



ADVERTISEMENT APPLICATION

Your Name: _____

Business Name: _____

Email Address: _____

Website: _____

Phone Number: _____

Address: _____

Advertising Information: _____

PRICING

Member reporter ads (50% discount) -- 12 months, \$250; 6 months, \$150; 3 months, \$85

Associate members ads (25% discount) -- 12 months, \$375; 6 months, \$225; 3 months, \$130

Nonmember reporter/Vendor ads – 12 months, \$500; 6 months, \$300; 3 months, \$175

ARTWORK

Please submit digital high-resolution artwork in jpeg format.

Digital artwork is required. Your jpeg dimension must be a 200 x 200 pixel image.

Please email artwork and/or inquiries to Laurie at treasurer@mscra.com

This is a subscription so pre-payment is required.

All advertisements are subject to the approval of the editor and publisher.

Please email your signed application to treasurer@mscra.com

Signature: _____ Date _____

OFFICE USE ONLY:

Acceptance of Advertising by _____ Date _____

Payment Date _____ Payment Type _____ Receipt Date _____



Court Reporter Advertising Policy Statement(s):

No advertisement submitted for publication in any MCRA (Mississippi Court Reporters Association) publication or website may be false, misleading, deceptive, in poor taste or contrary to the purposes and objectives of MCRA. MCRA has the right to refuse advertising from any vendor whose activities are contrary to the purposes and objectives of MCRA or whose activities violate the MCRA Code of Professional Ethics (COPE).

A reporting firm may advertise its freelance shorthand reporting services in any MCRA publication or website if the firm owner is a member in good standing. The advertisement shall list the name(s) of the reporter(s) employed by the firm or with whom the firm contracts for reporting services. The listed reporter member(s) must be in good standing with MCRA and actively engaged in shorthand reporting. Non-members shall not be listed in any advertisement.

MCRA will not publish advertisements that indicate a preference in terms of race, color, sex, national origin, age, disability, pregnancy, marital status, religion, sexual orientation, or political affiliation.

A copy of this Advertising Policy and the MCRA Code of Professional Ethics shall be given to each person or entity that submits an advertisement for publication in an MCRA publication or website. The person submitting the advertisement must (1) certify that such advertisement complies with the above requirements; and (2) agree to provide, upon request, satisfactory proof that the above requirements are satisfied. The person or firm must also agree to be bound by and follow the MCRA and/or NCRA (National Court Reporters Association) Code of Professional Ethics.

MCRA retains the right to reject any advertisement submitted for publication in an MCRA publication or website if, in its judgment, such advertisement does not meet all the requirements specified in this Advertising Policy or if the activities of the person submitting such advertisement are contrary to the purposes and objectives of MCRA or violate the MCRA and/or NCRA Code of Professional Ethics.

POLICY: MCRA Advertising Complaint Process: Alleged Code of Ethics Violations

Policy Statement(s)

MCRA Advertising Complaint Process: Alleged Code of Ethics Violations

Definitions:

“Advertising” includes all paid advertising or promotional opportunities offered by MCRA, whether in print or online, including any and all display advertising, classified advertising, event sponsorships, etc.

“Advertiser” shall include any individual or entity purchasing advertising from MCRA, regardless of whether they are eligible or hold MCRA membership.

Agreement and Scope:

All MCRA advertising agreements shall include an affirmative agreement by the Advertiser that they will comply with the MCRA and/or NCRA Code of Professional Ethics as a condition for advertising.

Actions in violation of COPE (Code of Professional Ethics) need not be apparent or referenced in the content of the Advertising itself to form a basis for complaint. A proven violation of COPE by the Advertiser is sufficient for disciplinary action, including limitations on advertising privileges, regardless of whether the violative behavior is referenced or discussed in the content of the advertisement.

Complaints of violations of COPE by the Advertiser will only be considered for activities occurring from the time of signing the advertising agreement forward. Complaints based on past activities without evidence that these violative practices have continued will be dismissed.

Complaint Process:

The MCRA Advertising Complaint Process provides the same due process and evidentiary standards as the current COPE process:

Step 1: A formal, written complaint that the advertiser has violated the Code as well as documentary evidence substantiating the claim must be filed with the Committee on Professional Ethics.

Step 2: The accused entity will have the opportunity to respond to the allegations.

Step 3: The MCRA Board of Directors will then consider the merits of the allegation and issue a written finding. The decision by the MCRA Board of Directors will be final.

Sanctions:

If an advertiser is held in violation of the Code, based upon the severity of the violation, sanctions shall include:

A permanent or temporary loss of MCRA advertising privileges;

A cautionary letter, warning or statement of advice; or

A reprimand.

Advertisers' advertising privileges shall not be restricted or impinged upon unless a formal complaint has been filed and a final finding of violation has been made. That is, Advertisers may continue to advertise while a complaint is pending.

MCRA MEMBER LOGO POLICY

1. The MCRA (Mississippi Court Reporters Association) Member Logo may be used by any Member in good standing of this Association.

2. A Member in good standing may use or reproduce the MCRA Member Logo on such Member's advertising, business cards, letterhead, brochures, and other promotional materials in any medium, solely to denote the individual's membership in the Association. A Member may not use the MCRA Member Logo as an expression of the Association's views, or its endorsement or approval of a particular topic or matter. In this regard, a Member may not use the MCRA Member Logo on the Member's work product, such as on a transcript, regardless of the form of, or media used for such work product.

3. The MCRA Member Logo must be used or reproduced in its entirety. No fragments or portions of the MCRA Member Logo may be used or reproduced.
4. The MCRA Member Logo must be used or reproduced in black and white or in the two colors specified by MCRA and in a reasonable size to ensure readability. A small reproduction may make certain constituent parts of the MCRA Member Logo illegible.
5. Use of the MCRA Member Logo on any Internet page must function as a link to the MCRA Website, www.msra.com. It is the responsibility of the member user of the logo to maintain the link as an active link at all times or remove the logo from the Web page.
6. The MCRA Membership Committee shall provide the MCRA Member Logo to any Member in good standing, upon written request by the Member. The logo shall be accompanied by a copy of this policy.
7. Any other use of the MCRA Member Logo is prohibited, except to the extent expressly permitted by the Board of Directors. Unauthorized use of the MCRA Member Logo may subject the user to legal action by the Association to the fullest extent permitted by law. Unauthorized use by a Member may subject the Member to loss of membership and/or loss of membership privileges, including the ability to run the Member's advertisements in Association advertising media and the right to have the Member's name listed in the MCRA Membership Directory.

