



# MDLA 2019 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

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## 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 2019 Trial Techniques Seminar (\$700)
- Sponsorship Credit toward the 2019 Trial Techniques Seminar (\$1000)
- Two free registrations to the 2019 Mid-Winter Conference (\$750)
- Sponsorship Credit toward the 2019 Mid-Winter Conference (\$400)
- One free registration for the 2019 MDLA Diversity Seminar (\$175)
- Sponsorship Credit toward the 2019 MDLA Diversity Seminar (\$250)

## 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 2019 issue of *Minnesota Defense*.

- 2019 Mid-Winter Conference Sponsorship (\$400)
- 2019 MDLA Diversity Seminar Sponsorship (\$250)
- 2019 Trial Techniques Seminar Sponsorship (\$1000)

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## 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)
• Outsert	7.5” w x 10” h	\$1,200 (color)

- Magazine Issues: Fall; Winter; Spring; Summer

## Advertise on the MDLA Website

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

# 2019 MDLA Supporter Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

## Sponsorship Selections

### Sponsor Pricing (please check all applicable):

- Annual Supporter ..... \$5000
- 2019 Mid-Winter Conference..... \$400
- 2019 MDLA Diversity Seminar ..... \$250
- 2019 Trial Techniques Seminar ..... \$1000
- Online Vendor Resource Guide Profile..... \$95
- Magazine Advertising (enter level)..... \$ \_\_\_\_\_
- Website Advertising (choose level) .....\$325 / \$450

### Amount enclosed:

Total Enclosed:..... \$ \_\_\_\_\_

(For office use only)

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

## 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, Attn: Blake Finger  
1000 Westgate Drive, Suite 252  
St. Paul, MN 55114

Contact Information:

Blake Finger  
Phone: (651) 288-3423  
Fax: (651) 290-2266  
E-Mail: blakef@mdla.org

# 2019 MDLA La Carte Advertising Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

## Advertising Selections

### Pricing (please check all applicable):

2019 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:..... \$ \_\_\_\_\_

### MINNESOTA DEFENSE - Select issue:

Winter  Spring  Summer  Fall

### Ad Specs for MINNESOTA 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

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, Attn: Blake Finger  
1000 Westgate Drive, Suite 252  
St. Paul, MN 55114

Contact Information:  
Blake Finger  
Phone: (651) 288-3423  
Fax: (651) 290-2266  
E-Mail: blakef@mdla.org

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