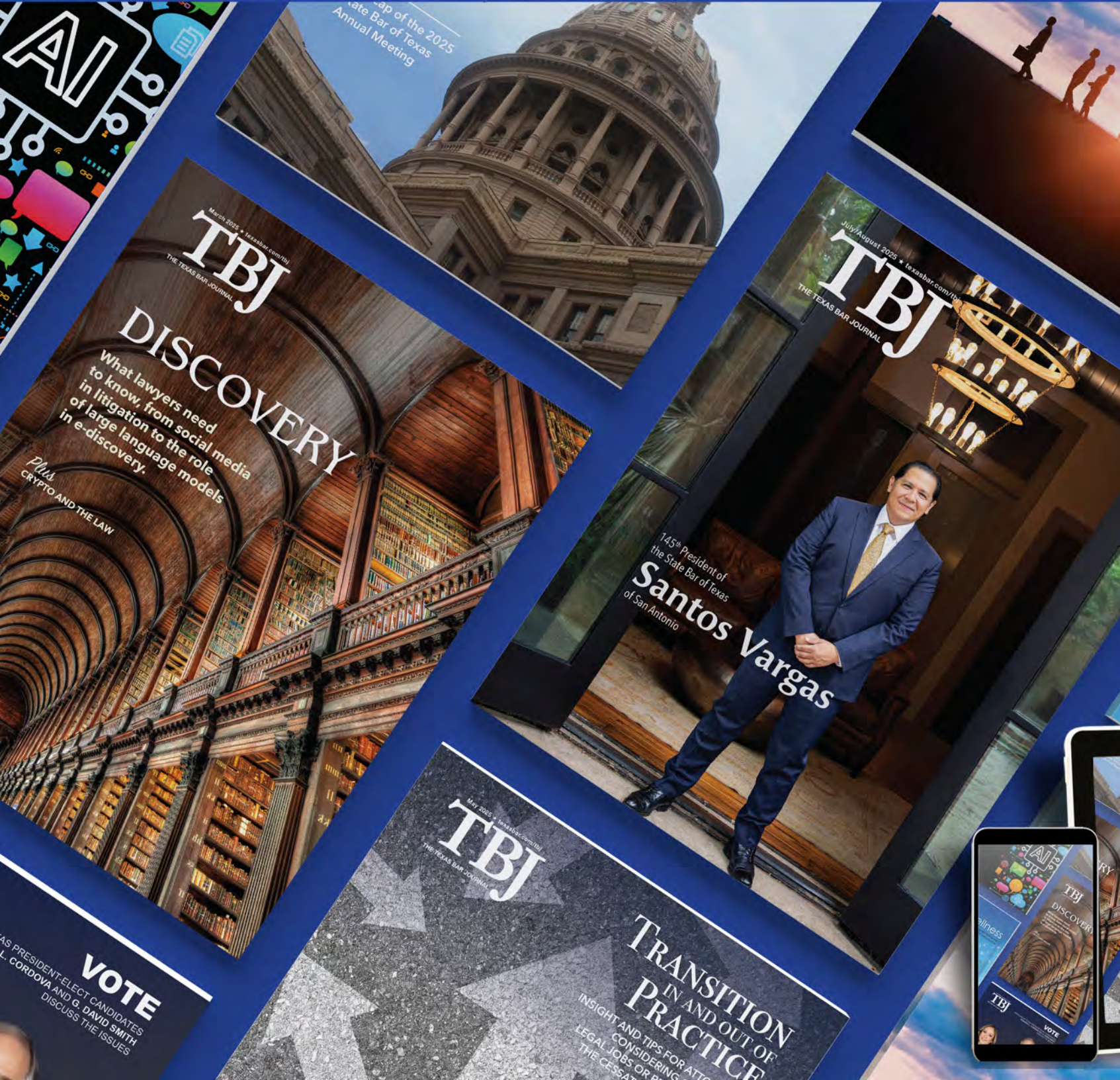


# TBJ

THE TEXAS BAR JOURNAL

## TEXASBAR.COM 2026 MEDIA KIT

REACH EVERY ATTORNEY IN TEXAS





## WHO ARE WE?

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

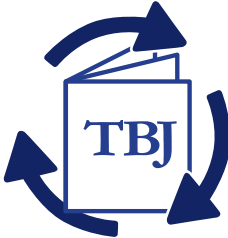
We focus on current and relevant legal issues and trends that affect our members most.

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
- Advertorials
- Texas Legal Vendors
- Lead Generation
- Podcasts

## STATISTICS



**132,000**  
approximate subscribers that get mailed the *Texas Bar Journal*



**1,918,723**  
texasbar.com average monthly page views  
*Jan. 1, 2024 - Dec.31, 2024*



**560,877**  
texasbar.com average monthly *unique* visitors  
*Jan. 1, 2024 - Dec.31, 2024*

## CONTACT US

**Marketing & Member Benefits Director:** Susan Brennan  
**Phone:** 512-427-1523 | **Email:** susan.brennan@texasbar.com



# EDITORIAL CONTENT

## JANUARY

### Attorneys' Fees

Space Deadline: **11/7/25**  
Copy Deadline: **12/5/25**

## FEBRUARY

### Immigration Law

Space Deadline: **12/15/25**  
Copy Deadline: **1/5/26**

## MARCH

### IP Law

Space Deadline: **1/19/26**  
Copy Deadline: **2/6/26**

## APRIL

### Election Coverage/ TYLA Project

Space Deadline: **2/16/26**  
Copy Deadline: **3/6/26**

## MAY

### Evidence

Space Deadline: **3/16/26**  
Copy Deadline: **4/3/26**

## JUNE

### Children and Juveniles

Space Deadline: **4/17/26**  
Copy Deadline: **5/1/26**

## JULY/AUGUST

### President Profile/ Constitutional Law

Space Deadline: **5/18/26**  
Copy Deadline: **6/5/26**

## SEPTEMBER

### Social Media

Space Deadline: **7/31/26**  
Copy Deadline: **8/7/26**

## OCTOBER

### Insurance Law

Space Deadline: **8/28/26**  
Copy Deadline: **9/4/26**

## NOVEMBER

### Business Law

Space Deadline: **9/26/26**  
Copy Deadline: **10/2/26**

## DECEMBER

### Year in Review

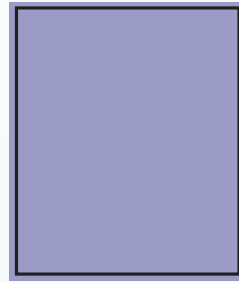
Space Deadline: **10/23/26**  
Copy Deadline: **11/6/26**

TOPICS MAY CHANGE  
WITHOUT NOTICE

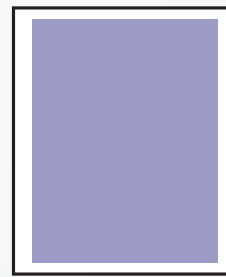


# PRINT AD SIZES AND SPECS

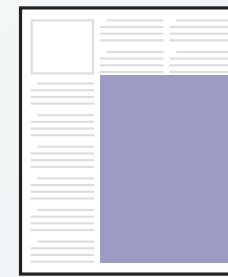
## AD SIZE REQUIREMENTS



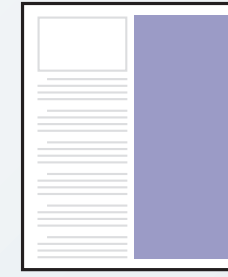
**Full Page Ad  
(with bleed)**  
*Bleed:* 8.625" W x 11.125" H  
*Trim:* 8.375" W x 10.875" H  
*Safety:* 8.00" W x 10.50" H



**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

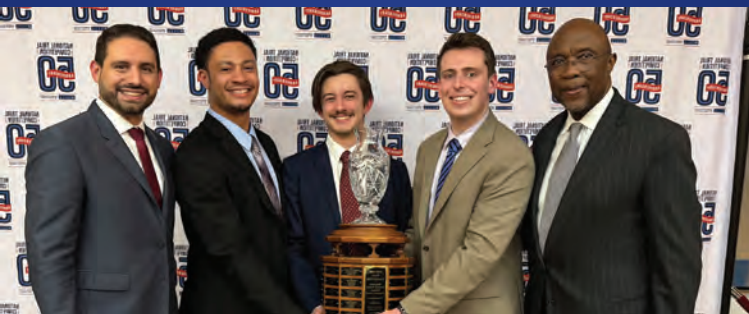


**One-Eighth Page  
(horizontal)**  
3.375" W x 2.25" H

**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" W x 11.125" 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](mailto:susan.brennan@texasbar.com).



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

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

INSERTS & BELLY BANDS

Inserts and Belly Bands are available. Please inquire.

CLASSIFIED ADVERTISING

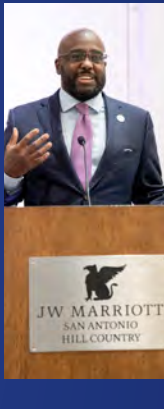
\$95 for 50 words; additional words \$2 each. For more information, call 512-427-1701 or email [tbjclassifieds@texasbar.com](mailto:tbjclassifieds@texasbar.com).

| 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



# 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:** 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





# TEXASBAR.COM DIGITAL RATES AND SPECS

| Placements*                                                                          | Unit            | Specs     | Net CPM           |
|--------------------------------------------------------------------------------------|-----------------|-----------|-------------------|
| RUN OF SITE<br>(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<br>(Texas Young Lawyers Association)                                            | Rectangle       | 300 x 300 | \$500 per month   |
| JOB FLASH EMAIL<br>(Sent twice per month to nearly 93,000 attorneys)                 | Leaderboard     | 728 x 90  | \$5,000 per month |
|                                                                                      | Rectangle       | 300 x 250 | \$5,000 per month |
| PRESIDENT'S PAGE<br>E-NEWSLETTER<br>(Sent once per month to nearly 92,000 attorneys) | Skyscraper      | 160 x 600 | \$5,000 per month |
| MID-MONTH EDIT<br>E-NEWSLETTER<br>(Sent once per month to over 92,000 attorneys)     |                 | 216 x 83  | \$955 per month   |
|                                                                                      |                 | 800 x 379 | \$1,500 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** - \$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, LinkedIn, web address, email address, special offers, links to white papers.

Leaderboard 728 x 90

Rectangle  
300 x 250

Small  
Rectangle  
180 x 150

Sky-  
scraper  
160  
x  
600



# 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 “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 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.



# TEXASBAR.COM KNOWLEDGE CENTER

## 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** at [susan.brennan@texasbar.com](mailto:susan.brennan@texasbar.com).

Search

Search By Keyword...

Use Advanced Search

Companies

Select Company

View All Companies »

Topics

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

Results: (173)

Publish Date

EBOOK

WEDNESDAY, JULY 10, 2024

**Legau**

Navigate the Future of Legal Services: Law Firms Edition

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.

Read More »

GUIDE

TUESDAY, JULY 9, 2024

**Walker Advertising LLC**

A Guide to Handling Traumatic Brain Injury Cases

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.

Read More »

DOCUMENT AUTOMATION FOR LAWYERS

ACCESS YOUR COPY >

GUIDE

MONDAY, JULY 8, 2024

**NetDocuments**

Document Automation for Small to Mid-Sized Law Firms

Uncover How Document Automation Can Make Your Legal Work Easier and More Accurate.

Read More »

GUIDE

MONDAY, JULY 1, 2024

**Contract Logix**

The Power of Asset-Driven Contract Management: Harness Contract Data to Maximize Asset Revenue

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.

Read More »

EBOOK

THURSDAY, JUNE 20, 2024

**Clio**

Implementing Alternative Fee Agreements at Your Law Firm

Download this eBook to learn about alternative fee agreements and how they can help build a profitable law firm.

Read More »

WHITE PAPER

MONDAY, JUNE 17, 2024

**Software Advice**

Clio vs. PracticePanther vs. Smokeball: Which Software is Right for Your Organization?

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.

Read More »



TEXASBAR.COM  
STATE BAR OF TEXAS PODCAST  
- LEGAL TALK NETWORK

## STATE BAR OF TEXAS SPONSORED PODCAST

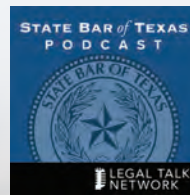
The *State Bar of Texas Podcast* is a monthly show featuring news and discussions relevant to the legal profession, from the latest industry trends to caselaw. Host Ricky Dhir, attorney and CEO of Dallas-based Atlas Legal Research, invites thought leaders and innovators to share their insight and knowledge on what matters to practitioners. **For more information, contact Susan Brennan at [susan.brennan@texasbar.com](mailto:susan.brennan@texasbar.com) or 512-427-1523.**

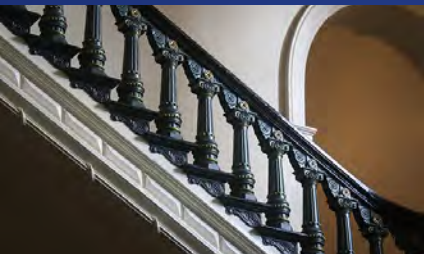
# STATE BAR *of* TEXAS P O D C A S T

[texasbar.com/podcast](https://texasbar.com/podcast)  
[legaltalknetwork.com](https://legaltalknetwork.com)



[texasbar.com/podcast](https://texasbar.com/podcast)





TEXASBAR.COM

# REACH EVERY ATTORNEY IN TEXAS

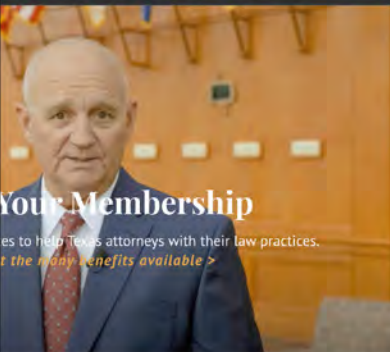
**STATE BAR of TEXAS**

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

[FOR THE PUBLIC](#)[FOR LAWYERS](#)[ABOUT TEXAS BAR](#)[NEWS & PUBLICATIONS](#)[ACCESS TO JUSTICE](#)[EVENTS](#)

Language

Google Translate



### Your Membership

...es to help Texas attorneys with their law practices.  
[...t the many benefits available >](#)



### State Bar of Texas Podcast

Conversations to improve your law practice.  
[Learn more about the podcast >](#)

## FREE Trust & Billing Software

for SBOT members

### CLAIM NOW →



[Can't afford an attorney?](#)

[Get free legal information](#)

[Grievance Statistics](#)

[Need legal assistance? Contact the Lawyers Referral & Information Service.](#)

SUBMIT

[ADVANCED SEARCH](#)[BUSCAR EN ESPAÑOL](#)

### Find a Lawyer *for the public*



#### 2025 BOARD ELECTIONS

G. David Smith was elected State Bar of Texas president-elect for 2025-2026. [View the results.](#) Armin Salek was elected Texas Young Lawyers Association president-elect for 2025-2026. [View the results.](#)



#### MEMBER BENEFITS AND SERVICES

Be sure to check out benefits available through the State Bar of Texas Member Benefits Program. Find benefits for travel, technology, office and more.  
[Go to the member Benefits website >](#)

MORE

### My Bar Page *for lawyers*

## Are you MCLE compliant?

REPORT HOURS

Contact us at [mcle@texasbar.com](mailto:mcle@texasbar.com) or call 512-427-1806.

[Forgot your password?](#)

LOGIN

[FIRST TIME LOGGING IN?](#)

### Our News

filter by: **ALL** | ARTICLES | PUBLICATIONS | EVENTS | PRESS RELEASES



Texas' newest attorneys take the oath.  
07/11 | by Eric Quintana



From overtime rules to tip pooling—legal considerations for the restaurant industry.  
07/11 | by Stephen J. Chenevix and William Stolzenberg



State Bar of Texas President Santos Vargas on surviving—and practicing without fear.