARY, 2012
PUBLICATION TIMEFRAME: APRIL, 2012
CONTACT: JIM MATHIAS / 610.279.9660 EXT. 232
E-MAIL: JIM@MONTGOMERYBAR.ORG



SIDEBAR

Tired of being lost in all the clutter? Get your message heard loud and clear. SIDEBAR is the ad-free, quarterly member newsletter of the Montgomery Bar Association. It features articles of interest to practitioners, information on association events, educational programs and other activities. Each quarterly release of SIDEBAR is limited to a single sponsor.

DESCRIPTION: MAGAZINE FORMAT
SINGLE SPONSOR, FULL-RUN PRICE: JUST \$3,000.00 PER ISSUE
(SUBJECT TO REVIEW AND APPROVAL)
CIRCULATION: 2,500 COPIES
SUBMISSION DEADLINE: VARIES
PUBLICATION TIMEFRAME: QUARTERLY
CONTACT: JIM MATHIAS / 610.279.9660 EXT.232
E-MAIL: JIM@MONTGOMERYBAR.ORG

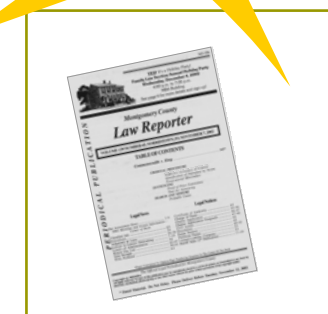


**BEST
VALUE!**

MONTGOMERY COUNTY LAW REPORTER

The weekly Montgomery County Law Reporter is the official publication of the Thirty-Eighth Judicial District of Pennsylvania. The Law Reporter is our most widely read publication and is now available in a fully searchable electronic format. The Law Reporter is read by an estimated 4,000 readers each week!

DESCRIPTION: B&W MAGAZINE FORMAT
CIRCULATION: 2,800 COPIES (MEMBERS/PUBLIC/COURTHOUSE)
FREQUENCY: WEEKLY
AD SUBMISSION DEADLINE: WEDNESDAYS - 12 NOON (8 DAYS PRIOR TO PUBLICATION)
PUBLICATION TIMEFRAME: EVERY THURSDAY
RATES/AVAILABILITY: CALL FOR COMPLETE RATE DETAILS
CONTACT: JESSICA GAMBONE / 610.279.9660 EXT.220
E-MAIL: JESSICA@MONTGOMERYBAR.ORG



event sponsorship opportunities

Throughout the year, the Montgomery Bar Association hosts many events for members and the entire legal community alike. Sponsoring these events is a great way to demonstrate affinity and promote your business to an otherwise hard-to-reach audience. Sponsorship is also a surefire way to get your message heard, stand out in the crowd and avoid getting lost in the clutter of mainstream advertising. Below are just some of the many MBA events held annually that are currently available for sponsorship.

Spring

MARCH MADNESS
ANNUAL DINNER DANCE
LAW DAY CELEBRATION

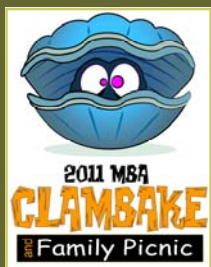


LEGAL AID GOLF CLASSIC SPONSORSHIP OPPORTUNITIES:

TEE OR GREEN SPONSOR: \$200
PREMIUM SPONSOR: \$500 - \$1,000
EVENT SPONSOR: \$2,000
BREAKFAST SPONSOR
BEVERAGE CART SPONSOR
LUNCHEON SPONSOR
CALL FOR ADDITIONAL INFO



FOR ADDITIONAL ADVERTISING AND SPONSORSHIP OPPORTUNITIES,
CONTACT: JIM MATHIAS / 610.279.9660 x 232
E-MAIL: JIM@MONTGOMERYBAR.ORG



Summer



LEGAL AID GOLF CLASSIC
ANNUAL PICNIC & CLAMBAKE
OLD LAWYERS vs. YOUNG LAWYERS SOFTBALL GAME

Fall



ANNUAL BLACK-TIE MEMBERSHIP DINNER
DELAWARE VALLEY LEGAL EXPO - NOVEMBER 16, 2011
MBA FANTASY FOOTBALL LEAGUE
BENCH BAR 2011—CRYSTAL SPRINGS RESORT



Winter



YOUNG LAWYERS SECTION HOLIDAY PARTY
ANNUAL BUSINESS LUNCHEON
ANNUAL SKI TRIP

For Other Events & Promotional Opportunities Throughout the Year.

Please Call Jim Mathias at 610-279-9660 Ext. 232

MBA SPECIAL EVENTS AND PUBLICATIONS

The Montgomery Bar serves the public at large through community outreach events and a wide variety of special publications and programs offered throughout the year. Publications like The Montgomery County Elder Law Handbook, The Criminal Law Handbook and The Middle School Jury Project Guide, for example, provide up-to-date legal information, educational resources and support to appropriately targeted audiences in our community. To learn how these publications can help your business, please give us a call.

CIRCULATION: VARIES BY PUBLICATION

PRICE: PLEASE CALL

AD SUBMISSION DEADLINE: VARIES BY PUBLICATION

PLEASE CONTACT: JIM MATHIAS / 610.279.9660 EXT. 232

E-MAIL: JIM@MONTGOMERYBAR.ORG



MCAP: THE MONTGOMERY CHILD ADVOCACY PROJECT

For hundreds of innocent children in Montgomery County, the support of a caring legal community is their only hope for survival (and often their last resort). The Montgomery Child Advocacy Project (MCAP) is a 501 (c)(3) non-profit, organized to provide free legal and social services to young victims of abuse and neglect in Montgomery County. There are many ways for your businesses to support MCAP. Doing so can produce invaluable cause related marketing benefits and unprecedented media exposure. Contact Jim Mathias today and learn about our turnkey promotional opportunities.

TO LEARN HOW YOU CAN SUPPORT MCAP

THROUGH CAUSE-RELATED MARKETING AND SPONSORSHIP,

PLEASE CONTACT: JIM MATHIAS / 610.279.9660 EXT. 232

E-MAIL: JIM@MONTGOMERYBAR.ORG



AFFINITY PARTNERSHIPS AND MONTGOMERYBAR.ORG

Come on board as an Affinity Partner and you'll soon see how easy it can be to corner the local extended legal community. Our Affinity Partners enjoy countless opportunities to promote themselves on-line, in print, and in any number of unique scenarios throughout the year. Montgomerybar.org, for example, is the MBA's national award-winning website and has fast become the preferred means of communication for the area legal community. Nearly all of the Montgomery Bar Association's processes and publications are administered or available on the Web—making it a logical place for our 2100+ members and the public to visit and bookmark for important legal information. As an Affinity Partner, you'll be eligible to enjoy exclusive promotional rights on montgomerybar.org. But that's just the beginning. Affinity Partners also benefit from public speaking engagements, PR and creative support, print advertising opportunities, direct-response, and much, much more!



DESCRIPTION: AFFINITY PROGRAM

(PLEASE CALL FOR DETAILS)

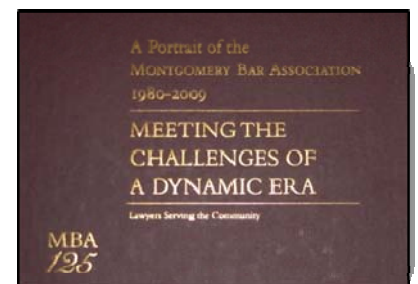
FREQUENCY: ON-LINE PROGRAMS AND OTHER

SUBMISSION DEADLINE: VARIES

MINIMUM RUNTIME: RENEWED ANNUALLY

CONTACT: JIM MATHIAS / 610.279.9660 EXT. 232

E-MAIL: JIM@MONTGOMERYBAR.ORG





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100 West Airy Street - P.O. Box 268
Norristown, PA 19404-0268



“Hands down, advertising with the Montgomery Bar is the region’s best advertising value.”



Be Sure to Visit us Online at
www.montgomerybar.org

SPECIAL OFFER!

**ADVERTISE WITH US TODAY AND ENJOY
A FREE YEAR on our LEGAL MARKETPLACE
CALL 610-994-3660 TODAY TO LEARN MORE**

