

Share your story – smart strategy, made simple

Expand your reach by working with the **National Court Reporters Association (NCRA)** to share your vision through print and digital advertising and storytelling. We know you have a smart strategy for your company, and we can make expanding your reach simple with a customizable plan through the *JCR* magazine, the *JCR Weekly*, *TheJCR.com* news site, or NCRA ProLink.

Journal of Court Reporting



The *Journal of Court Reporting* connects a dedicated audience of professionals who value clear, actionable stories. Published 10 times a year, the *JCR* reaches court reporters, CART and broadcast captioners, firm owners, legal videographers, instructors, school officials, and students.

Multiple ways to get your message across

- **Display Ads** are available in various sizes and positions throughout the magazine. See below for sizes and pricing.
- **Classified Advertising** located at the back of each issue. See classified ad contract for details and prices.

Your ad gets staying power with our online version of the *JCR*. Ads are automatically linked to your website and remain active in our searchable archive. Let members see your longtime support of the profession.

JCR Print Rates

	Rates per issue		
	1 issue*	5 issues*	10 issues*
Full page	\$2,850	\$2,795	\$2,995**
Full page - Choose your page	n/a	\$3,795**	\$3,995**
1/2 page	\$1,995	\$1,850	\$1,800

* Payment must be received for the total contract amount before the artwork is accepted and the ad runs in the *JCR*.

** Free classified ad for covers and full page ads.

1 ISSUE:

- Full-page (\$2,850), includes one FREE classified ad
- 1/2 page ad - (\$1,995), includes one FREE classified ad

3 ISSUES:

- Full Page - Choice - (\$3,850) includes one FREE classified ad
- Full Page - (\$3,025) includes one FREE classified ad
- 1/2 page - \$1,850

10 ISSUES:

- Full Page - Choice - (\$3,995) includes one FREE classified ad
- Full Page - (\$2,995) includes one FREE classified ad
- 1/2 page - \$1,800

See Specifications and Dimensions on next page.

Journal of Court Reporting (cont.)

Specifications and Dimensions

Ad size	Width	Height
Full page		
Full-bleed ads		
File size*	8.625"	11.375"
Page trim size	8.125"	10.875"
Live area	7.625"	10.375"
Non-bleed ads		
File size	7.375"	10.375"
1/2 page, horizontal	7.125"	4.875"

* This allows for .25" bleed.
Please export with no crop marks.

FULL PAGE

See left for bleed
and non-bleed
ad sizes.

**HALF PAGE
HORIZONTAL**

7.125"
X
4.875"

Submit ads in CMYK format. PMS colors will be converted to cmyk.

Allow .25 bleed on all four sides for full page ads and **export with no crop marks.**

High-resolution (300 dpi) PDF format.

"I advertised the sale of my court reporting business in the JCR and had huge success! I was very pleased with the interest the ad generated, which ultimately culminated in the transfer of my business to the perfect person to care for my long-time clients. The NCRA staff were extremely helpful all along the way."

– Genie Kelley



The JCR is also online!

The online version offers great advantages to advertisers and our NCRA member audience

Live weblinks | Ability to insert video | Search past issues

Check out the online JCR at NCRA.org/JCRMag

Let's work together! We can build you a plan that works with your marketing strategy.

NCRA online channels expand your reach!



JCR Weekly, e-newsletter

Published 48 times per year and sent to **10,000** members and other industry professionals, the *JCR Weekly* is a popular e-newsletter delivering essential updates to readers in a format designed for phones, tablets, or desktops. Your ad can link to any content on the web. **JCR Weekly has an average open rate of 60 percent.**

JCR Weekly	Reserve monthly*	Total for 3 months*	Total for 12 months*
	\$525	\$1,295	\$3,725

JCR Weekly ads are nonrotating. Artwork can be changed monthly.
Size: 300 x 250 pixels, File format: jpg

* Payment must be received for the total contract amount before artwork is accepted and your ad runs in the *JCR Weekly*.



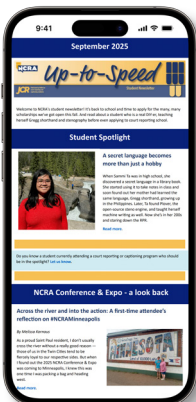
TheJCR.com, industry news site

Links from the *JCR Weekly*, *Up-to-Speed*, and the NCRF quarterly newsletters land on *TheJCR.com* – featuring unique articles not published in the print magazine, as well as current industry news posted and updated frequently.

TheJCR.com	Reserve monthly*	Total for 3 months*	Total for 12 months*
Nonrotating	\$525	\$1,295	\$3,725
Rotating	\$375	\$1,050	\$3,425

TheJCR.com ads rotate with no more than three other ads. Artwork can be changed monthly. Size: 260 x 200 pixels, File format: jpg

* Payment must be received for the total contract amount before artwork is accepted and your ad runs on *TheJCR.com*.



Up-to-Speed, student newsletter

NCRA's *Up-to-Speed*, a bimonthly publication, is sent to more than 8,500 court reporting students and educators. It is delivered electronically in a format designed for reading on mobile devices and desktops. *Up-to-Speed* is distributed to court reporting and captioning students, both members and nonmembers. The newsletter publishes in **January, March, May, July, September, and November. Up-to-Speed has an average open rate of 40 percent.**

Up-to-Speed	1 issue*	3 issues*	6 issues*
price per issue	\$550	\$1,275	\$1,895

Up-to-Speed ads are nonrotating. Artwork can be changed for each issue. Size: 300 x 250 pixels, File format: jpg

* Payment must be received for the total contract amount before artwork is accepted and your ad runs in the *Up-to-Speed* newsletter.

Customize your bundle to reach more people!

Select at least two separate online or emailed products and receive a bundle discount.

Two products: **10% DISCOUNT** | Three products: **15% DISCOUNT** | Four products: **20% DISCOUNT**



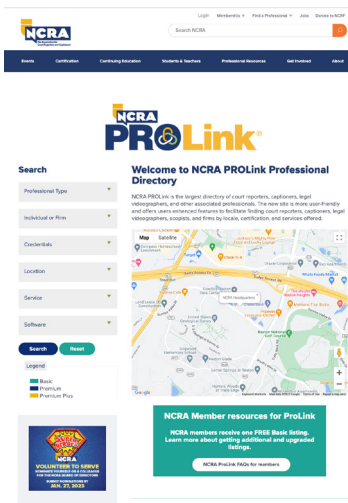
NCRA.org, website

NCRA's home page averages more than **75,000** average page views each month. Home page visitors rely on the site for industry certification announcements and testing details, industry news, and Association-related information and events.

NCRA.org	Reserve monthly*	Total for 3 months*	Total for 12 months*
Home page	\$1,050	\$2,475	\$7,295
Home page, rotating	\$850	\$2,175	\$6,095
Interior page	\$750	\$1,875	\$4,895
Interior page, rotating	\$500	\$1,275	\$3,695

NCRA.org ads rotate with no more than three other ads. Artwork can be changed monthly. Home page ad size: 300 x 250 pixels. File format: jpg

* Payment must be received for the total contract amount before artwork is accepted and your ad runs on NCRA.org.



Online NCRA PROLink digital display ad

Place your digital display ad on NCRA PROLink®. Your ad will be seen every time someone searches in this largest directory of court reporters, captioners, legal videographers, and other associated professionals. Your ad can link to any content on the web.

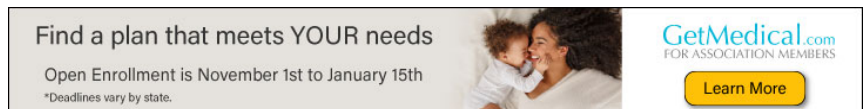
Online NCRA PROLink digital display ad	Reserve monthly*	Total for 3 months*	Total for 12 months*
Nonrotating	\$750	\$1,875	\$4,985
Rotating	\$550	\$1,275	\$3,695

Digital display ads on online NCRA PROLink rotate with no more than three other ads. Artwork can be changed monthly. Ad size: 300 x 250 pixels. File format: jpg

* Payment must be received for the total contract amount before artwork is accepted and your digital display ad runs on the online NCRA PROLink.

Leaderboard ad

Feature your logo and dedicated banner ad on our NCRA.org interior pages or on our NCRA PROLink home page to ensure you maximize the number of members that see your brand. Hyperlinked ad to your designated landing page. Garner specific metrics after the first 30 days so that you're able to track your impressions and clicks. An average of 9,000+ impressions per month!



Leaderboard ad	Reserve monthly*	Total for 3 months*	Total for 12 months*
NCRA.org interior page, nonrotating	\$1,000	\$2,100	\$5,000
NCRA.org interior page, rotating	\$750	\$1,625	\$4,000
NCRA PROLink homepage, nonrotating	\$750	\$1,875	\$4,985
NCRA PROLink homepage, rotating	\$550	\$1,275	\$3,695

Leaderboard ads rotate with no more than three other ads should you select a rotating option. Artwork can be changed monthly. Ad size: 728 x 90 pixels. File format: jpg

* Payment must be received for the total contract amount before artwork is accepted and your digital display ad runs on the online NCRA PROLink.