



DIVERSITY THE BAR

OVERVIEW

Make no mistake: Corporate America pays attention to the diversity practices of the law firms it hires. When selecting outside counsel, the recruitment and retention of minority professionals often factors into the decision-making process.

Diversity & the Bar lets you turn your workplace diversity into a business advantage. As the flagship magazine of the Minority Corporate Counsel Association, *Diversity & the Bar* advocates the advancement of talented diverse

attorneys in the nation's law firms and corporate legal departments. Promote your diversity initiatives in this select magazine and impress a high-powered audience that values and supports your diversity initiatives.

35,000 DISTRIBUTION

- Members of the Minority Corporate Counsel Association (MCCA)
- Members of the Association of Corporate Counsel (ACC)
- Individual Subscribers

IN EVERY ISSUE

- The Scale
- Spotighting...
- Association Focus
- Movers & Shakers
- Diversity News
- Lawyers Lantern



CONTACT INFORMATION

ADVERTISING OPPORTUNITIES

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DIVERSITY & THE BAR FEATURES



EDITORIAL INFORMATION CONTACT

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January/February 2011

International Diversity

Special Features

- Starwood's Singapore Swap
- NAPABA's Best Lawyers Under 40
- Lloyd M. Johnson, Jr. Scholarship Program Class of 2013
- African American History Month Profile: Robert Morris

Diversity Profile Opportunity: Corporate, Securities, Governance

Closing Dates:

Space: **Dec. 15**
Material: **Dec. 21**

March/April 2011

Technology and Its Challenges

Special Features

- Facebook, Twitter, Social Media, and Its Effect on the Judiciary
- Attorneys Who Made Partner in 2010

Diversity Profile Opportunity: Manufacturing and Product Liability

Closing Dates:

Space: **Feb. 4**
Material: **Feb. 10**

May/June 2011

Attorneys and the Job Market

Special Features

- Gay Associates and the Workplace
- Lloyd M. Johnson Jr., Scholarship Class of 2011 Graduates

Diversity Profile Opportunity: Real Estate

Closing Dates:

Space: **Apr. 8**
Material: **Apr. 14**

July/August 2011

Women's Issue

Special Features

- MCCA's Annual Survey of Women GCs of Fortune 500 Companies
- Woman's Strides in the Southern Judiciary

Diversity Profile Opportunity: Small Law Department Generalists

Closing Dates:

Space: **Jun. 9**
Material: **Jun. 16**

September/October 2011

Minority Issue

Special Features

- MCCA's Annual Survey of Minority GCs of Fortune 500 Companies

Diversity Profile Opportunity: Compliance

Closing Dates:

Space: **Aug. 5**
Material: **Aug. 17**

November/December 2011

Best of the Best

Special Features

- 2011's Employer of Choice and Sager Award recipients
- Leading Minority Rainmakers

Diversity Profile Opportunity: Labor & Employment

Closing Dates:

Space: **Oct. 13**
Material: **Oct. 20**



2011 MCCA ADVERTISING RATES AND SPECIFICATIONS

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2011 Advertising Rates

Ad Size	1 issue	3 issues	6 issues
Advertorial (Attorney Profile)	\$3,500	\$3,250	\$3,000
Cover	\$6,750	\$6,375	\$6,000
Full Page	\$5,500	\$5,250	\$5,000
1/2 Page Horizontal	\$4,500	\$4,250	\$4,000
1/3 Page Vertical	\$4,500	\$4,250	\$4,000

* Additional advertising opportunities available upon request.

2011 Ad Specification Requirements

Ad Size	Non-Bleed
Advertorial (Attorney Profile)	3 1/2" x 9 3/4"
Full Page	7" x 9 3/4"
1/2 Page Horizontal	7" x 4 5/8"
1/3 Page Vertical	2" x 9 3/4"
Trim Size	8" x 10 3/4"
Bleed Size	8 1/4" x 11"
Live Area	7" x 9 3/4"

- Files should be high-res PDFs with a 300 minimum DPI for all images
- All image files must be supplied CMYK (no RGB or Spot colors)
- All fonts MUST be embedded in artwork

SUBMISSION DETAILS

Please email all advertising materials to Alexandra Kahl, kahl@acc.com

For files larger than 5 MB, please request FTP information

Advertorial
(Attorney Profile)

Full Page

1/2 Page
Horizontal

1/3 Page
Vertical

ADVERTORIAL OPPORTUNITY

Diversity & the Bar advertorial attorney profiles give you the opportunity to spotlight diverse expertise to potential buyers and promote business development objectives. The profiles provide visibility to firms' top lawyers and their commitment to diversity, while seamlessly integrating with the entire issue of *Diversity & the Bar*.

What's Included:

- 300 word profile
- Headshot
- Firm's Logo





2011 MCCA ADVERTORIAL ADVERTISING SPECIFICATIONS

Introduce your **Diverse Stars** to an audience of more than 30,000 in-house counsel—helping law departments advance their corporate diversity goals and expand their lists of diverse outside counsel. The advertorial consists of a headshot, approximately a 300-word profile and the firm’s logo. The profiles are placed in the first half of the magazine directly after the cover story thereby maximizing visibility and readership. Don't miss this opportunity to convey the professionalism of your firm in the signature publication of MCCA.

ADVERTORIAL GUIDELINES

Photo

Dimensions: 3.25”w x 2.875”h
Cropping: at top of head and just below neck

Text

Text box width: 3.25”w

1. Lawyer name:

Font: Adobe Caslon Pro Bold, all caps (serif)
Size: 12.5 pt.
Color: 0/100/80/30 (CMYK; preferred) or 177/13/40 (RGB)

2. Law firm name:

Font: Adobe Caslon Pro Bold (serif)
Size: 11 pt.
Leading: 13.5 pt.
Color: 0/100/80/30 (CMYK; preferred) or 177/13/40 (RGB)

3. Bio/Text:

Word count: 300 words, approximately
Font: Myriad Pro Light (sans serif)
Size: 9.75 pt.
Leading: 12 pt.
Alignment: flush left (ragged right)
Indent: none for the 1st paragraph;
.1667” for subsequent paragraphs
Hyphenation: 3-character breaks, minimum
Color: 100% black

Spacing

Between photo and lawyer name: .185”
Between law firm name and bio: .245”

*Note: Files may be adjusted as necessary to match established layout standards.

For advertising information or to reserve ad space, contact:

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