



2024-25 MEDIA KIT

LET US HELP YOUR BUSINESS GO FURTHER!



The National Court Reporters Association (NCRA) is internationally recognized as the premier educational and informational resource for its members and the public. Through its actively involved membership, the Association influences legislative issues and the global marketplace. NCRA's credential programs provide members with opportunities for success, financial advancement, and recognition.

The court reporting, captioning, and legal videography industry is a large community of individuals and small businesses that take great pride in their profession, and they spend money on quality products and services that can help them better perform their jobs. They are very loyal to NCRA and are more likely to purchase from vendors they learn about in the *JCR* magazine, the *JCR Weekly* newsletter, *NCRA.org* and *TheJCR.com* news site, or *NCRA PROLink*.



NCRA Member Isaiah Roberts, RPR
Magnolia, IL

Journal of Court Reporting



- Published 10 times a year and sent to more than 12,000 NCRA members, including 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.
 - **Court Reporter Listing (CRL)** Mini box ads (1/12 page) run near the back of each issue.
 - **Classified Advertising** located at the back of each issue. See classified ad contract for details and prices.

JCR Print Rates

	Rates per issue		
	1 issue*	3 issues*	10 issues*
Cover 4 (back cover)	n/a	\$4,495	\$4,195***
Cover 2 (inside front)	n/a	\$4,295	\$3,995***
Cover 3 (inside back)	n/a	\$4,225	\$3,750***
Full page inside	\$3,100	\$3,025	\$2,995***
1/2 page	\$1,995	\$1,850	\$1,800
1/4 page	\$1,050	\$975	\$900
1/12 page (CRL only)	\$225/\$150**	\$225/\$150**	\$225/\$150**
Expanded listing in CRL Index	\$50	\$50	\$50

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

** Court Reporter Listing (CRL): \$195 first state; \$125 each additional state.

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

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](https://www.ncra.org/JCRMag).

During 2024 and 2025, we are planning some additional content for the online JCR. Be sure to check back and ask about special advertising opportunities.

1 ISSUE:

- Full-page inside (\$3,100), includes one FREE classified ad
- 1/2 page ad (\$1,995), includes one FREE classified ad
- 1/4 page ad (\$1,050)
- 1/12 page ad/CRL - \$225/\$150
- Expanded listing - \$50

3 ISSUES:

- Back Cover - (\$4,495) includes one FREE classified ad
- Cover (inside front) - (\$4,295) includes one FREE classified ad
- Cover (inside back) - (\$4,225) includes one FREE classified ad
- Full Page inside - (\$3,025) includes one FREE classified ad
- 1/2 page - \$1,850
- 1/4 page - \$975
- 1/12 page/CRL - \$225/\$150
- Expanded listing - \$50

10 ISSUES:

- Back Cover - (\$4,195) includes one FREE classified ad
- Cover (inside front) - (\$3,995) includes one FREE classified ad
- Cover (inside back) - (\$3,750) includes one FREE classified ad
- Full Page inside - (\$2,995) includes one FREE classified ad
- 1/2 page - \$1,800
- 1/4 page - \$950
- 1/12 page/CRL - \$225/\$150
- Expanded listing - \$50

Journal of Court Reporting

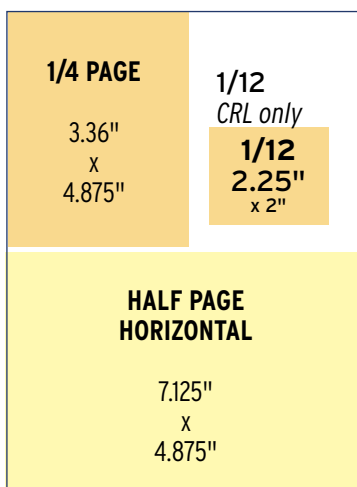
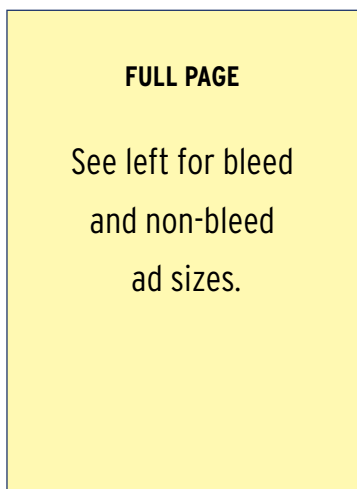


Specifications and Dimensions

Ad size	Width	Height
Full page, covers 2, 3, or 4		
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"
1/4 page	3.36"	4.875"
1/12 page (CRL only)	2.25"	2.0"

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

Submit ads in CMYK format.
 NCRA does not match PMS colors.
 High-resolution (300 dpi) PDF format.



JCR Editorial Calendar and Deadlines

(content subject to change due to current events or NCRA's strategic plans)

ISSUE	Editorial themes	Contract due	Advertising materials due
January 2024	Students are our future The benefits of membership Celebrating 125 years of NCRA	Oct. 1, 2023	Oct. 15, 2023
<i>Be a part of NCRA's Court Reporting & Captioning Week Feb. 3-10 by promoting the careers of court reporting and captioning</i>			
February 2024	The business of being a court reporter Front row to history NCRA marketing & public relations wins	Nov. 1, 2023	Nov. 15, 2023
March 2024	What's new with captioning Legends & heroes Proofreading tips	Dec. 1, 2024	Dec. 15, 2024
April 2024	Honoring our NCRA volunteers Always be prepared: What you need in your toolkit Court Reporting & Captioning Week successes	Jan. 1, 2024	Jan. 15, 2024
<i>Recognize the importance of certification to court reporters, captioners, legal videographers, and their clients with NCRA during Celebrate Certification Month.</i>			
May 2024	In the courthouse What certification means to me Tips for passing the test NCRA Conference & Expo preview	Feb. 1, 2024	Feb. 15, 2024
<i>Don't miss out on the chance to be a part of the 2024 NCRA Conference & Expo in Louisville, Kentucky, August 1-3</i>			
June 2024	Making the switch Ways to earn CEUs and PDCs Boot Camp wrap-up	March 1, 2024	March 15, 2024
July 2024	Around the world with court reporters and captioners The latest in Legal Video Legislative update	April 1, 2024	April 15, 2024
August 2024	We do not have an issue this month.		
September 2024	What we can learn from each other: Mentors and proteges Entrepreneur or side-hustle? Perpetual learners	June 1, 2024	June 15, 2024
October 2024	The most interesting job I ever took ... A roundtable conversation with state leaders NCRA 2022 Conference & Expo wrap-up	July 1, 2024	July 15, 2024
November 2024	TECH: Tools of the trade Working with child advocates Cheers to the future	Aug. 1, 2024	Aug. 15, 2024

NCRA digital channels

2024 DIGITAL BUNDLE

Select at least two separate digital products listed below and receive a bundle discount:

TWO PRODUCTS: 10% discount; **THREE PRODUCTS:** 15% discount; **FOUR PRODUCTS:** 20% discount



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 the ad runs in the *JCR Weekly*.



TheJCR.com, industry news site

NCRA's dynamic news site pairs your advertisement with fresh content that drives readers to the site repeatedly. *TheJCR.com* features 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 the ad runs on *TheJCR.com*.



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, Interior page ad size: 260 x 200 pixels, File format: jpg

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

For more information, email adsupport@ncra.org or call 978-804-2324



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 who are not NCRA members as well as those who are, and provides practical tips and industry insight essential to this important audience. The newsletter publishes in **January, March, May, July, September, and November**. *Up-to-Speed* has an average open rate of 40 percent.

<i>Up-to-Speed</i>	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 the ad runs in the *Up-to-Speed* newsletter.



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 the digital display ad runs on the online NCRA PROLink.

NEW AD OPTION!

Find a plan that meets YOUR needs

Open Enrollment is November 1st to January 15th
*Deadlines vary by state.

GetMedical.com
FOR ASSOCIATION MEMBERS

[Learn More](#)

Leaderboard ad

Feature your logo and dedicated banner ad on our NCRA.org interior pages or on our NCRA PROLink homepage 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 the digital display ad runs on the online NCRA PROLink.

Online NCRA PROLink

The online NCRA PROLink® provides a means for consumers to search for NCRA members including court reporters, captioners, legal videographers, attorneys, paralegals, and other legal professionals. It also reinforces the value of certification in the profession. To be listed in the online NCRA PROLink, you must be a current NCRA member and actively engaged in court reporting and captioning. Associate members are also included.

MEMBER LISTINGS

All NCRA members receive one complimentary member Basic Listing with their membership. NCRA members can upgrade to a Premium Plus Listing, which displays additional information and offers more exposure.

BASIC LISTING

First listing complimentary

Each additional listing \$100 annual charge

Includes:

- First and last name
- Professional designations
- Primary reporter type (court reporters and captioners only)
- Secondary reporter type (court reporters and captioners only)
- Primary employment type
- City, state, zip, country
- Primary phone
- Fax
- Email
- Website
- Profile photo

Basic Listing Search View

Susie Stenographer - Basic listing, Jr., RPR

Freelancer, Court Reporter

Beverly Hills, CA 90210

Primary Phone: 703-000-0000

Email | Website

Basic Listing Detail View

Susie Stenographer - Basic listing



Susie Stenographer Jr. RPR

Freelancer, Court Reporter

Beverly Hills, CA 90210, United States

Primary Phone: 703-000-0000

Fax: 703-000-0003

Email | Website

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PREMIUM PLUS LISTING

Annual charge(s): \$275

Each additional listing \$100

Includes:

- First and last name
- Professional designations
- Primary reporter type (court reporters and captioners only)
- Secondary reporter type (court reporters and captioners only)
- Primary employment type
- City, state, zip, country
- Primary phone
- Fax
- Email
- Website
- Profile photo
- **Company name**
- **Member services offered**
- **Secondary phone**
- **Street address**
- **Google Map**
- **Firm description**
- **Social media links**

Premium Plus Listing Search View

Susie Stenographer - Premium Plus listing, Jr., RPR

Freelancer, Court Reporter

Street 1 Street 2, Beverly Hills, CA 90210

Primary Phone: 703-000-0000

Email | Website

View Detail

Premium Plus Listing Detail View



Get Directions

Susie Stenographer - Premium Plus listing



Susie Stenographer Jr. RPR

Freelancer, Court Reporter

Susie's Company

Street 1 Street 2, Beverly Hills, CA 90210, United States

Primary Phone: 703-000-0000

Secondary Phone: 703-000-0002

Fax: 703-000-0003

Email | Website

Firm Description

Premium Plus listing for a member

Services

- Deposition
- Notary
- Video Synchronization

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Online *NCRA PROLink* continued

FIRM LISTINGS

NCRA members who have firms with a physical location and employees may purchase a Firm Premium or Firm Premium Plus Listing to showcase additional services.

FIRM PREMIUM LISTING

Annual charge(s): **First listing \$350**
 Each additional location **\$100**

Includes:

- Profile photo
- Company name
- Street address
- City, state, zip, country
- Primary phone
- Secondary phone
- Fax
- Email
- Website
- Available conference rooms and capacity
- Google Map
- Firm location services

Firm Premium Listing Search View

 **Susie Stenographer - Firm Premium listing**

Street 1 Street 2, Beverly Hills, CA 90210

Primary Phone: 703-000-0000

[Email](#) | [Website](#)

[View Detail](#)

Firm Premium Listing Detail View



[Get Directions](#)

Susie Stenographer - Firm Premium listing



Member Owner: Susie Stenographer Jr. RPR ▶

Susie's Company Inc

Street 1 Street 2, Beverly Hills, CA 90210, United States
 Primary Phone: 703-000-0000
 Secondary Phone: 703-000-0002
 Fax: 703-000-0003

[Email](#) | [Website](#)

Services

- Arbitration
- Broadcast Captioning

Conference Rooms

Room 1 capacity: 10

Room 2 capacity: 20

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FIRM PREMIUM PLUS LISTING

Annual charge(s): **First listing \$450**
 Each additional location **\$100**

Includes:

- Profile photo
 - Company name
 - Street address
 - City, state, zip, country
 - Primary phone
 - Secondary phone
 - Fax
 - Email
 - Website
 - Available conference rooms and capacity
 - Google Map
 - Firm location services
 - **Photo carousel*** (five images maximum)
 - **Firm description**
 - **Social media links**
- * The recommended size of each photo should be 1000 x 1500 pixels or 1000 x 1000 pixels.

Firm Premium Plus Listing Search View

 **Susie Stenographer - Firm Premium Plus listing**

Street 1 Street 2, Beverly Hills, CA 90210

Primary Phone: 703-000-0000

[Email](#) | [Website](#)

[View Detail](#)

Firm Premium Plus Listing Detail View



[Get Directions](#)



Susie Stenographer - Firm Premium Plus listing



Member Owner: Susie Stenographer Jr. RPR ▶

Susie's Company

Street 1 Street 2, Beverly Hills, CA 90210, United States
 Primary Phone: 703-000-0000
 Secondary Phone: 703-000-0002
 Fax: 703-000-0003

[f](#) [t](#) [@](#) [v](#) [e](#)
[Email](#) | [Website](#)

Firm Description

Firm Premium Plus listing description. We are located on the West coast in Califom

Services

- Deposition
- Notary
- Video Conferencing
- Video Synchronization
- CART Captioning

Conference Rooms

Room 1 capacity: 10

Room 2 capacity: 20

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It's not too early to start thinking about exhibiting or sponsoring at the 2024 NCRA Conference & Expo.

AUGUST 1-3, 2024

The Galt House Hotel
Louisville, KY

Join professionals in the court reporting, captioning, and legal videography field at the NCRA event of the year as members, firm owners, and industry professionals gather to exhibit, present, learn, and network.

EXHIBIT – Take advantage of this captive audience to showcase your products, services, and support of the industry.

SPONSOR – Showcase your company and market your brand with one of our many sponsorship opportunities.

Contact Susie Prue at adsupport@ncra.org or 978-804-2324 to learn about NCRA's special discounts for exhibitors and sponsors who sign up early.

