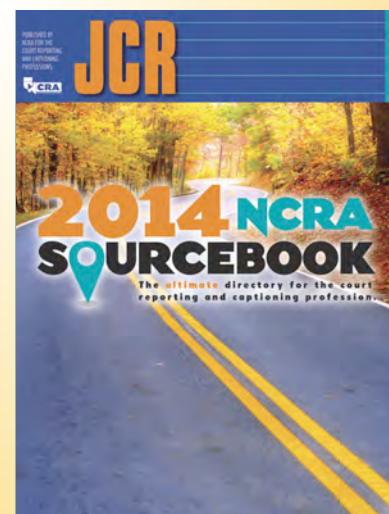


# JCR JOURNAL of Court Reporting



## 2014 MEDIA KIT

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## ABOUT THE JCR

The *Journal of Court Reporting (JCR)* is the official publication of the National Court Reporters Association (NCRA). NCRA dates back to 1899, when the first convention of the National Shorthand Reporters convened in Chicago and elected Kendrick Hill unanimously as its first president. From the beginning, the organization has been focused on the education and ethics of its growing member base, even as its members have embraced new technologies and evolved into new fields of endeavor.

NCRA's member base consistently reports their edition of the *JCR* as one of their top member benefits. Because members strongly value the publication, the *JCR* is now published 11 times per year and offers important coverage on industry news, topics, and events. Each issue of the *JCR* contains feature stories on the topics that matter most to court reporters, captioners, CART providers, and related professionals, plus the following monthly reader favorites:

- President's Page
- NCRA and You
- In Your Association
- Product and Service Spotlight
- NCRA Calendar
- Court Reporter Listings
- Features about trends and emerging technology

**JCR** JOURNAL  
of Court Reporting



### NCRA Mission Statement:

*The National Court Reporters Association promotes excellence among those who capture and convert the spoken word to text and is committed to supporting every member in achieving the highest level of professional expertise.*

## Recent market research shows:

- **85.4%** of readers keep their copies of the *JCR* for more than three months – 50% keep them for more than a year!
- **80.3%** of readers spend 30 minutes or more with each issue, and **40%** spend more than an hour.

## JCR Readership Breakdown by NCRA Membership

Registered Members.....	9,938
Participating Members.....	3,653
Associate, Retired & Honorary Members.....	2,237
Student Members.....	2,062
<b>TOTAL READERSHIP</b>	<b>17,890</b>



## JCR Readership Breakdown by Professional Title



- **CART Provider – 6.0%**
- **Broadcast Captioner – 2.0%**
- **Hearing Reporter – 0.8%**
- **Other – 0.2%**



## BUYING POWER

Counsel House Research conducted a market research survey of readers of the *JCR* in August 2013. The research confirmed that the court reporting and captioning industry is a community of small businesses that takes great pride in their profession, and *JCR* readers aren't afraid to spend money on quality products and services that can help them better perform their jobs. They also are very loyal to NCRA and are more likely to patronize vendors they read about in the *JCR*.

- **82.6%** took **BUYING ACTION** as a result of seeing an advertisement or an article in the *JCR*.
- **80%** of readers plan to **SPEND THE SAME OR MORE IN 2014** on industry-related products and services as they did in 2013.
- **78.9%** of readers of the *JCR* work for a firm with nine or fewer employees. That means your ad is seen by **DECISION MAKERS**.

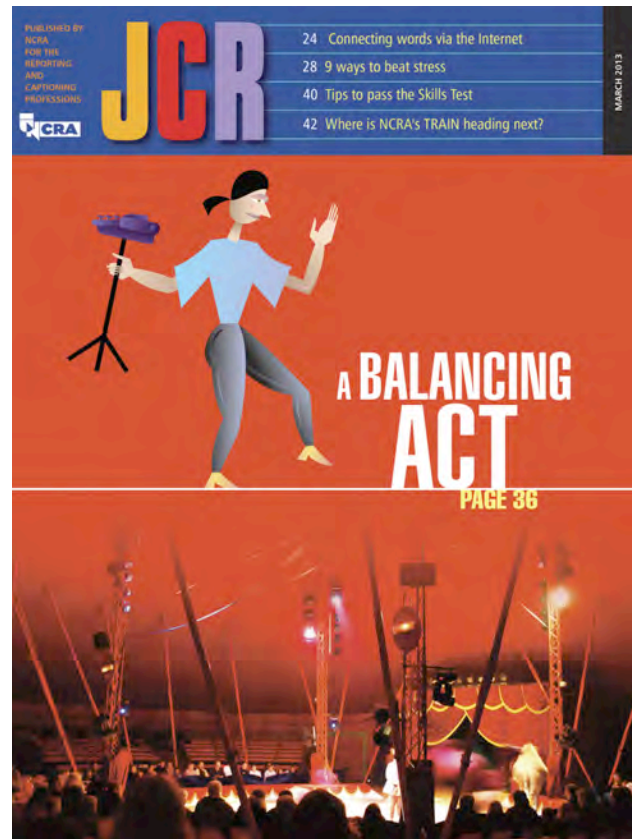
### The leading categories of business purchases by readers of the *JCR* in the last 12 months:

CAT Systems and Services	78.3%
Computer Software	76.6%
Continuing Education	73.2%
Stenographic Equipment	69.6%
Computer Hardware	67.9%
Office Equipment and Supplies	67.2%
Microphones	64.9%
Stealth Microphones	17.4%
Paper Products	61.2%
Copiers/Printers	60.2%
Audio Equipment	56.2%
Writing Equipment	55.5%
Reference Books	54.8%
Recording Tools & Equipment	52.5%
Insurance	51.2%
Headsets	44.1%
Software Solutions for Court Reporting	42.5%
Transcript Processing Tools	41.8%
Chairs Designed for Court Reporters	30.4%
Furniture Used in the Office or Courtroom	27.1%
Mobile Communications Reporting Tools	26.1%
Deposition Log Books	23.7%
Job Placement Services	15.7%

Source: Counsel House Research 2013 Study

## Your ad in the *JCR* will reach:

- Official court reporters
- Freelance reporters
- Captioners
- CART providers
- Agency owners
- Reporting school instructors
- Reporting students
- Videographers
- Scopists



## Top Reasons to Advertise in the *JCR*:

- More than 17,000 court reporters read each issue of the *JCR*.
- Members of NCRA say their subscription to the *JCR* is one of the most important benefits of membership.
- Court reporters **BUY** products and services like yours.  
(See page 4)
- Your ad schedule in the *JCR* will also earn you credit toward booth location at future NCRA events.
- Your ad will also receive bonus distribution at key annual reporting and legal industry events.
- Readers retain their copies of the *JCR* for future reference.

# PRINT ADVERTISING

Court reporters and captioners say that they always look forward to receiving the latest issue of the *JCR*. NCRA members consistently report that the publication is one of the top benefits of membership!

Readers also depend on companies that provide products and services that can help them be at their professional best. The *JCR* brings vendors and court reporters together.



The most effective and impactful way to reach members of NCRA is with a print ad program in the *JCR*. According to recent market research, readers spend time with and retain each issue, and they act on information they see in the *JCR*.

## 2013-14 Advertising Rates for the *JCR*

### Black-and-White Rates

*All rates are net and do not include color.*

	<b>1x</b>	<b>5x</b>	<b>10x</b>	<b>20x</b>
Spread	\$3,975	\$3,650	\$3,460	\$3,340
Full page	1,995	1,825	1,740	1,675
2/3 page	1,625	1,465	1,415	1,365
1/2 page island	1,265	1,145	1,095	1,055
1/2 page horizontal	1,215	1,095	1,055	995
1/3 page (square or vertical)	835	765	730	695
1/4 page	655	595	565	545
1/6 page	455	415	395	385

### 4-Color Rates

*All rates are net and include 4-color*

	<b>1x</b>	<b>5x</b>	<b>10x</b>	<b>20x</b>
Spread	\$5,915	\$5,590	\$5,400	\$5,280
Full page	2,965	2,795	2,710	2,645
2/3 page	2,415	2,255	2,205	2,155
1/2 page island	1,880	1,760	1,710	1,670
1/2 page horizontal	1,805	1,685	1,645	1,585
1/3 page (square or vertical)	1,240	1,170	1,135	1,100
1/4 page	970	910	880	860
1/6 page	675	635	615	605
Cover 2	\$4,235	\$3,850	\$3,655	\$3,575
Cover 3	4,185	3,835	3,640	3,500
Cover 4	4,425	3,995	3,825	3,695

### Special Positions – Full Page Only

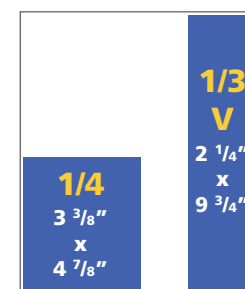
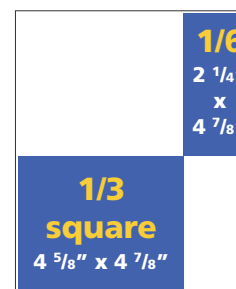
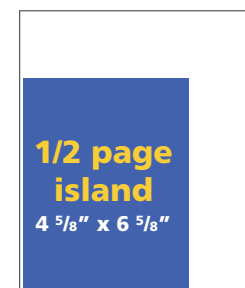
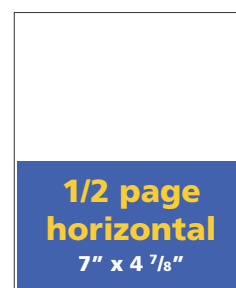
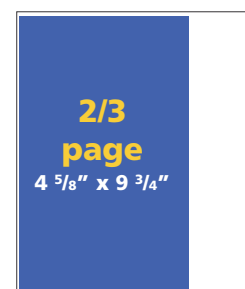
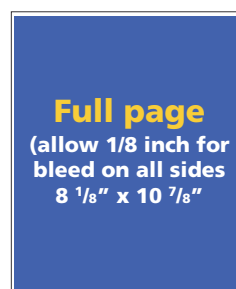
**Page 3 and page preceding Cover 3**

4-color earned page rate plus 25 percent.

**Opposite “Contents”** 4-color earned page rate plus 20 percent.

**Other Special Positions** 4-color earned page rate plus 15 percent.

## The *JCR* Advertising Sizes and Dimensions



### Mechanical Requirements

**Trim Size** – 8-1/8" x 10"

**Bleed** – Allow 1/8" past trim on all sides.

**Safety Margin** – 3/8" from head, foot and outer trim.



# 2013-2014 Editorial Calendar

ISSUE	EDITORIAL FOCUS	SPECIAL COVERAGE	AD BONUSES	DEADLINE
October 2013	NCRA's 2013-14 Annual Report	<ul style="list-style-type: none"> <li>NCRA 2013 Convention &amp; Expo Wrap-Up</li> <li>Special Section: Products &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>Bonus Distribution at NCRA Legal Video Conference</li> </ul>	<b>Space:</b> Aug 1 <b>Materials:</b> Aug 15
Nov/Dec 2013	National Court Reporters Foundation Update	<ul style="list-style-type: none"> <li>NCRA's Firm Owner's Preview</li> <li>Special Section: Products &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>FREE Month on the NEW <a href="http://www.TheJCR.com">www.TheJCR.com</a></li> </ul>	<b>Space:</b> Sept 1 <b>Materials:</b> Sept 15
January 2014	Court Reporting and Captioning Week 2014	<ul style="list-style-type: none"> <li>NCRA's Legal Video Conference Wrap-Up</li> <li>CTC Coverage</li> </ul>	<ul style="list-style-type: none"> <li>Distribution at NCRA's Firm Owners Conference</li> </ul>	<b>Space:</b> Nov 1 <b>Materials:</b> Nov 15
February 2014	Reporter Wellness Focus	<ul style="list-style-type: none"> <li>TechCon Preview</li> </ul>	<ul style="list-style-type: none"> <li>1/4 Page ad in the Onsite TechCon Program Guide</li> </ul>	<b>Space:</b> Dec 1 <b>Materials:</b> Dec 15
March 2014	Technology for Reporters	<ul style="list-style-type: none"> <li>Video Products &amp; Services Section</li> </ul>	<ul style="list-style-type: none"> <li>Distribution at NCRA's TechCon &amp; ABA Tech. Show</li> </ul>	<b>Space:</b> Jan 1 <b>Materials:</b> Jan 15
April 2014	State of the Industry	<ul style="list-style-type: none"> <li>NCRA's Firm Owners Wrap-Up</li> </ul>	<ul style="list-style-type: none"> <li>FREE matching space to your ad</li> </ul>	<b>Space:</b> Feb 1 <b>Materials:</b> Feb 15
May 2014	Legislative Update, including Boot Camp 2014	<ul style="list-style-type: none"> <li>NCRA 2014 Convention &amp; Expo Preview</li> </ul>	<ul style="list-style-type: none"> <li>FREE month of your banner ad on the NCRA homepage</li> </ul>	<b>Space:</b> March 1 <b>Materials:</b> March 15
June 2014	CART/Captioning Focus	<ul style="list-style-type: none"> <li>TechCon Wrap-Up</li> </ul>	<ul style="list-style-type: none"> <li>Inclusion in July's Product &amp; Services Spotlight</li> </ul>	<b>Space:</b> April 1 <b>Materials:</b> April 15
July 2014	Realtime	<ul style="list-style-type: none"> <li>NCRA's Legal Video Conference Preview</li> <li>Special Section: Products &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>Distribution at NCRA's 2014 Convention &amp; Expo</li> </ul>	<b>Space:</b> May 1 <b>Materials:</b> May 15
August 2014	<b>NCRA 2015 SOURCEBOOK</b> The ultimate directory for the court reporting and captioning professions		<ul style="list-style-type: none"> <li>\$1,000 worth of FREE LISTINGS in NCRA's Annual Sourcebook Vendor Section</li> </ul>	<b>Space:</b> June 1 <b>Materials:</b> June 15
September 2014	Education Focus	<ul style="list-style-type: none"> <li>Exam Success Section</li> </ul>	<ul style="list-style-type: none"> <li>Shout Out on NCRA's Twitter Feed</li> </ul>	<b>Space:</b> July 1 <b>Materials:</b> July 15
October 2014	NCRA's 2014-2015 Annual Report	<ul style="list-style-type: none"> <li>NCRA 2014 Convention &amp; Expo Wrap-Up</li> <li>Special Section: Products &amp; Services</li> </ul>	<ul style="list-style-type: none"> <li>Bonus Distribution at NCRA Legal Video Conference</li> </ul>	<b>Space:</b> Aug 1 <b>Materials:</b> Aug 15
Nov/Dec 2014	National Court Reporters Foundation Update	<ul style="list-style-type: none"> <li>NCRA's Firm Owners Conference Preview</li> </ul>	<ul style="list-style-type: none"> <li>Frequency Discount for display advertisers</li> </ul>	<b>Space:</b> Sept 1 <b>Materials:</b> Sept 15

# ONLINE ADVERTISING OPPORTUNITIES

The NCRA provides valuable information to members through a number of online vehicles:

## NCRA.org

42,342 visits per month\*

26,428 unique visitors per month\*

The official website of the National Court Reporters Association, members rely on this site for association information, industry certifications and NCRA events.

\* Six month average: March 2013-August 2013.

### Homepage Banner: \$650/month; \$7,300/year

Rotates with no more than 3 other ads; 130 x 200 pixels; GIF or JPEG; 100 KB maximum file size; animation is allowed.

### Homepage Box Ad: \$350/month; \$4,200/year

Rotates with no more than 3 other ads; 130 x 100 pixels; GIF or JPEG; 100 KB maximum file size; animation is allowed.



## CareersInCourtReporting.com

1,327 visits per month\*

1,150 unique visitors per month\*

\* Seven month average: February 2013-August 2013.

This is the “must-visit” site for people who are interested in a court reporting career. This NCRA resource is full of information to help people become students of this valuable skill.

### Only two banner ad positions available!

### EXCLUSIVE Square Box Ad (Top position):

\$1,750/six months; \$3,800/year

Your ad will always appear for every visitor!

Does not rotate with any other ads; 240 x 240 pixels; GIF or JPEG; 100 KB maximum file size; animation is allowed.

### ROTATING Square Box Ad (Second position):

\$800/six months; \$1,500/year

Your ad will rotate with no more than 3 other ads!

240 x 240 pixels; GIF or JPEG; 100 KB maximum file size; animation is allowed.





## TheJCR.com

At least 25,200 expected visits per month;  
18,000 expected unique visitors per month  
The “USA Today” of the court reporting and captioning industry, TheJCR.com greets visitors to this site with feature articles from the JCR as well as exclusive content and breaking news.

### Special Rates for the JCR print advertisers! Top Banner:

1x-5x advertisers	6x+ advertisers	Non-print advertisers
\$600/month	\$550/month	\$1,200/month

Does not rotate with any other ads; 468 x 60 pixels; GIF or JPEG;  
100 KB maximum file size; animation is allowed.

### Box Ad:

1x-5x advertisers	6x+ advertisers	Non-print advertisers
\$300/month	\$250/month	\$600/month

Rotates with no more than 3 other ads; 260 x 200 pixels; GIF or JPEG;  
100 KB maximum file size; animation is allowed.

## JCRweekly e-newsletter

15,000+ expected recipients per week

This opt-in e-newsletter is sent to readers of the JCR. Let us deliver your ad message directly to the inboxes of thousands of court reporters, legal videographers, captioners, and more!

### Top Banner:

	1x-5x advertisers	6x+ advertisers	Non-print advertisers
1x	\$300	\$250	\$600
6x	\$1,500	\$1,000	\$3,000
Annual	\$10,000	\$8,500	\$10,000

245 x 80 pixels; GIF or JPEG; 100 KB maximum file size; animation is allowed.

### Mid-level Banner:

	1x-5x advertisers	6x+ advertisers	Non-print advertisers
1x	\$225	\$175	\$450
6x	\$1,125	\$875	\$2,250
Annual	\$2,250	\$1,750	\$4,500

245 x 80 pixels; GIF or JPEG; 100 KB maximum file size; animation is allowed.

### Box ad:

	1x-5x advertisers	6x+ advertisers	Non-print advertisers
1x	\$150	\$100	\$300
6x	\$810	\$510	\$1,620
Annual	\$1,380	\$900	\$3,000

190 x 200 pixels; GIF or JPEG; 100 KB maximum file size; animation is allowed.

JCRweekly will not be published on select holiday weeks, including, but not limited to, Independence Day, Christmas, New Year's, Thanksgiving, Labor Day.

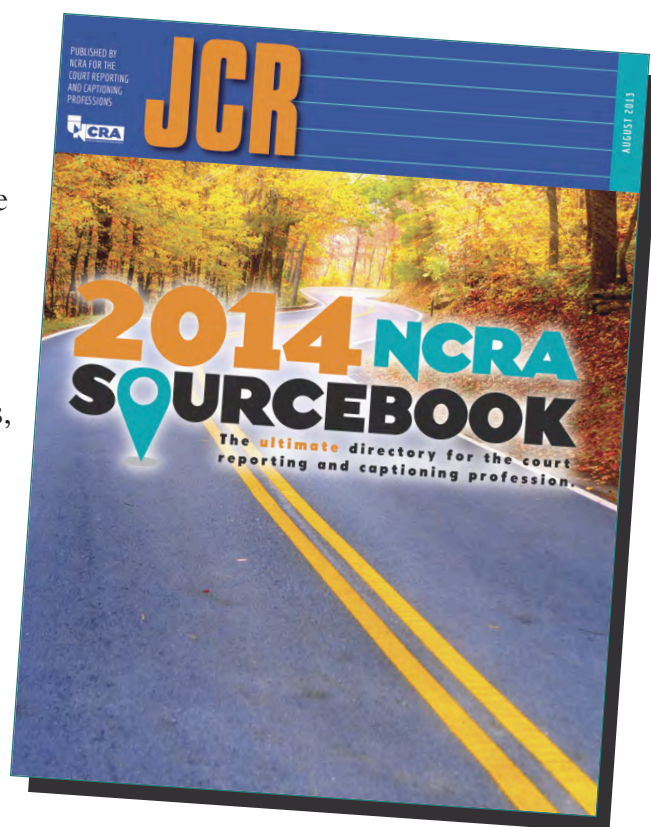
The screenshot shows the homepage of TheJCR.com. At the top, there is a blue header with the JCR logo and a yellow box for a 'TOP BANNER' (468 x 60 pixels). Below the header is a navigation bar with links to FEATURES, CAREER, BUSINESS, TECHNOLOGY, NEWS, and PEOPLE. The main content area includes a featured article titled 'Illinois paper spotlights local court reporters' with a sub-headline 'Music to our ears'. To the right of the main content are three blue boxes for 'BOX AD' (260 x 200 pixels). Below the main content is a 'LATEST NEWS' section with several articles. On the far right, there is a 'RECENT POSTS' section with a list of recent articles.

The screenshot shows the JCRWeekly e-newsletter. At the top, there is a blue header with the JCRWeekly logo and a yellow box for a 'TOP BANNER' (245 x 80 pixels). Below the header is a navigation bar with links to FEATURES, CAREER, BUSINESS, TECHNOLOGY, NEWS, and PEOPLE. The main content area includes a featured article titled 'Story Headline 1' with a sub-headline 'It's all in the name'. To the right of the main content are three blue boxes for 'BOX AD' (190 x 200 pixels). Below the main content is a 'MID-LEVEL BANNER' (245 x 80 pixels) and a 'Weekly Poll Question' section.

## 2015 NCRA SOURCEBOOK

The 2014 NCRA Sourcebook was a huge hit among NCRA members and industry vendors alike. This is because, for the first time ever, it was distributed to the entire circulation as the August issue of the *JCR*!

This valuable directory lists all individual NCRA members along with their certifications, all member court reporting firms, Certified Legal Video Specialists, Realtime Systems Administrators, Trial Presentation Professionals, and vendors of products and services for NCRA members.



### ALL VENDOR LISTINGS INCLUDE:

- Your company name
- Key contact individual
- Address
- Phone number
- Fax number
- Email Address
- Website
- PLUS**
- Up to 75 words of copy about your firm
- PLUS**
- Your company logo in color

### PRICING FOR VENDOR LISTINGS:

<i>First category:</i>	<b>\$549</b>
<i>2nd &amp; 3rd categories:</i>	<b>\$449 per category</b>
<i>4th and additional categories:</i>	<b>\$349 per category</b>

### SPECIAL BONUS FOR 2015 SOURCEBOOK ADVERTISERS:

**Place a full page ad and receive \$1,500 in listings FREE**

*Trim Size: 8-1/8" wide x 10-7/8" deep. Allow 1/8" past trim on all sides for bleed.*

**Place a 1/2 page ad (must be horizontal) and receive \$ 750 in listings FREE**

*Ad dimensions: 7" wide x 4-7/8" tall*

**Place a 1/3 page ad (must be vertical) and receive \$ 500 in listings FREE**

*Ad dimensions: 2-1/4" wide x 9-3/4" tall*

**Place a 1/6 page ad (must be vertical) and receive \$ 250 in listings FREE**

*Ad dimensions: 2-1/4" wide x 2" tall*

***Ask your sales executive about banner advertising opportunities on [NCRA.org](http://NCRA.org) and [TheJCR.com](http://TheJCR.com)***

## NCRA EXHIBIT OPPORTUNITIES

The NCRA hosts four industry conferences each year, and advertisers in the *JCR* are rewarded with **PREMIUM POINTS** that are applied toward their booth selection. These events provide you with opportunities to interact with NCRA members FACE-TO-FACE during a special weekend of career-based education and camaraderie. **Contact your sales executive listed on the back page for information on exhibiting, advertising, and sponsorships.**



### **NCRA Firm Owners Executive Conference** **Orlando, FL • Jan. 31-Feb. 2, 2014** **Ritz-Carlton Orlando, Grande Lakes**

- Draws high-level key decision makers from all over the country.
  - More than 250 CEOs and senior managers are expected to attend.
  - Ideal audience for exhibitors who want to get their message in front of the leaders in the court reporting industry.
- 



### **TechCon 2014** **Atlanta, GA • April 11-13, 2014** **Grand Hyatt Atlanta in Buckhead**

- Every corner of the NCRA membership is represented with more than 250 court reporters, legal videographers, trial presenters, paralegals, and attorneys in attendance.
  - Attendees are looking for the newest cutting-edge technology in the legal profession and are excited to see the latest and great from all exhibitors.
  - Space for exhibitors is limited at this event, so please reserve your space as early as possible!
- 



### **2014 NCRA Convention & Expo** **San Francisco, CA • July 31-Aug. 3, 2014** **Hilton San Francisco Union Square**

- NCRA's major annual event is the largest attendance of court reporters in the world.
  - Exhibitors gain access to more than 1,000 court reporters from all over the U.S. and abroad.
  - Exhibitors have multiple options to connect with attendees through specific expo hall hours, exhibitor "booth bingo," the opening reception hosted in the expo hall, and more.
- 



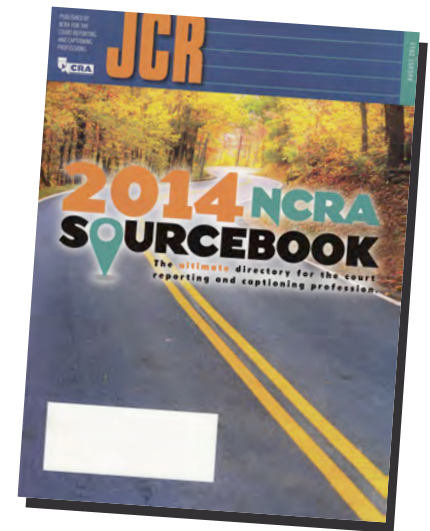
### **NCRA Legal Video Conference** **Specific dates and location for 2014 coming soon**

- The only national conference for legal videographers.
- More than 150 videographers from every part of the legal video spectrum will be in attendance.
- Attendees vary from those starting their career and looking for entry-level hardware and software to seasoned veterans interested in updating their technology to improve their businesses.



# Let Us Deliver Your **CUSTOMIZED** Marketing Package

- Print Ad Program in the *JCR*
- Ads and Listings in the 2015 NCRA Sourcebook
- Online Advertising Program
- NCRA Event Exhibits, Advertising & Sponsorships



Your sales executive (listed below) can work with you to develop the right mix of print, online and event marketing to fit your needs and your budget! NCRA members need to know about your products and services, and they are loyal to companies who support NCRA and the *JCR*.

**Your sales executive can make sure you receive the most bang for your buck with a 2014 customized marketing package. Contact yours today!**

**EAST – TIM O'CONNELL**  
410-893-8003, ext. 11  
toconnell@executivepublishing.com

**MIDWEST – KATIE GRIBBIN**  
410-893-8003, ext. 12  
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**WEST – MOLLY DEISE**  
410-893-8003, ext. 23  
mdeise@executivepublishing.com