



TBJ

THE TEXAS BAR JOURNAL

TEXASBAR.COM

**2021
MEDIA KIT**



*TEXAS BAR JOURNAL IS THE
OFFICIAL PUBLICATION OF THE STATE BAR OF TEXAS*

REACH EVERY ATTORNEY IN TEXAS!



TEXASBAR.COM/ADVERTISING



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 and the only publication that reaches every attorney in Texas.

STATISTICS

- TBJ average monthly circulation
124,000

Jan. 1, 2019 – Dec. 31, 2019

- texasbar.com average monthly page views
1,727,656
- texasbar.com average monthly unique views
1,237,776

AUDIENCE REACH

 Facebook
40,873 Followers

 Twitter
31,360 Followers

 Instagram
2,494 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

EDITORIAL CALENDAR

JANUARY

YEAR IN REVIEW

SPACE DEADLINE **11/16/20**

COPY DEADLINE **12/4/20**

FEBRUARY

BLACK HISTORY MONTH FROM A LEGAL PERSPECTIVE

SPACE DEADLINE **12/14/20**

COPY DEADLINE **12/28/20**

MARCH

WOMEN'S HISTORY MONTH

SPACE DEADLINE **1/18/21**

COPY DEADLINE **2/5/21**

APRIL

ELECTION COVERAGE/TYLA PROJECT/HOW THE PANDEMIC AFFECTED YOUNG LAWYERS

SPACE DEADLINE **2/15/21**

COPY DEADLINE **3/5/21**

MAY

HOW THE PANDEMIC AFFECTED THE LEGAL PROFESSION

SPACE DEADLINE **3/15/21**

COPY DEADLINE **4/5/21**

JUNE

SHORT STORY CONTEST/ NATURAL DISASTERS

SPACE DEADLINE **4/19/21**

COPY DEADLINE **5/3/21**

JULY/AUGUST

PRESIDENT PROFILE/ DIVERSITY

SPACE DEADLINE **5/17/21**

COPY DEADLINE **5/31/21**

SEPTEMBER

LEGISLATIVE UPDATE

SPACE DEADLINE **7/26/21**

COPY DEADLINE **8/6/21**

OCTOBER

ANIMAL LAW

SPACE DEADLINE **8/31/21**

COPY DEADLINE **9/7/21**

NOVEMBER

RETIREMENT

SPACE DEADLINE **9/27/21**

COPY DEADLINE **10/5/21**

DECEMBER

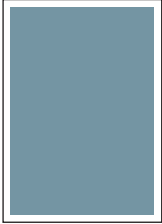
CONSTITUTIONAL LAW

SPACE DEADLINE **10/19/21**

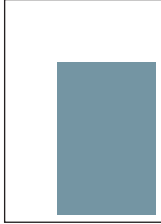
COPY DEADLINE **11/8/21**

PRINT AD SIZES AND SPECS

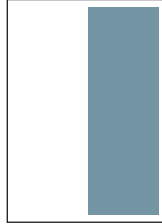
AD SIZE REQUIREMENTS



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



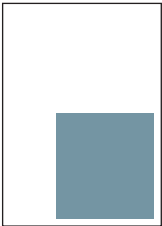
Half Page (vertical)
3 3/8" w x 10" h
or
3.375" w x 10.00" h



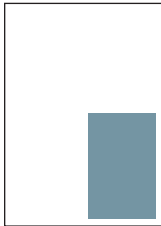
Half Page (horizontal)
7" w x 4 7/8" h
or
7.00" w x 4.875" h



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



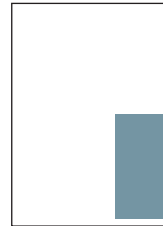
One-Third Page (horizontal)
4 5/8" w x 4 7/8" h
or
4.625" w x 4.875" h



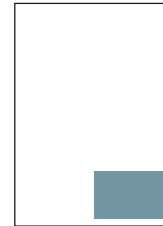
One-Fourth Page (vertical)
3 3/8" w x 4 7/8" h
or
3.375" w x 4.875" h



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/printer 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. 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.

Four Color*				
	1x	3x	6x	11x
Full Page	\$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 Page	\$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 Page	\$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, 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

COST

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

TEXASBAR.COM 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 (TEXAS YOUNG LAWYERS ASSOCIATION)	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 PAGE 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 an 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.

TEXASBAR.COM 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.

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

TEXASBAR.COM KNOWLEDGE CENTER

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, Skyscraper and 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
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COST PER LEAD

- Commitment up to 50 leads - \$50 cost per lead - \$2,500
- Commitment up to 100 leads - \$42.5 cost per lead (15% discount) - \$4,250
- Commitment up to 200 leads - \$35 cost per lead (30% discount) - \$7,000

Lead details require first and last name, email and phone number. Company name optional. You only pay for the leads received, with name, email and phone number. The campaign must provide instant access to educational and/or informational content. There is no minimum guarantee. Additional lead fields are \$10/field/lead.

TEXASBAR.COM

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:

- Inclusion in one 30-minute podcast episode per month
- 30-second Mid-Roll commercial (host read) in each episode
- Post-Roll thank you in each episode, i.e., "this podcast is brought to you thanks to the generous support of..."
- Twitter thank you for each episode by @LegalTalkNet
- Logo with Link on Legal Talk Network State Bar of Texas show and episode pages
- Company Description with link on Legal Talk Network sponsors page

Sponsor will provide:

- 600x180 logo (vector file)
- 70-word script for the 30 second commercial
- Social Media Handles (Twitter/Facebook)
- 90-word product/company description

COST

Six Months: \$1500 per month

Twelve Months: \$1150 per month

REACH EVERY ATTORNEY IN TEXAS

SEARCH THIS SITE

TexasBarCLE Member Benefits Career Center TILA
FIND A LAWYER
LOGIN

FOR THE PUBLIC
FOR LAWYERS
ABOUT TEXAS BAR
NEWS & PUBLICATIONS
ACCESS TO JUSTICE
EVENTS
Select Language

For Lawyers

Report Your MCLE Hours

Stay current on the law in our rapidly changing society. Make sure your mandatory MCLE hours are accurately and timely reported.

[Access on My Bar Page >](#)

Free Legal Research

When it comes to legal research, attorneys need fast, trustworthy, and straightforward tools, and the State Bar of Texas is the first and only bar association to offer its members free access to both Casemaker and Fastcase.

[Access on My Bar Page >](#)

Member Benefits and Services

The State Bar offers members access to resources, goods, and services—including the Texas Bar Private Insurance Exchange and the Texas Member Benefits Program—to help them in their professional and personal lives.

[Go to the member benefits website >](#)

New Lawyers

The State Bar of Texas provides resources for new attorneys. Information is available on professional requirements, legal ethics, the Texas Young Lawyers Association, law practice management, and State Bar sections.

[Find out more >](#)

My Bar Page: Log in

The State Bar of Texas provides resources for new attorneys. Information is available on professional requirements, legal ethics, the Texas Young Lawyers Association, law practice management, and State Bar sections.

*Forget your password?

[LOGIN](#)

FIRST TIME LOGGING IN?

MEMBERSHIP

- [Year Profile & Contact Information](#)
- [Year Login & Password](#)
- [How to Pay Dues Online Video](#)
- [Common Requests & Membership Forms](#)
- [Dues & Other Fees](#)
- [You must be a member in good standing with the State Bar of Texas in order to practice law.](#)
- [How to Renew Dues & Fees](#)
- [How to Renew or Renewal](#)

[MORE](#)

MCLE

- [Year MCLE Hours](#)
- [Definition of MCLE Credit](#)
- [Every Active State Bar of Texas member must complete a minimum of 15 hours of accredited CLE during each MCLE compliance year.](#)
- [Definition of Compliance Year](#)
- [MCLE Exemptions](#)
- [MCLE Course Search](#)
- [CLE Sponsors & Out-of-State Accreditation](#)
- [MCLE Rules](#)
- [History of MCLE](#)
- [MCLE Record Request](#)

[MORE](#)

EVERYTHING YOU NEED TO KNOW about getting paid in 2020

[DOWNLOAD NOW](#)

COMMITTEE ON DISCIPLINARY RULES AND REFERENDA

View proposed rules, timelines, and related documents

The Committee on Disciplinary Rules and Referenda was created by the 2017 Texas Legislature in Senate Bill 302 and oversees the initial process for proposing a disciplinary rule.

RESOURCE GUIDES

- [Year State Bar at a Glance](#)
- [Getting a Law Professor](#)
- [Public Education Toolkit](#)
- [Social Media](#)
- [The Texas Young Lawyers Association produced a pocket guide to understanding the rules governing lawyer communications in social media.](#)
- [Tough Times](#)
- [Trust Accounts](#)
- [Directory of Ethics Speakers](#)

GRIEVANCE AND ETHICS

- [Disciplinary Process Overview](#)
- [Complaint & Response](#)
- [Recent Disciplinary Actions](#)
- [Out-of-State Ethics Helpdesk for Lawyers](#)
- [The State Bar provides non-binding, non-confidential advice to licensed Texas attorneys on ethics questions, including information on how to access the rules and find ethics opinions and caselaw to help them make decisions.](#)
- [Professional Ethics Committee Opinions](#)
- [Required Notice to Clients](#)
- [Subpoena & Recovery FAQs](#)





STATE BAR *of* TEXAS