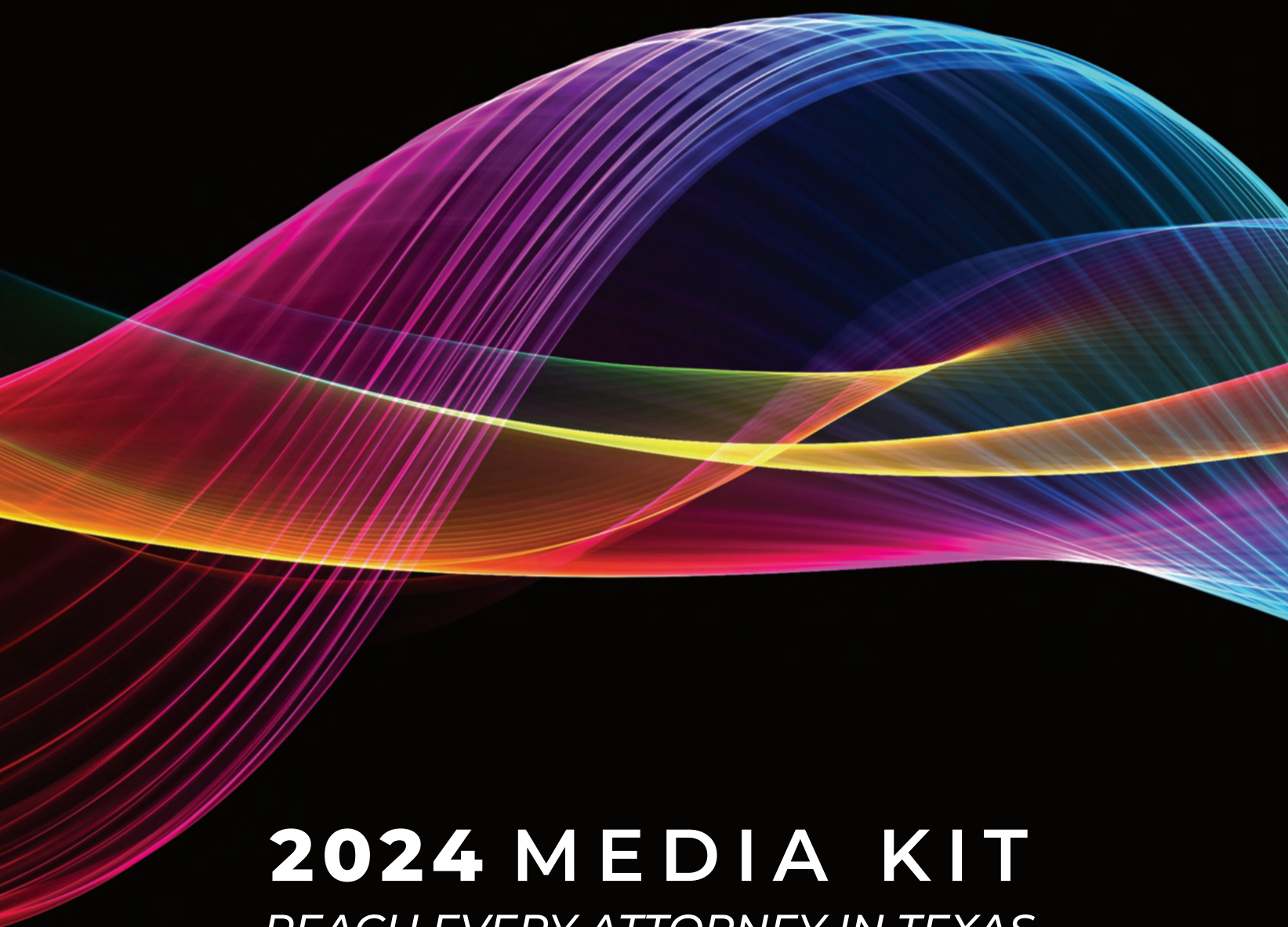


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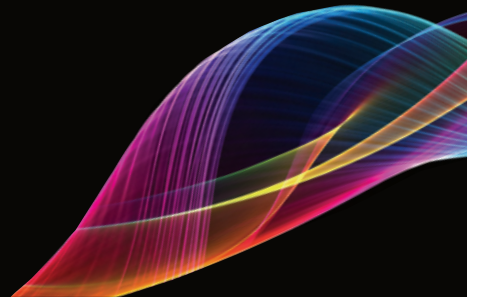


2024 MEDIA KIT

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.



SERVICES

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

STATISTICS

128,000

TBJ average monthly circulation

Jan. 1, 2022 - Dec. 31, 2022

1,642,149

texasbar.com average monthly page views

1,166,586

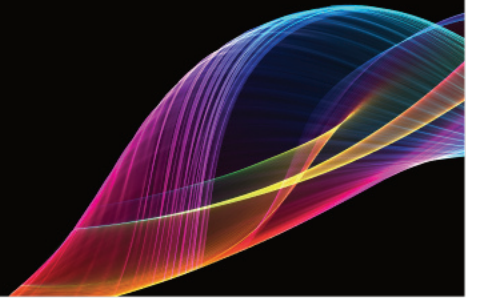
texasbar.com average monthly **unique** page views

CONTACT US

Marketing & Member Benefits Director: Susan Brennan

Phone: (512) 427-1523

Email: susan.brennan@texasbar.com



JANUARY

Estate Planning

Space Deadline: 11/17/23
Copy Deadline: 12/4/23

FEBRUARY

**Law Practice
Management**

Space Deadline: 12/15/23
Copy Deadline: 1/5/24

MARCH

Oil & Gas Law

Space Deadline: 1/19/24
Copy Deadline: 2/9/24

APRIL

**Election Coverage/
TYLA Project**

Space Deadline: 2/16/24
Copy Deadline: 3/8/24

MAY

Artificial Intelligence

Space Deadline: 3/15/24
Copy Deadline: 4/8/24

JUNE

**Short Story Contest/
Discipline/Civility/Ethics**

Space Deadline: 3/15/24
Copy Deadline: 4/8/24

JULY/AUGUST

**Local Government
Law**

Space Deadline: 5/17/24
Copy Deadline: 6/7/24

SEPTEMBER

**Hispanic Heritage Month
From a Legal Perspective**

Space Deadline: 7/31/24
Copy Deadline: 8/7/24

OCTOBER

Family Law

Space Deadline: 8/30/24
Copy Deadline: 9/6/24

NOVEMBER

Transactional Law

Space Deadline: 9/27/24
Copy Deadline: 10/7/24

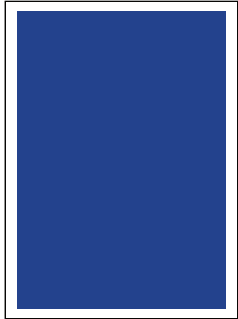
DECEMBER

Year in Review

Space Deadline: 10/21/24
Copy Deadline: 11/8/24

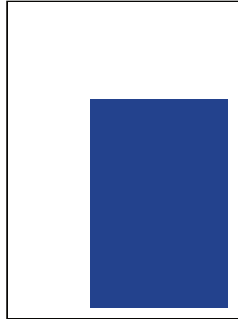
PRINT AD SIZES AND SPECS

AD SIZE REQUIREMENTS



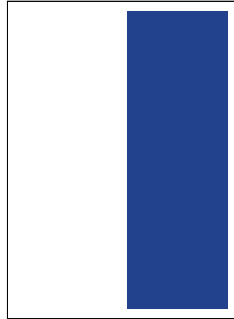
Full Page

Bleed: 8.625" W x 11.125" H
 Trim: 8.375" W x 10.875" H
 Safety: 8" W x 10.5" H
 No Bleed: 7" W x 10" H



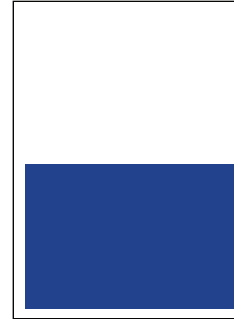
**Junior Page
(digest)**

4.625" W x 7.00" H



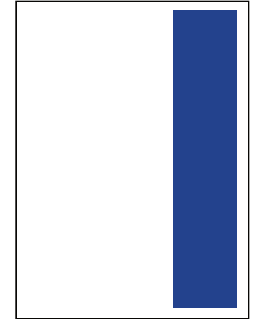
**Half Page
(vertical)**

3.375" W x 10.00" H



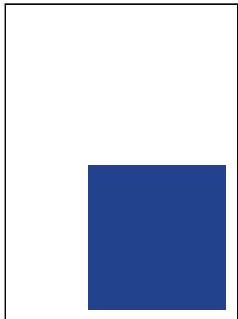
**Half Page
(horizontal)**

7.00" W x 4.875" H



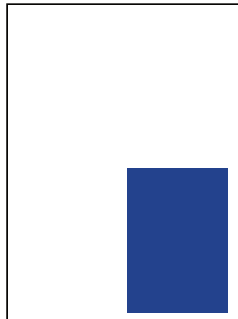
**One-Third Page
(vertical)**

2.125" W x 10.00" H



**One-Third Page
(horizontal)**

4.625" W x 4.875" H



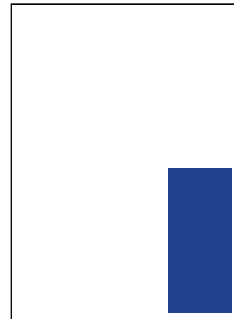
**One-Third Page
(horizontal)**

3.375" W x 4.875" H



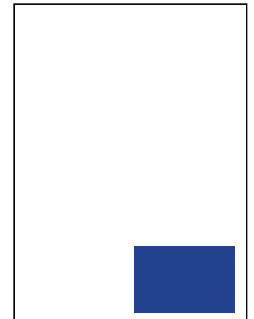
**One-Fourth Page
(horizontal)**

7.00" W x 2.25" H



**One-Fourth Page
(vertical)**

2.125" W x 4.875" H



**One-Eighth Page
(horizontal)**

3.375" W x 2.25" H

Column widths: 3.50" w in two-column format, 2.125" w in three-column format

Double page spread: Non-bleed, 14.875" w x 10.00" h; Bleed, 17.25" w x 11.375" h

Post Cards and inserts: Must have 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 fonts and imported graphics), **Illustrator EPS** (convert all fonts to outline and embed 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.

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 & 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	\$4,890	\$4,630	\$4,390	\$4,155
Junior Page	\$4,195	\$3,930	\$3,375	\$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

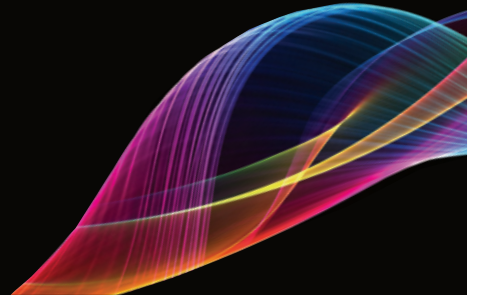
Black & White*	1x	3x	6x	11x
Full Page	\$3,630	\$3,380	\$3,170	\$2,960
Junior Page	\$2,815	\$2,680	\$2,515	\$2,370
1/2 Page	\$2,575	\$2,480	\$2,350	\$2,155
1/3 Page	\$2,170	\$2,020	\$1,830	\$1,700
1/4 Page	\$1,725	\$1,570	\$1,290	\$1,235
1/6 Page	\$1,315	\$1,225	\$1,160	\$1,105
1/8 Page	\$1,085	\$1,005	\$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, 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 PNG, JPG, EPS, or TIFF file

Photo: Your high-resolution color headshot. File format should be PNG, JPG, EPS, or TIFF file

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

COST

Size: Full page only

One Month: \$5,000

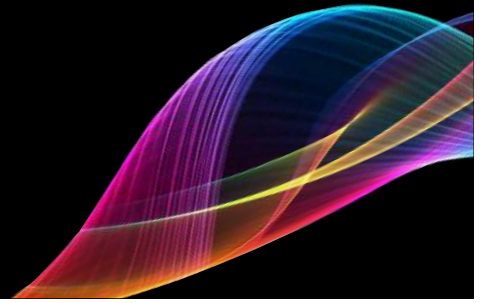
Three Months: \$4,500 per month

Six Months: \$3,500 per month

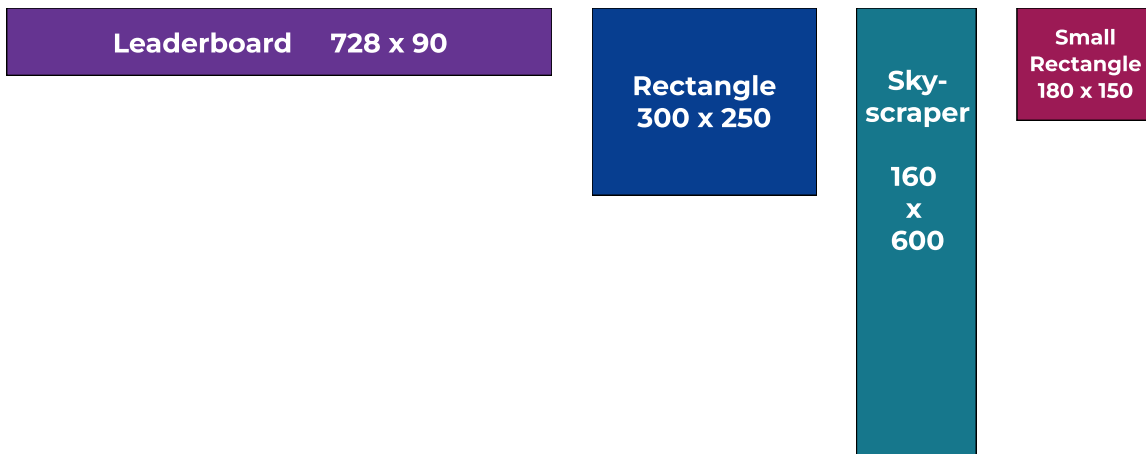
Eleven Months: \$3,000 per month

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DIGITAL RATES & 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 <i>(Texas Young Lawyers Association)</i>	Rectangle	325 x 254	\$500 per month
JOB FLASH EMAIL <i>(Sent twice per month to over 95,000 attorneys)</i>	Leaderboard	728 x 90	\$5,000 per month
	Rectangle	300 x 250	\$5,000 per month
PRESIDENT'S PAGE E-NEWSLETTER <i>(Sent once per month to over 95,000 attorneys)</i>	Skyscraper	160 x 600	\$5,000 per month



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.

TEXAS LEGAL VENDORS

Advertising Rates: 12 Months - \$100 PER MONTH | 6 Months - \$125 PER MONTH | 3 Months - \$125 PER MONTH

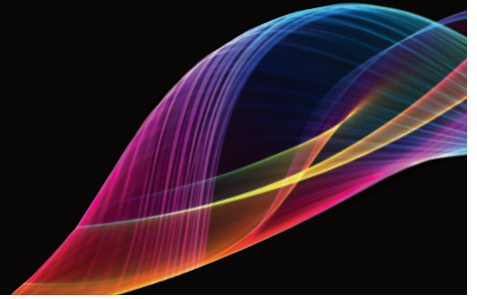
Advertising Specifications: Please provide the information below when submitting an ad.

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.

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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 "Continued 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 or 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 you are using copyright free images, stock images, or images that you have permission to use. Photos should be in JPEG or PNG 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 or PNG 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

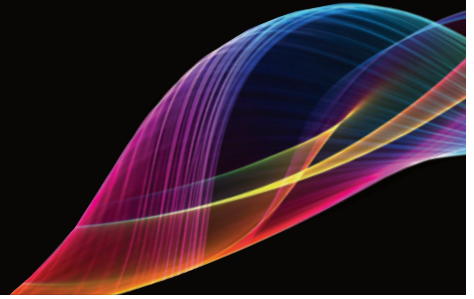
Sponsored content will run as the top/first position for at least one day and then move down as new content is posted.

COST

\$450 per post.

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KNOWLEDGE CENTER



CONTENT MARKETING AND LEAD GENERATION PROGRAM OPTIONS

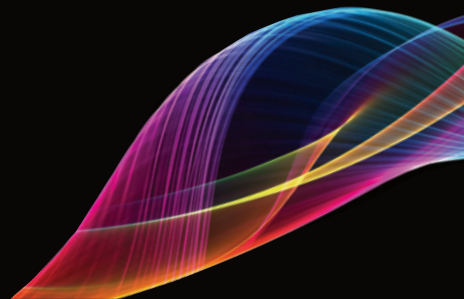
Our library of free downloadable content includes white papers, webinars, product guides, case studies, industry analysis and much more, provided by experts and vendors within the legal industry. For more information on posting content in the Knowledge Center, contact **Susan Brennan**, susan.brennan@texasbar.com.

The screenshot displays the TexasBar.com Knowledge Center interface. On the left, there are search filters for 'Start a New Search', 'Search by Keyword' (with an input field), 'Companies' (with a dropdown menu), and 'Topics' (with a list of categories like AI, Careers, Client Management, etc.). The main content area shows 'Results: (182)' and a grid of content cards. Each card includes a date, title, author, description, and a 'Read More' button. The cards are categorized by type: GUIDE, ON-DEMAND WEBINAR, RESEARCH / REPORT, and EBOOK. A 'Publish Date' dropdown menu is visible in the top right corner.

Card Type	Date	Title	Author	Description
GUIDE	THURSDAY, JUNE 29, 2023	NetDocuments Adapting to a New Era of Work: 5 Governance & Security Insights for 2023		Discover how small law firms can adapt their governance and security strategies to protect client data and ensure compliance in an evolving landscape.
GUIDE	WEDNESDAY, JUNE 28, 2023	LinkSquares, Inc. Contract Negotiation Confidential: 7 Things You Didn't Learn in Law School		Download the guide to learn negotiation tips and best practices from seasoned in-house legal pros. Get the most out of your contract negotiation process.
GUIDE	TUESDAY, JUNE 27, 2023	AttorneySync The Law Firm's Guide to Google Ranking Success		It's first page or bust when it comes to Google ranking success...
ON-DEMAND WEBINAR	MONDAY, JUNE 26, 2023	OmniZant Beyond Your Law Firm's Website: An Introduction to Off-Page Optimization Strategies		SEO goes beyond just enhancing your law firm's ranking in the search engine results. SEO expands beyond your website and off-page optimization is a critical factor in how prospective clients and the search engines, assess your practice's credibility.
ON-DEMAND WEBINAR	THURSDAY, JUNE 22, 2023	Contract Logix KPIs: Put Your Contract Data to Work		Join us for a webinar where we explore how to transform your contract data into a valuable asset to inform strategic business decisions, minimize risk, avoid missed obligations, and reduce legal bottlenecks. Register now!
GUIDE	MONDAY, JUNE 19, 2023	Clio Guide to Starting a Law Firm		Set your firm up for success with actionable insights and best practices from legal experts and lawyers who have successfully hung their own shingle.
RESEARCH / REPORT	WEDNESDAY, JUNE 14, 2023	LinkSquares, Inc. The Forrester Wave™, Contract Lifecycle Management, Q2 2023		Download the report for an unbiased look at the 13 CLM providers that matter most and see how they stack up.
EBOOK	THURSDAY, JUNE 8, 2023	ContractWorks The Ultimate Walkthrough for CLM Pricing: A Comprehensive Guide		Helping you quickly identify solutions to your specific contract management challenges.

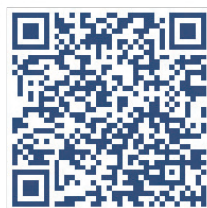
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STATE BAR OF TEXAS PODCAST - LEGAL TALK NETWORK



STATE BAR OF TEXAS 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. For more information contact Susan Brennan at susan.brennan@texasbar.com or 512-427-1523.



texasbar.com/podcast
legaltalknetwork.com



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

About Texas Bar

About the Bar
The State Bar of Texas is a public corporation and an administrative agency of the judicial department of the Texas government. The phrase "member of the Bar" means a person licensed to practice law in Texas. The State Bar does not purport to speak on behalf of all persons licensed to practice law in Texas.
[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
First name
Last name
Law firm

Advanced search

LEADERSHIP

2022-2023 State Bar of Texas President Laura Gibson
Gibson is a Houston-based partner in Dentons US and head of the Texas Employment & Labor Group. She earned her J.D. from the University of Houston Law Center in December 1984 and joined Locke Lord in 1985.
[Find out more](#)

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[President's Award](#)
[Past Presidents](#)
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Board meetings are open to the public. Find agendas and minutes from past meetings.
[Board Composites](#)

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](#)
[Our National Empire](#)

MORE

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View our list of providers to assist your legal practice.
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VIRTUAL PROPERTY

A LOOK AT DIGITAL ASSET CRIME AND TEXAS CRYPTOCURRENCY JURISDICTION.

PLUS
THE TOP 50
FUTURE LEADERS

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CRIMINAL LAW

An edition of everything from the Lisa Terry Smith Act to the 75th anniversary of the Center for American and International Law to the Texas Judicial Commission on Mental Health.

PLUS
MAKING SUCCESSFUL PITCHES TO POTENTIAL CLIENTS

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NAME, IMAGE, LIKENESS

STUDENT AGREEMENTS NAVIGATE A BRIBED FROM WICKLIFF'S COMPENSATION.

PLUS
HOT TOPICS IN TORTS

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WATER LAW

A look at demand, supply, and the future of water rights.

PLUS
HOW TO BUILD A SUCCESSFUL LAWYER FROM THE FUTURE



STATE BAR *of* TEXAS

