

TBJ

THE TEXAS BAR JOURNAL

TEXASBAR.COM

2025 REACH EVERY ATTORNEY IN TEXAS

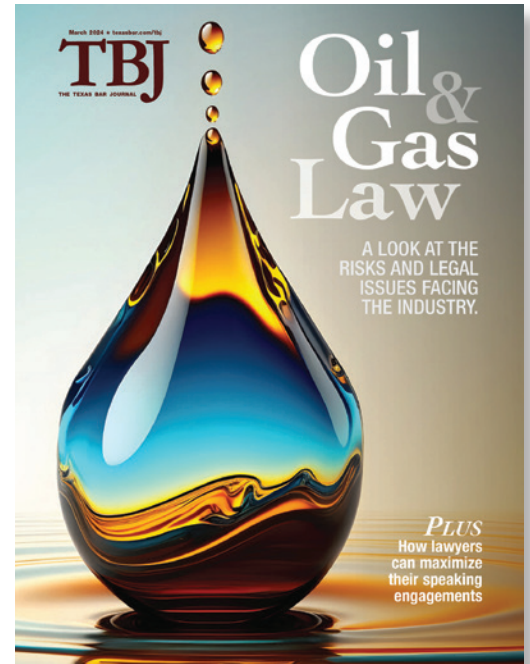
WANTED TO REACH EVERY ATTORNEY IN TEXAS

WHO ARE WE?

The *Texas Bar Journal* provides readers with invaluable information about the practice of 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
- Sponsored Blog Posts
- Online Display Advertising
- Texas Legal Vendors
- Lead Generation
- Advertorials
- Podcasts

STATISTICS



131,764

approximate subscribers that get mailed the *Texas Bar Journal*



1,680,175

texasbar.com average monthly page views
Jan. 1, 2023 - Dec.31, 2023



456,343

texasbar.com average monthly **unique** visitors
Jan. 1, 2023 - Dec.31, 2023

CONTACT US

Marketing & Member Benefits Director: Susan Brennan

Phone: 512-427-1523

Email: susan.brennan@texasbar.com

JANUARY

Wellness

Space Deadline: **11/18/24**
Copy Deadline: **12/6/24**

FEBRUARY

Solo/Small Firm Practice

Space Deadline: **12/16/24**
Copy Deadline: **1/3/25**

MARCH

Discovery

Space Deadline: **1/20/25**
Copy Deadline: **2/7/25**

APRIL

**Election Coverage/
TYLA Project**

Space Deadline: **2/17/25**
Copy Deadline: **3/7/25**

MAY

Transition to and out of Practice

Space Deadline: **3/17/25**
Copy Deadline: **4/4/25**

JUNE

Immigration

Space Deadline: **4/17/25**
Copy Deadline: **5/2/25**

JULY/AUGUST

**President Profile/
Native American Legal Issues**

Space Deadline: **5/19/25**
Copy Deadline: **6/6/25**

SEPTEMBER

The Legislative Update Issue

Space Deadline: **7/31/25**
Copy Deadline: **8/8/25**

OCTOBER

Multigenerational Intersection of Practicing Law

Space Deadline: **8/29/25**
Copy Deadline: **9/5/25**

NOVEMBER

Food and the Law

Space Deadline: **9/26/25**
Copy Deadline: **10/3/25**

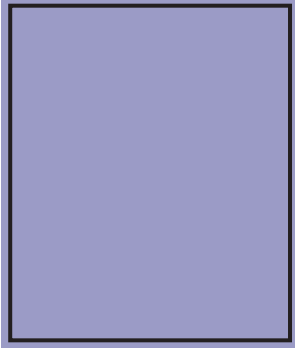
DECEMBER

Year in Review

Space Deadline: **10/22/25**
Copy Deadline: **11/7/25**

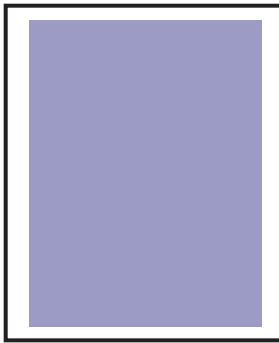
TOPICS MAY CHANGE WITHOUT NOTICE

AD SIZE REQUIREMENTS



**Full Page Ad
(with bleed)**

Bleed: 8.625" W x 11.125" H
Trim: 8.375" W x 10.875" H
Safety: 8.00" W x 10.50" H



**Full Page Ad
(no bleed)**

No Bleed: 7.00" W x 10.00" H
Trim: 8.375" W x 10.875" 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-Fourth Page
(vertical)**

3.375" W x 4.875" H



**One-Fourth Page
(horizontal)**

7.00" W x 2.25" H



**One-Sixth Page
(vertical)**

2.125" W x 4.875" H



**One-Eighth Page
(horizontal)**

3.375" W x 2.25" H

Column widths: 3.50" wide in two-column format, 2.125" wide 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 be 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: **Adobe InDesign CC** (include fonts and imported graphics), **Illustrator EPS** (convert all fonts to outline and embed imported graphics), **Photoshop EPS**, or a high resolution **Adobe 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

Advertising 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	\$5,036	\$4,768	\$4,521	\$4,280
Junior Page	\$4,320	\$4,047	\$3,670	\$3,476
1/2 Page	\$4,068	\$3,830	\$3,677	\$3,455
1/3 Page	\$3,558	\$3,357	\$3,140	\$2,976
1/4 Page	\$3,065	\$2,899	\$2,760	\$2,631
Center Page Spread (2 pages)	\$8,899	\$8,395	\$7,982	\$7,575
IFC & IBC				\$4,930
Back Cover				\$5,820

Black & White*				
	1x	3x	6x	11x
Full Page	\$3,738	\$3,480	\$3,265	\$3,048
Junior Page	\$2,899	\$2,760	\$2,590	\$2,441
1/2 Page	\$2,652	\$2,555	\$2,420	\$2,220
1/3 Page	\$2,235	\$2,080	\$1,885	\$1,750
1/4 Page	\$1,776	\$1,617	\$1,328	\$1,272
1/6 Page	\$1,355	\$1,261	\$1,195	\$1,138
1/8 Page	\$1,117	\$1,035	\$978	\$927

Law Firm Announcements*				
	1x	3x	6x	11x
Full Page	\$2,770	\$2,611	\$2,487	\$2,370
1/2 Page	\$2,060	\$1,905	\$1,843	\$1,725
1/3 Page	\$1,695	\$1,570	\$1,452	\$1,375
1/6 Page	\$1,190	\$1,015	\$916	\$890

* Add \$100 per month 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, 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:** High-resolution 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

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	300 x 300	\$500 per month
JOB FLASH EMAIL (Sent twice per month to over 95,000 attorneys)	Leaderboard	728 x 90	\$5,000 per month
	Rectangle	300 x 250	\$5,000 per month
PRESIDENT'S PAGE E-NEWSLETTER (Sent once per month to over 95,000 attorneys)	Skyscraper	160 x 600	\$5,000 per month
MID-MONTH EDIT E-NEWSLETTER (Sent once per month to over 95,000 attorneys)		216 x 83	\$955 per month
		800 x 379	\$1,500 per month

Leaderboard 728 x 90

Small Rectangle 180 x 150

Sky-scraper 160 x 600

Rectangle 300 x 250

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** - \$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, X (formerly Twitter), LinkedIn, web address, email address, special offers, links to white papers.

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 mean 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 your are using copyright free images, stock images, or images 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.

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 your content in the Knowledge Center, contact **Susan Brennan** at susan.brennan@texasbar.com.

The screenshot displays the Texas Bar Knowledge Center search results page. On the left, there is a sidebar with search filters: Search (keyword, advanced search), Companies (dropdown), Topics (checkboxes for AI, BigLaw, Careers, Client Management, Commercial and Contracts, Compensation, Compliance and Ethics, Contract Management, Corporate, Securities, and Governance, Diversity and Inclusion, Document Management, Employment and Labor, Government, Hiring, In-House, Information Governance, Intellectual Property, Investigations, Law Department Management, Litigation and Dispute Resolution, Marketing, Operations, Practice Management, Profitability, Project Management, Rankings, Skills and Professional Development, Small Law Firms, Technology, Privacy, and eCommerce), and Content Types (Case Study, eBook). The main content area shows 173 results. Each result card includes a date, author, title, a brief description, and a 'Read More' link. The content items shown are:

- Legau** (EBOOK): "Navigate the Future of Legal Services: Law Firms Edition" (July 10, 2024). Description: "This eBook explores key factors transforming the legal industry. Discover strategies for your law firm to thrive. Learn to leverage tech, meet client expectations, adapt to new service models, navigate regulatory changes, and attract talent effectively."
- Walker Advertising LLC** (GUIDE): "A Guide to Handling Traumatic Brain Injury Cases" (July 9, 2024). Description: "Traumatic Brain Injury (TBI) is a leading cause of disability among children and young adults in the United States. Download this guide to learn the factors to consider when taking a TBI case, TBI intake & screening, TBI lawsuits, and more."
- netdocuments** (GUIDE): "Document Automation for Small to Mid-Sized Law Firms" (July 8, 2024). Description: "Uncover How Document Automation Can Make Your Legal Work Easier and More Accurate"
- Contract Logix** (GUIDE): "The Power of Asset-Driven Contract Management: Harness Contract Data to Maximize Asset Revenue" (July 1, 2024). Description: "Forward-thinking energy companies should be pursuing innovative dealmaking strategies. Unlock the full potential of contracts by mastering asset-driven contract management and data utilization."
- Clio** (EBOOK): "Implementing Alternative Fee Agreements at Your Law Firm" (June 20, 2024). Description: "Download this eBook to learn about alternative fee agreements and how they can help build a profitable law firm."
- Software Advice** (WHITE PAPER): "Clio vs. PracticePanther vs. Smokeball: Which Software is Right for Your Organization?" (June 12, 2024). Description: "While every legal software system offers similar features and benefits, the differences between them could mean the success or failure of the tool for your organization."
- FTI Consulting** (WHITE PAPER): "Bad Tapes: Revolutionize Your Data Archiving and Combat Over-Retention" (June 11, 2024). Description: "This report explores what led to data over-retention on tape, defines the current situation and outlines how to remediate data holdings to reduce ongoing operational costs and regulatory risk."
- LinkSquares, Inc.** (EBOOK): "Everything Legal Needs to Know About AI" (June 11, 2024). Description: "The three most common AI questions that lawyers and legal professionals ask, so you can get a step ahead of the artificial intelligence curve."
- Athenian** (EBOOK): "Legal Insights for Modern Compliance" (June 10, 2024). Description: "Explore the ever-evolving realm of modern compliance with Athenian's comprehensive guide. Gain valuable insights and innovative solutions tailored for legal professionals, corporate secretaries, and compliance officers. Navigate complexities with confidence and elevate your organization's compliance and governance standards."

TEXASBAR.COM
KNOWLEDGE CENTER

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 to caselaw. Host Ricky 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.**

STATE BAR *of* TEXAS P O D C A S T

texasbar.com/podcast
legaltalknetwork.com



REACH EVERY ATTORNEY IN TEXAS

The screenshot shows the State Bar of Texas website. At the top, there is a navigation bar with the State Bar of Texas logo and menu items: TexasBarCLE, Bar Books, Member Benefits, Career Center, FIND A LAWYER, and LOGIN. Below this is a secondary navigation bar with categories: FOR THE PUBLIC, FOR LAWYERS, ABOUT TEXAS BAR, NEWS & PUBLICATIONS, ACCESS TO JUSTICE, EVENTS, and Language. The main content area features a large banner image of a modern building with the heading "About Texas Bar". Below the banner are five columns of information: "About the Bar", "Your State Bar in Brief", "Board of Directors", "Our Mission", and "Find a Lawyer" (which includes a search form). At the bottom, there are sections for "LEADERSHIP" (featuring Steve Benesh, 2024-2025 State Bar of Texas President) and "LOCAL BARS & ORGANIZATIONS" (listing various local bar services and conferences).

TEXASBAR.COM





STATE BAR *of* TEXAS