“Sponsoring [MBA events] and advertising with the MBA has been transformational for our business.”
Dear friends and neighbors,

We are pleased to bring you another edition of *The BarFly*. This media guide has been compiled at the request of our advertisers, sponsors and affinity partners, and provides a snapshot of the various advertising and sponsorship vehicles Montgomery Bar Association has to offer. *The BarFly* is intended for advertisers, media planners, and savvy business partners who, throughout the year, seek to reach our esteemed (and otherwise hard-to-reach) legal community.

In addition to being your 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, legal staff, community leaders, and attorneys who practice law outside of our county regularly participate in our events and read our publications too. While the majority live or work within the county, we also enjoy a sizable audience outside the county.

Our publications rank high in popularity among our members. In a recent member survey, 91% of our members expressed a moderate to high level of interest in our media. In fact, most identified media as their second most important member benefit, rivaled only by our various networking and educational events (96%). 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 campaign, our staff can assist you in planning a winning promotion that will be sure to deliver the greatest impact for your marketing investment.

We hope to see you on our pages and at our events soon!

Sincerely,

James P. Mathias
Director of Marketing, Development & Public Affairs
O: 610.994.3660 | M: 610.213.2669 | E: jim@montgomerybar.org

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**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 event and publication
**Price:** Varies - please call
**Ad Submission Deadline:** varies by publication
**Please Contact:** Jim Mathias / 610.279.9660 Ext. 232
**E-mail:** jim@montgomerybar.org

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**MONTGOMERY BAR FOUNDATION EVENTS & INITIATIVES**

Montgomery Bar Foundation is the 501 (c)(3) charitable affiliate of the Bar Association and supports various events, organizations and initiatives which aim to provide access to justice in the communities we serve. Since its inception, the Foundation has awarded nearly $800,000 in grants and other contributions to worthy organizations, supporting law-related educational, charitable, and humanitarian projects throughout Montgomery County.

Though our impact has been deep, the work of the Foundation is not even close to complete. As we continue to support worthy organizations through our long-standing grant program, we also work to broaden our impact through innovative new programs and partnerships.

**To Learn How You Can Support Montgomery Bar Foundation through Cause-Related Marketing and Sponsorship,**
**Please Contact:** Jim Mathias / 610.994.3660
**E-mail:** jim@montgomerybar.org

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**AFFINITY PARTNERSHIP**

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 online, 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 receive invitations to exclusive events, PR and creative support, print advertising opportunities, direct-response, and much, much more!

**Description:** Affinity Program
**Call us today to discuss details.**
**Minimum Runtime:** N/A
**Contact:** Jim Mathias / 610.994.3660
**E-mail:** jim@montgomerybar.org
Get face-to-face with these 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**
- **LEGAL AID GOLF CLASSIC**
  - Fri, June 26, 2020 | Bluestone Country Club
- **March Madness Spring CLE Programs**
- **Annual Dinner Dance**
- **Law Day Celebration**
- **Spring CLE Symposium**
- **Spring Get in the Loop Luncheons**
- **Family Day at Elmwood Park Zoo**

**Legal Aid Golf Classic**
- Tee or Green Sponsor: $250
- Tee Square Sponsor: $350
- Premium Sponsor: $750
- Premium Plus Sponsor: $1,500
- Presenting Sponsor: $5,000
- Breakfast Sponsor
- Beverage Cart Sponsor
- Luncheon Sponsor
- Call for additional info

For Additional Golf, Advertising, and Sponsorship Opportunities, Contact: Jim Mathias / 610.994.3660
E-mail: jim@montgomerybar.org

**Summer**
- **LEGAL AID GOLF CLASSIC**
- **Summer Happy Hour Series**
- **Summer CLE Programs**
- **Diversity 1L Scholarships & Initiatives**
- **MBA Re-Entry Clinic**
- **Summer Get in the Loop Luncheons**
- **Seminar: Diverse Summer Associate Experience**
- **Old Lawyers vs. Young Lawyers Softball Game**

**Fall**
- **Fall CLE Programs**
- **Black Tie Membership Dinner**
- **Delaware Valley Legal Expo & CLE Symposium**
- **MBA Fantasy Football League**
- **Bench Bar Conference**

**Winter**
- **Winter CLE Programs**
- **Section Holiday Parties**
- **Annual Business Luncheon**
- **Annual Ski Trip**

**For Other Events & Promotional Opportunities Throughout the Year, Please Call Jim Mathias at 610-994-3660**

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**Follow and connect with us...**

You'll never be in the dark if you follow and connect with us on social media. Visit MontgomeryBar.org today and click on the icons on the top-left corner of our website.
DELAWARE VALLEY LEGAL EXPO & CLE SYMPOSIUM

A joint production of the Montgomery Bar Association and the ALA, 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 drew over 400 attendees 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: $850.00 (or $750 if registered before May 1, 2020)
To reserve a booth, contact: Joan Wean (HRMML)
Tel.: 215.661.0400 / Email: jwean@hrmml.com

Presenting Sponsorship: $3,500
Silver Sponsorship: $2,000
To learn about sponsorship, contact: Jim Mathias (MBA)
Tel.: 610.994.3660 / Email: jim@montgomerybar.org

Expo Guide - Full page ad: $300 (included with sponsorships)

ONTARIO BAR ASSOCIATION
SPRING CLE SYMPOSIUM

New for 2020 – An affordable half-day of CLE, presented by our sections, courts and business partners.
With the April CLE Compliance looming, we’ve put together a series of programming that’s second to none. Unlike our fall Expo, the exhibit area will be limited to a half day and only a handful of sponsors and business partners.

Tabletop Exhibit Price: $500
Presenting Sponsorship: $1000
To reserve a Tabletop or to learn about sponsorship, contact: Jim Mathias (MBA)
Tel: 610.994.3660 / Email: jim@montgomerybar.org

EXHIBIT FEE INCLUDES:
Admission for Two Vendor Representatives
An 8 ft. x 6 ft. Booth Space
Dividers Drapes
Personalized Head Sign
6 ft. Table, Plated Skirting
Folding Chairs and Wastebasket
Free Profile in the Official Show Guide
Free annual online listing on the Legal Marketplace
Advertising Opportunities Prior to the Event
Exposure to a Unique Audience
Free Reception and Networking

DELAWARE VALLEY LEGAL MARKETPLACE

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.

Description: Online Searchable Directory
Prices: Basic Listing $80/Year, Extended Listing $120/year, Additional Categories $10/category/year
Contact: George Cardenas / 610.279.9660 Ext. 203
E-mail: George@montgomerybar.org

ONTARIO 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: $2,200, Full Page Tabs: $1,375, Yellow Pages: Full Page ($5 x 7 1/2" $825, Half Page (5" x 3 1/2") $550, One Third Page (5" x 2 1/4") $330
Circulation: 3,000 copies (Members/Courthouse) - Frequency: varies
Ad Submission Deadline: May 2020
Publication Timeframe: June 2020
Contact: Jack Costello / 610.279.9660 Ext. 206
E-mail: jack@montgomerybar.org

SIDEBAR MAGAZINE

SIDEBAR is the quarterly member magazine of the Montgomery Bar Association. SIDEBAR is mailed directly to over 2,100 members of the Montgomery Bar Association, and distributed to more than 400 professional office waiting rooms throughout Montgomery County.

Description: Quarterly Magazine
Circulation: 3,500 copies / Submission Deadline: varies
Contact: Sherry at Hoffman Publishing / 610-685-0914, ext. 202
E-mail: sherry@hoffpubs.com

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: Weekly B&W Magazine
Circulation: 2,800 copies (Members/Public/Courthouse)
Ad Submission Deadline: Wednesdays – 12 Noon (8 days prior to pub.)
Publication Timeframe: Every Thursday – Call for rates and availability
Contact: Jessica Gambone / 610.279.9660 Ext.220
E-mail: Jessica@montgomerybar.org