



**Cincinnati Bar Association
Member Email Communication Policy
Effective February 2013**

At the Cincinnati Bar Association, we use email to communicate with our members regarding events and resources that we sponsor. We respect our members' time and privacy. Therefore, we strive to make efficient use of this communication tool and never sell our members' phone, fax, or e-mail information. Additionally, our policy is to greatly limit the number of e-mails that we send to the entire membership other than our monthly e-news. Only in extraordinary circumstances will we communicate by e-mail to the entire membership and then only at the direction of the president of the CBA or the executive director.

We do not forward e-mails from non-members to any segment of the membership under any circumstances. Nor do we promote non-CBA sponsored CLE programs or the activities of commercial or for-profit entities via email. Any promotion of non-CBA sponsored events or resources shall be minimized.

However, several opportunities exist for organizations wishing to share such information with CBA members. They include:

CBA Member Data Rental

Reach more than 6,500 members of the Cincinnati legal community through our direct mail data rental. Through our extensive database, lists/labels can be generated according to a variety of criteria, including practice committee, gender, date of birth, date admitted to first bar, and zip code. Data rental does not include CBA members' phone, fax, and email addresses. Contact Andrew Wells, IS Manager, at amwells@cincybar.org for more information.

CBA Report Advertising

For more than 50 years, the *CBA Report* has served as the flagship publication of the CBA. It is the prime source for news on the local legal community and issues in the legal profession. With a circulation of 4,400, the *CBA Report* is published monthly and mailed to the entire CBA membership. The CBA welcomes display and classified advertising from individuals and groups interested in reaching our membership. Ads must be booked 45 days prior to the cover date and must be ready for print by the first of the month preceding publication date (i.e., October 1 for the November issue). Contact George Quigley at camargo@fuse.net for more information on placing an ad.

CBA Legal Directory Advertising

The CBA's legal directory, produced in May each year, is a 500 page "storehouse" of information used daily by over 7,000 attorneys and affiliate members and the business community. Reach this audience with your display or classified ad. Contact George Quigley at camargo@fuse.net for more information on placing an ad.

CBA Online Advertising

The CBA also offers online advertising opportunities to help organization's reach member and nonmember attorneys, as well as the general public. Ads are available on both the website and in the e-news, which is distributed monthly to all members via email. Contact George Quigley at camargo@fuse.net for more information on placing an ad in either of these vehicles.

CBA Sponsorship Opportunities

From charitable events to membership meetings and programs, the CBA holds a variety of events in the local legal community and community-at-large for which sponsorship opportunities are available. For more information contact LaDonna Wallace Smith at lwsmith@cincybar.org.

Questions regarding this policy may be directed to Laura Gaffin, CBA Communications Director, at lmgaffin@cincybar.org or (513) 699-1391.