



PRINT | DIGITAL | SOCIAL

**TBJ**  
THE TEXAS BAR JOURNAL

TEXASBAR.COM

# 2020 MEDIA KIT

REACH EVERY ATTORNEY IN TEXAS



TEXASBAR.COM

## WHO ARE WE?

The *Texas Bar Journal* provides readers with invaluable information about the law.

We focus on current and relevant legal issues and trends that affect our members most.

The *Texas Bar Journal* is the official publication of the State Bar of Texas.

## STATISTICS

- TBJ average monthly circulation  
**123,000**
- TexasBar.com average monthly page views  
**1.6 million**
- TexasBar.com average monthly unique views  
**1.2 million**

## AUDIENCE REACH



Facebook  
38,570 Followers



Twitter  
18,848 Followers



Instagram  
1,787 Followers



## SERVICES

- Print Display Advertising
- Lead Generation
- Advertorials
- Sponsored Blog Posts
- Podcasts
- Texas Legal Vendors
- Online Display Advertising

## CONTACT US

Marketing Manager: Susan Brennan  
Phone: (512) 427-1523  
Email: [susan.brennan@texasbar.com](mailto:susan.brennan@texasbar.com)

# EDITORIAL CALENDAR

## JANUARY

### YEAR IN REVIEW

SPACE DEADLINE **11/15/19**

COPY DEADLINE **12/4/19**

## FEBRUARY

### PRIVACY

SPACE DEADLINE **12/13/19**

COPY DEADLINE **12/27/19**

## MARCH

### SOCIAL MEDIA

SPACE DEADLINE **1/17/20**

COPY DEADLINE **2/3/20**

## APRIL

### TYLA/JUDICIARY

SPACE DEADLINE **2/14/20**

COPY DEADLINE **3/2/20**

## MAY

### CIVIL RIGHTS & INDIVIDUAL LIBERTY

SPACE DEADLINE **3/13/20**

COPY DEADLINE **4/3/20**

## JUNE

### SHORT STORY/ LEGAL HISTORY

SPACE DEADLINE **4/17/20**

COPY DEADLINE **5/1/20**

## JULY/AUGUST

### PRESIDENT PROFILE

SPACE DEADLINE **5/15/20**

COPY DEADLINE **5/29/20**

## SEPTEMBER

### EDUCATION LAW

SPACE DEADLINE **7/24/20**

COPY DEADLINE **8/3/20**

## OCTOBER

### DISABILITIES

SPACE DEADLINE **8/31/20**

COPY DEADLINE **9/7/20**

## NOVEMBER

### WHITE-COLLAR CRIME

SPACE DEADLINE **9/25/20**

COPY DEADLINE **10/5/20**

## DECEMBER

### CYBERSECURITY FOR LAWYERS

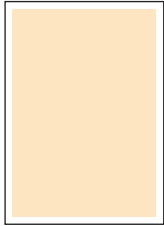
SPACE DEADLINE **10/19/20**

COPY DEADLINE **11/6/20**

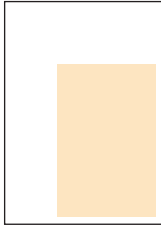


# PRINT AD SIZES AND SPECS

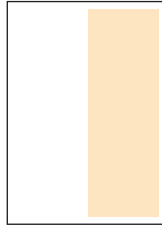
## AD SIZE REQUIREMENTS



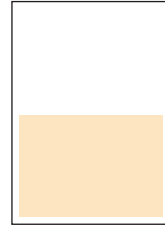
**Full Page**  
7" w x 10" h  
or  
7.00" w x 10.00" h



**Junior Page (Digest)**  
4 5/8" w x 7" h  
or  
4.625" w x 7.00" h



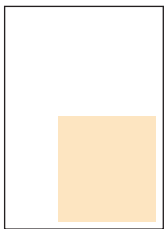
**Half Page (vertical)**  
3 3/8" w x 10" h  
or  
3.375" w x 10.00" h



**Half Page (horizontal)**  
7" w x 4 7/8" h  
or  
7.00" w x 4.875" h



**One-Third Page (vertical)**  
2 1/8" w x 10" h  
or  
2.125" w x 10.00" h



**One-Third Page (horizontal)**  
4 5/8" w x 4 7/8" h  
or  
4.625" w x 4.875" h



**One-Fourth Page (vertical)**  
3 3/8" w x 4 7/8" h  
or  
3.375" w x 4.875" h



**One-Fourth Page (horizontal)**  
7" w x 2 1/4" h  
or  
7.00" w x 2.25" h



**One-Sixth Page (vertical)**  
2 1/8" w x 4 7/8" h  
or  
2.125" w x 4.875" h



**One-Eighth Page (horizontal)**  
3 3/8" w x 2 1/4" h  
or  
3.375" w x 2.25" h

**Bleed:** 8 5/8" w x 11 3/8" h or 8.625" w x 11.375" h

**Trim:** 8 3/8" w x 10 7/8" h or 8.375" w x 10.875" h

**Live/Safe Area:** 8 1/8" w x 10 5/8" h or 8.125" w x 10.625" h

**Non-Bleed:** 7" w x 10" h or 7.00" w x 10.00" h

**Column widths:** 3 1/2" w or 3.50" w in two-column format; 2 1/8" w or 2.125" w in three-column format

**Double page spread:** Non-Bleed, 14 7/8" w x 10" h or 14.875" w x 10.00" h; Bleed, 17 1/4" w x 11 3/8" h or 17.25" w x 11.375" h

**Post cards and inserts:** Must have 3" h or 3.00" h flap. Flap must be scored or perforated and folded on top of copy.

## ADVERTISING MATERIAL SPECIFICATIONS

The *Texas Bar Journal* is a process-color (CMYK) publication. All ads must be submitted in digital format using: **QuarkXpress** (include postscript screen/primer fonts and imported graphics), **Illustrator EPS** (convert all fonts to outline and include imported graphics), **Photoshop EPS**, or a high-resolution **Acrobat PDF** (embed all fonts and graphics). All color files must be CMYK with a resolution of not less than 300 dots per inch. Ad layout is the responsibility of the advertiser, although a basic black & white ad can be designed for a fee. Files may be submitted by email to [susan.brennan@texasbar.com](mailto:susan.brennan@texasbar.com). All color files must be CMYK with a resolution of not less than 300 dots per inch in PDF or EPS format.



# PRINT RATES

## RATE POLICY

Advertisers will be protected at their contracted rate for the duration of their contract. Contracts may be canceled with 30 days notice by either party. Advertisers may be short-rate billed if the contract rate has not been earned up to the date of cancellation. **Cancellations are not accepted after published closing dates. Listed rates are gross and per month.**

## PAYMENT

First-time advertisers must make payment for the first insertion when advertising materials are submitted. Pre-invoices will be created, if necessary. Credit card authorization forms are also available using MasterCard, VISA, and American Express.

## DISCOUNTS

Agency, 15%. Pre-payment of a yearlong contract, 2%.

## INSERTS AND BELLY BANDS

Inserts and Belly Bands are available. Please inquire.

## CLASSIFIED ADVERTISING

\$95 for 50 words; additional words \$2 each. For more information, call (512) 427-1701 or email [tbjclassifieds@texasbar.com](mailto:tbjclassifieds@texasbar.com).

### Four Color\*

	1x	3x	6x	11x
Full	\$4,445	\$4,207	\$3,990	\$3,778
Junior Page	\$3,814	\$3,571	\$3,395	\$3,240
1/2 Page	\$3,592	\$3,379	\$3,245	\$3,048
1/3 Page	\$3,141	\$2,965	\$2,769	\$2,629
1/4 Page	\$2,707	\$2,557	\$2,437	\$2,324
Center Page Spread (2 Pages)	\$7,856	\$7,411	\$7,043	\$6,686
IFC & IBC			\$4,347	
Back Cover			\$5,134	

### Black & White\*

	1x	3x	6x	11x
Full	\$3,302	\$3,074	\$2,883	\$2,691
Junior Page	\$2,557	\$2,438	\$2,287	\$2,153
1/2 Page	\$2,340	\$2,256	\$2,137	\$1,956
1/3 Page	\$1,853	\$1,837	\$1,661	\$1,547
1/4 Page	\$1,568	\$1,428	\$1,175	\$1,123
1/6 Page	\$1,195	\$1,113	\$1,056	\$1,004
1/8 Page	\$988	\$916	\$864	\$818

### Law Firm Announcements\*

	1x	3x	6x	11x
Full	\$2,448	\$2,303	\$2,194	\$2,091
1/2 Page	\$1,816	\$1,682	\$1,630	\$1,522
1/3 Page	\$1,496	\$1,387	\$1,283	\$1,211
1/6 Page	\$1,051	\$895	\$807	\$787

\*Add \$95 for Specified Position

## **THE ADVERTORIAL: THE ORIGINAL “CONTENT MARKETING” IDEA**

### ***Present your expertise to the readers of the Texas Bar Journal.***

This full page ad features 475 words educating attorneys in your subject matter. You may describe a useful product, explain an important topic, or demonstrate your industry knowledge.

### **What's included in your Advertorial**

You provide the 475-word article, your color photo, and company logo. All editing, design, and production is included. Our production department fits the copy to the Advertorial template and adds an art element to enhance the page.

### **When to publish your Advertorial**

Any monthly issue of the *Texas Bar Journal* is appropriate to place your Advertorial. Please refer to page 2 for the complete editorial calendar.

### **How to write your Advertorial**

The Advertorial is meant to be positioned as a source of information for attorneys, not a commercial for you. This is the original “content marketing” idea. Your Advertorial should read like an informative article written by an expert on the subject, without any direct reference to your company or product in the body of the copy. The opportunity is to position you and your company as a resource, without adding a commercial bias. We provide your credentials, contact information, and photo in the bottom box. The Advertorial, when presented in this manner, lends credibility to you and your firm as a resource and positions you as a valuable partner.

## **TEXAS BAR JOURNAL ONLINE**

The content of the each issue of the *Texas Bar Journal*, including ads and Advertorials, is posted monthly as the digital edition on the State Bar website, [texasbar.com/tbj](http://texasbar.com/tbj) as well as delivered in html files on the website and via social media. Website and email addresses in all ads and Advertorials appear as live links.

## **DEADLINES**

Please refer to the editorial calendar on page 2 for space and copy deadlines.

## **ADVERTORIAL SPECS**

*Please provide*

**Article:** 475 words, Word document

**Company Logo:** File format should be a jpg, eps, or tiff file

**Photo:** Your high-resolution color head shot. File format should be a jpg, eps, or tiff file

**Contact Box:** Your title, email, address, phone number

## **2020 RATES**

Size: Full page only

One Month: \$5,000

Three Months: \$4,500 per month

Six Months: \$3,500 per month

Eleven Months: \$3,000 per month

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## DIGITAL RATES AND SPECS

PLACEMENTS	UNIT	SPECS	NET CPM
RUN OF SITE (ROS)	Leaderboard	728 x 90	\$20
	Rectangle	300 x 250	\$23
	Skyscraper	160 x 600	\$15
	Small Rectangle	180 x 150	\$700 per month
	Text Ad <i>(MY BAR PAGE ONLY)</i>	\$500 per month	
TEXAS BAR BLOG	Leaderboard	728 x 90	\$500 per month
	Rectangle	300 x 250	\$550 per month
TYLA	Rectangle	325 x 254	\$500 per month
JOB FLASH EMAIL <i>(SENT TWICE A MONTH TO OVER 95,000 ATTORNEYS)</i>	Rectangle	300 x 250	\$2,500 per month
	Leaderboard	728 x 90	\$2,500 per month
PRESIDENT'S OPINION E-NEWSLETTER <i>(EMAILED ONCE A MONTH TO 95,656 ATTORNEYS)</i>	Skyscraper	160 x 600	\$2,500 per month

### TEXAS LEGAL VENDORS

**Advertising Rates** **12 Months** - \$100 PER MONTH **6 Months** - \$125 PER MONTH **3 Months** - \$150 PER MONTH

**Advertising Specifications** Please provide the information below when submitting ad.

**Logo Sizes:** 188 x 69, 137 x 49, 162 x 58, 80 x 80

**Text:** 50 words of copy. Name of business, address, phone number, Facebook, Twitter, LinkedIn, web address, email address, special offers, links to white papers.

### SPECIFIED SECTIONS AND SPECS

Add 30% to regular CPM rates when requesting space in a specific section of the website. Provide linking URL instructions for each ad unit. Roadblocks available. Please inquire about availability and pricing. File formats accepted include JPEG and GIF. Maximum file size 40K.

### AD RATES AND IMPRESSIONS (CPM = COST PER THOUSAND)

Impressions refer to the number of times a potential customer sees your advertisement or sales copy. A web banner that has 45,000 impressions has been seen by 45,000 people. For example, 45,000 impressions x \$20 CPM = \$900 monthly investment.



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## SPONSORED BLOG POSTS

### **SPECS FOR SPONSORED CONTENT ON TEXAS BAR BLOG**

**TYPEFACE:** Fonts and sizes are determined by the blog format. Submit sponsored content in a Word document, which will be automatically formatted upon upload.

**LENGTH:** Sponsored content blog posts should be no longer than 600 words. Sponsored content blogs, just as editorial posts, may be subject to a "Continue Reading" hyperlink, which limits the amount of words/content that appear on the main blog roll to reduce the amount of scrolling required to see the next post.

**HEADLINE:** All headlines will begin with the label "Sponsored Content."

*Example:* Sponsored Content: Firm Central blends old-school expertise with new legal talent

**BODY:** Article should be informative and provide readers with resources and information.

**PHOTO/ARTWORK:** Photos can be incorporated into the body of the post in the left-hand top position. Please be sure that you are using copyright free images, stock images, or images that you have permission to use. Photos should be in a JPEG format.

**LOGO/CONTACT:** Small logos can be uploaded to appear at the end of the post, similar to an author credit. Logos should be in a JPEG format. Website URLs and phone numbers should be included in text to accompany the logo.

*Example:* XYZ Company is awesome. For more information, go to [xyzcompany.com](http://xyzcompany.com).

**FREQUENCY:** Sponsored content is posted to the blog on Mondays and Wednesdays. It will be the first post in the blog roll and will continue to move down as new content is posted.

**LOCATION:** Sponsored content will run as the top/first position for at least one day and then move down as new content is posted.

**COST:** \$450 per post

## CONTENT MARKETING AND LEAD GENERATION PROGRAM OPTIONS

INTEGRATED 'STORE FRONT'	
Hosting and maintenance of branded 'store front' for archiving content on TexasBar.com	YES
# of Landing Pages ("LP") included to promote a Resource or Asset	(1) Asset / Q
ONLINE AND EMAIL MARKETING	
Resources linked on "Knowledge Center" page	YES
Banners included in Medium Rectangle and Skyscraper Run of Site	NO
Banners included in Leaderboard Run of Site	YES
Resources included in "Knowledge Center Recap" multi-offer eNewsletter	(1) KCR / Q
TRACKING AND MONITORING	
24*7 access to "Client Dashboard" to track and monitor campaign performance	YES
COST PER LEAD	
<ul style="list-style-type: none"> <li>• Commitment up to 50 leads - \$50 cost per lead - \$2500</li> <li>• Commitment up to 100 leads - \$42.5 cost per lead (15% discount) - \$4,250</li> <li>• Commitment up to 200 leads - \$35 cost per lead (30% discount) - \$7,000</li> </ul>	

Lead details require First and Last Name, Email and Phone #, and Company Name is optional. You only pay for the leads received, with Name, Email and Phone #. The campaign must provide instant access to educational and/or informational content. There is no minimum guarantee. Additional lead fields are \$10/field/lead.

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## STATE BAR OF TEXAS PODCAST - LEGAL TALK NETWORK

### **SPECS FOR SPONSORED PODCAST**

The State Bar of Texas Podcast is a monthly show featuring news and discussions relevant to the legal profession, from the latest industry trends and caselaw to practice tips and State Bar Programs. Host Rocky Dhir, attorney and CEO of Dallas based Atlas Legal Research, invites thought leaders and innovators to share their insight and knowledge on what matters to practitioners.

#### **As a sponsor you will receive:**

- One :30 minute episode per month
- Four sponsors available per episode
- Sponsor will provide:
  - 600x180 logo (vector file)
  - 70 word script for a :30 host read commercial
  - Social Media Handles (Twitter/Facebook)
  - 90 word product/company description for Legal Talk Network sponsor page
  - Sponsor will also receive name recognition at the end of the program. i.e. "this podcast is brought to you thanks to the generous support of...."

### **2020 RATES**

Six Months: \$1500 per month

Twelve Months: \$1150 per month



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