

**MISSOURI COURT REPORTERS ASSOCIATION**  
**Advertising Committee**  
**Report for FE Ending September 25, 2011**

During this past year, the Advertising Committee was faced with the challenge of developing an advertising rate schedule that encompassed advertising both on our new website as well as *The Progress*. A copy of that rate schedule is attached. If anyone sees anything we might have overlooked, please not do hesitate to share your thoughts and comments. While a lot of time and effort went into developing this schedule, it is something that will have to be reviewed regularly to meet the needs of our growing association, changes in technology and the demands of our advertisers.

With the launch of our new website in March, our committee began soliciting advertisers for both *The Progress* and the website. Our current advertisers are: Pohlman USA, Midwest Litigation Services, and St. Louis Community College at Meramec. I have recently been in contact with AJS Company in Cameron, Missouri, the only authorized service provider for steno machines in Missouri, and they are very interested in advertising with us.

I would encourage all of our members to become familiar with our advertisers and take every opportunity to thank those advertisers for their support of our organization. Should you run into one of our advertisers, thank them in person. And if a just one or two of our members would send an unsolicited note of thanks to an advertiser, those are the kinds of actions that are remembered and our advertisers would really appreciate it. (Okay, and it would make my job easier when I try to re-up the advertiser!)

Please let me know if you have suggestions for advertisers, and I will certainly get to work on it!

Thank you.

**Brenda Schmelz**  
**Advertising Committee Chair**

**Darlene Foots**  
**Cindy Messina**  
**Cherie House**  
**Advertising Committee Members**

Missouri Court Reporters Association  
Advertising Rates\*  
Effective March 1, 2011

	Member	Non-Member
One-year contract w/ business card ad in Progress**	\$50.00	\$65.00
One-year contract w/ 1/4-page ad in Progress**	\$60.00	\$75.00
One-year contract w/ 1/2-page ad in Progress**	\$90.00	\$105.00
One-year contract w/ full-page ad in Progress**	\$140.00	\$155.00
Six-month contract w/ business card ad in Progress	\$30.00	\$45.00
Six-month contract w/ 1/4-page ad in Progress	\$40.00	\$55.00
Six-month contract w/ 1/2-page ad in Progress	\$70.00	\$85.00
Six-month contract w/ full-page ad in Progress	\$120.00	\$135.00
Three-month contract w/ business card ad in Progress	\$20.00	\$35.00
Three-month contract w/ 1/4-page ad in Progress	\$25.00	\$40.00
Three-month contract w/ 1/2-page ad in Progress	\$40.00	\$55.00
Three-month contract w/ full-page ad in Progress	\$75.00	\$90.00

\* These rates include an ad on the official MCRA website, the designated size ad in *Progress*, and a listing in all "eblasts" to members.

\*\* All one-year contracts will include a complimentary link to the advertiser's website, if desired.

Name of Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

List the months in which ads are to run on the website (will run from the 1<sup>st</sup> day of the month through the last on the website, any eblasts issued during that period of time, and if *Progress* is not published during the term of the contract, then in the next available issue of *Progress*):

\_\_\_\_\_

All advertisements should have camera-ready art or a digital ad that can be emailed or sent on a CD. Ads need to be 300 dpi and use either a JPG, TIFF or PDF file format.

Return contract with ad to: Brenda Schmelz, CVR, CCR, 401 E. Main Str., Union, MO 63084

***Thank you for your advertising support!***