



MDLA 2018 Marketing Opportunities

What is the MDLA?

The Minnesota Defense Lawyers Association (MDLA) is dedicated to serving the needs of lawyers engaged primarily in defense and trial of civil disputes. For the past 50 years MDLA has provided information sharing, networking and mentoring opportunities, quality educational seminars and publications, and developed law improvement initiatives at the capitol. The strong and rich history of the MDLA speaks to its reputation of fulfilling its purpose and reflects its continued relevance as a growing association.

Why become an advertiser or sponsor of the MDLA?

- Establish your company with the targeted market of Minnesota's defense lawyer community.
- Develop and reinforce relationships with decision-makers at Minnesota's leading defense firms.
- Support initiatives that strengthen Minnesota's legal community.

MDLA in print:

Advertise in Minnesota Defense, a quarterly magazine featuring substantive law articles written by MDLA members, industry news, event highlights and photos, and notices of upcoming activities. The Minnesota Defense magazine is distributed to more than 1000 readers and is often retained and referenced several times by members and nonmembers because of the high relevance of its content. This is a great way to get your company's information into the hands of every MDLA member and key decision-makers in the legal community.

MDLA online:

The MDLA website is the most utilized resource for MDLA members. Whether updating their member record or registering for an event, the MDLA website is the go-to place for defense lawyers to connect with the association. Advertising opportunities exist in targeted areas of the website as well as on the homepage itself.

MDLA in person:

There are opportunities to sponsor and exhibit at MDLA events throughout the year. By becoming an event sponsor you will be able to directly interact with MDLA event attendees and have your brand displayed in event promotions, both at the event itself and in publications leading up to it.

MDLA Sponsorship Opportunities

Annual Supporter - \$5,000

Show your support to the MDLA all year with one easy payment! Benefits include:

- Listed as an Annual Supporter in Minnesota Defense magazine
- Listed as an Annual Supporter in MDLA conference brochures and promotions
- Use of "MDLA Annual Supporter" Logo for your promotions
- Profile of your company in the online Vendor Resource Guide
- Free ad on the MDLA website hyperlinked to your website (\$450)
- Free 1/6-page ad (3.75" w x 4.5" h) in Minnesota Defense magazine (4 x \$140 = \$560)
- Two free registrations to the 2018 Trial Techniques Seminar (\$700)
- Sponsorship Credit toward the 2018 Trial Techniques Seminar (\$1000)
- Two free registrations to the 2018 Mid-Winter Conference (\$750)
- Sponsorship Credit toward the 2018 Mid-Winter Conference (\$400)
- One free registration for the 2018 MDLA Diversity Seminar (\$175)
- Sponsorship Credit toward the 2018 MDLA Diversity Seminar (\$400)

A La Carte Advertising, Sponsorship, & Exhibiting Opportunities

Conference sponsorships listed below include: 6' exhibit table in the main foyer outside of all conference sessions; Signage thanking you for your sponsorship; Verbal thanks during the event; Logo on the MDLA website; Logo on the conference onsite book; Listing in the Fall 2018 issue of MN Defense.

- 2018 Mid-Winter Conference Sponsorship (\$400)
- 2018 MDLA Diversity Seminar Sponsorship (\$400)
- 2018 Trial Techniques Seminar Sponsorship (\$1000)

MDLA Minnesota Defense Magazine Advertising Rates

- | | | |
|------------------------|------------------|--|
| • Full Page | 7.5" w x 10" h | \$400 (black/white) or \$1,300 for all 4 |
| • Half Page/Horizontal | 7.5" w x 4.5" h | \$200 (black/white) or \$640 for all 4 |
| • Half Page/Vertical | 3.5" w x 10" h | \$200 (black/white) or \$640 for all 4 |
| • 1/3 Page/Square | 4.5" w x 4.5" h | \$150 (black/white) or \$500 for all 4 |
| • 1/3 Page/Vertical | 2.5" w x 10" h | \$150 (black/white) or \$500 for all 4 |
| • 1/4 Page/Vertical | 3.75" w x 4.5" h | \$140 (black/white) or \$460 for all 4 |
| • 1/6 Page/Vertical | 2.5" w x 4.5" h | \$125 (black/white) or \$400 for all 4 |
| • 1/8 (Business Card) | 3.5" w x 2" h | \$100 (black/white) or \$250 for all 4 |

Premium Placement Rates

- | | | |
|----------------------|----------------|-----------------|
| • Inside Front Cover | 7.5" w x 10" h | \$595 (color) |
| • Inside Back Cover | 7.5" w x 10" h | \$595 (color) |
| • Back Cover | 7.5" w x 10" h | \$695 (color) |
| • Outsert | 7.5" w x 10" h | \$1,200 (color) |
- Magazine Issues: Fall; Winter; Spring; Summer

Advertise on the MDLA Web site

- 6 Months: \$325
- 1 Year: \$450

2018 MDLA Supporter Form

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Website: _____

Sponsorship Selections

Sponsor Pricing (please check all applicable):

- Annual Supporter.....\$5000
- 2018 Mid-Winter Conference.....\$400
- 2018 MDLA Diversity Seminar\$400
- 2018 Trial Techniques Seminar\$1000
- Online Vendor Resource Guide Profile\$95
- Magazine Advertising (enter level)\$ _____
- Website Advertising (choose level)\$325 / \$450

Amount enclosed:

Total Enclosed:.....\$ _____

Payment Information

- Check (Payable to MDLA) Visa Mastercard

Credit Card Number: _____ Exp. Date: ____/____ Security Code: _____

Name on Card: _____

- Check if Billing Address is different from above

Billing Address: _____

City: _____ State: _____ ZIP: _____

Cardholder Signature: _____

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Mail/Fax this Registration form to:
MDLA
1000 Westgate Drive, Suite 252
St. Paul, MN 55114

Contact Information:
Phone: (651) 290-6293
Fax: (651) 290-2266
E-Mail: info@mdla.org

Due to PCI compliance, MDLA will only accept this form via fax or mail. Emails with this completed form attached will not be accepted.

A La Carte Advertising Form

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Website: _____

Advertising Selections

Pricing (please check all applicable):

2018 Online Vendor Resource Guide Profile\$95

Magazine Advertising (enter value).....\$ _____

Website Advertising (choose value)\$325 / \$450

Web ad sizes can be found on page 2 of this form.

Amount enclosed:

Total Enclosed:.....\$ _____

MN DEFENSE - Select issue:

Winter Spring Summer Fall

Ad Specs: MN Defense

MN DEFENSE - Select ad size:

Full Page - 7.5" w x 10" h

Half Page/Horizontal - 7.5" w x 4.5" h

Half Page/Vertical - 3.5" w x 10" h

1/3 Page/Square - 4.5" w x 4.5" h

1/3 Page/Vertical - 2.5" w x 10" h

1/4 Page/Vertical - 3.75" w x 4.5" h

1/6 Page/Vertical - 2.5" w x 4.5" h

1/8 (Business Card) - 3.5" w x 2" h

Inside Front Cover - 7.5" w x 10" h

Inside Back Cover - 7.5" w x 10" h

Back Cover - 7.5" w x 10" h

Outsert - 7.5" w x 10" h

Payment Information

Check (Payable to MDLA) Visa Mastercard

Credit Card Number: _____ Exp. Date: ____/____ Security Code: _____

Name on Card: _____

Check if Billing Address is different from above

Billing Address: _____

City: _____ State: _____ ZIP: _____

Cardholder Signature: _____

Mail/Fax this Registration form to:
MDLA
1000 Westgate Drive, Suite 252
St. Paul, MN 55114

Contact Information:
Phone: (651) 290-6293
Fax: (651) 290-2266
E-Mail: info@mdla.org

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		