



TEXASBAR.COM

# 2022 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 and the only publication that reaches every attorney in Texas.

## STATISTICS

- TBJ average monthly circulation  
**126,000**

**Jan. 1, 2020 – Dec. 31, 2020**

- texasbar.com average monthly page views  
**1,710,755**
- texasbar.com average monthly unique views  
**1,260,425**

## 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 **11/16/21**

COPY DEADLINE **12/3/21**

**FEBRUARY**

Litigation

SPACE DEADLINE **12/14/21**

COPY DEADLINE **12/27/21**

**MARCH**

Women in the Law

SPACE DEADLINE **1/18/22**

COPY DEADLINE **2/4/22**

**APRIL**

SBOT Election Coverage/  
TYLA Project

SPACE DEADLINE **2/15/22**

COPY DEADLINE **3/4/22**

**MAY**

Labor & Employment Law

SPACE DEADLINE **3/15/22**

COPY DEADLINE **4/4/22**

**JUNE**

Short Story Contest/  
Access to Justice

SPACE DEADLINE **4/19/22**

COPY DEADLINE **5/2/22**

**JULY/AUGUST**

President Profile/  
Aerospace Law

SPACE DEADLINE **5/17/22**

COPY DEADLINE **6/1/22**

**SEPTEMBER**

Practice in Texas

SPACE DEADLINE **7/26/22**

COPY DEADLINE **8/5/22**

**OCTOBER**

Hot Topics in Torts

SPACE DEADLINE **8/31/22**

COPY DEADLINE **9/7/22**

**NOVEMBER**

Criminal Law

SPACE DEADLINE **9/27/22**

COPY DEADLINE **10/5/22**

**DECEMBER**

Year in Review

SPACE DEADLINE **10/19/22**

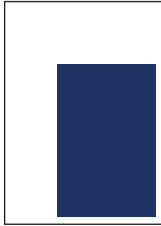
COPY DEADLINE **11/4/22**

# PRINT AD SIZES AND SPECS

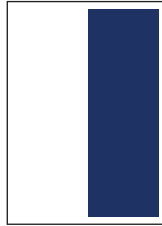
## AD SIZE REQUIREMENTS



**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



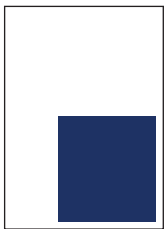
**Half Page (vertical)**  
3 3/8" w x 10" h  
or  
3.375" w x 10.00" h



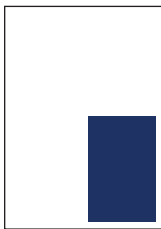
**Half Page (horizontal)**  
7" w x 4 7/8" h  
or  
7.00" w x 4.875" h



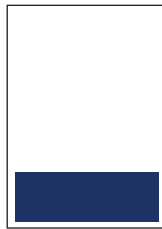
**One-Third Page (vertical)**  
2 1/8" w x 10" h  
or  
2.125" w x 10.00" h



**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 Page	\$4,890	\$4,630	\$4,390	\$4,155
Junior Page	\$4,195	\$3,930	\$3,735	\$3,565
1/2 Page	\$3,950	\$3,720	\$3,570	\$3,355
1/3 Page	\$3,455	\$3,260	\$3,050	\$2,890
1/4 Page	\$2,975	\$2,815	\$2,680	\$2,555
Center Page Spread (2 Pages)	\$8,640	\$8,150	\$7,750	\$7,355
IFC & IBC				\$4,780
Back Cover				\$5,650

### Black & White\*

	1x	3x	6x	11x
Full Page	\$3,630	\$3,380	\$3,170	\$2,960
Junior Page	\$2,815	\$2,680	\$2,515	\$2,370
1/2 Page	\$2,575	\$2,480	\$2,350	\$2,155
1/3 Page	\$2,170	\$2,020	\$1,830	\$1,700
1/4 Page	\$1,725	\$1,570	\$1,290	\$1,235
1/6 Page	\$1,315	\$1,225	\$1,160	\$1,105
1/8 Page	\$1,085	\$1,005	\$950	\$900

### Law Firm Announcements\*

	1x	3x	6x	11x
Full Page	\$2,690	\$2,535	\$2,415	\$2,300
1/2 Page	\$2,000	\$1,850	\$1,790	\$1,675
1/3 Page	\$1,645	\$1,525	\$1,410	\$1,335
1/6 Page	\$1,155	\$985	\$890	\$865

*\*Add \$100 per month for Specified Position*

# ADVERTORIALS

## 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, 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 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

## **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
TEXAS BAR BLOG	Leaderboard	728 x 90	\$600 per month
	Rectangle	300 x 250	\$650 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	\$5,000 per month
	Leaderboard	728 x 90	\$5,000 per month
PRESIDENT'S PAGE E-NEWSLETTER <i>(EMAILED ONCE A MONTH TO 95,656 ATTORNEYS)</i>	Skyscraper	160 x 600	\$5,000 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*

**COPY:** The blog post is meant to be positioned as a source of information for attorneys, not a commercial for you. Your blog post should read like an informative article written by an expert on the subject, without any direct reference to your company, and product in the body of the copy. This is your opportunity to position you and your company as a resource, without adding a commercial bias.

**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



# 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
---	-----

To schedule a demo, call Susan Brennan at 512-427-1523 or [susan.brennan@texasbar.com](mailto:susan.brennan@texasbar.com).

# 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
- Pre-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: \$1,500 per month

Twelve Months: \$1,150 per month

# REACH EVERY ATTORNEY IN TEXAS

**STATE BAR of TEXAS**

[TexasBarCLE](#)
[Member Benefits](#)
[Career Center](#)
[TYLA](#)
[FIND A LAWYER](#)

[LOGIN](#)

FOR THE PUBLIC

FOR LAWYERS

ABOUT TEXAS BAR

NEWS & PUBLICATIONS

ACCESS TO JUSTICE

EVENTS

Select Language

# About Texas Bar

## State Bar Jobs

The State Bar of Texas is an administrative agency of the state's judicial branch that provides educational programs for the legal profession and the public, administers the Minimum Continuing Legal Education program for attorneys, and manages the grievance process.

[Find out more >](#)

## Your State Bar in Brief

The State Bar of Texas provides many resources for its members, from legal research tools to the Texas Lawyers' Assistance Program, and myriad benefits and services including special offers and discounts on a variety of programs.

[Find out more >](#)

## Board of Directors

The State Bar of Texas is governed by a board of directors who volunteer their valuable time and professional experience to our organization. The board receives no monetary compensation and is elected by State Bar members.

[Find out more >](#)

## Our Mission

The mission of the State Bar of Texas is to support the administration of the legal system, assure all citizens equal access to justice, foster high standards of ethical conduct for lawyers ...

[Find out more >](#)

## Find a Lawyer

[Advanced search](#)

### LEADERSHIP

#### 2021-2022 State Bar of Texas President Sylvia Borunda Firth

Sylvia Borunda Firth is a solo practitioner in El Paso. Prior to establishing her own firm, she was an associate with two El Paso firms, general counsel to American Garment Finishers, and served the city of El Paso for nearly 20 years.

[Find out more](#)

[Board of Directors](#)

### LOCAL BARS & ORGANIZATIONS

[Local Bar Services](#)

The State Bar of Texas Local Bar Services Department and Local Bar Services Committee offer assistance and support to local and specialty bar associations across Texas.

[Bar Leaders Conference](#)

Join other local bar leaders for a two-day training program that addresses common concerns for volunteer leaders.

[Strategic Planning & Other Resources](#)

[Roster of Local, Regional, Specialty, & Statewide Bar Associations](#)

[Bar-Related Entities](#)

[MORE](#)





**STATE BAR *of* TEXAS**