



THE TEXAS BAR JOURNAL

TEXASBAR.COM

2027 MEDIA KIT

REACH EVERY ATTORNEY IN TEXAS



WHO ARE WE?

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

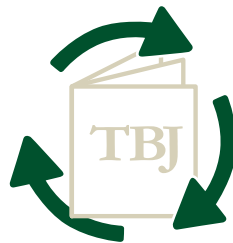
We focus on current and relevant legal issues and trends that affect our members most.

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
- E-Newsletters
- Podcasts

STATISTICS



133,000

approximate subscribers who receive the *Texas Bar Journal* by mail



2,003,636

texasbar.com average monthly page views
Jan. 1, 2025 - Dec. 31, 2025



589,404

texasbar.com average monthly **unique** visitors
Jan. 1, 2025 - Dec. 31, 2025

CONTACT US

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



25-26 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 Electron Covera 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 Juvenile 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

26-27 EDITORIAL CONTENT

JANUARY

**The Texas
Lawyers'
Assistance
Program**

Space Deadline: **11/6/26**
Copy Deadline: **12/4/26**

FEBRUARY

Probate

Space Deadline: **12/11/26**
Copy Deadline: **1/4/27**

MARCH

Nonprofits

Space Deadline: **1/18/27**
Copy Deadline: **2/5/27**

APRIL

**Election
Coverage/
TYLA Project**

Space Deadline: **2/16/27**
Copy Deadline: **3/5/27**

MAY

Real Estate

Space Deadline: **3/15/27**
Copy Deadline: **4/2/27**

JUNE

Public Service

***Use your FREE
Section ad by this date!**

Space Deadline: **4/16/27**
Copy Deadline: **5/3/27**

JULY/AUGUST

**President Profile/
Sports and
Entertainment
Law**

Space Deadline: **5/17/27**
Copy Deadline: **6/4/27**

SEPTEMBER

**Legislative
Update**

Space Deadline: **7/30/27**
Copy Deadline: **8/6/27**

EDITORIAL TOPICS ARE
SUBJECT TO CHANGE
WITHOUT NOTICE

OCTOBER

Rural Law

Space Deadline: **8/27/27**
Copy Deadline: **9/3/27**

NOVEMBER

**Changing
Infrastructure**

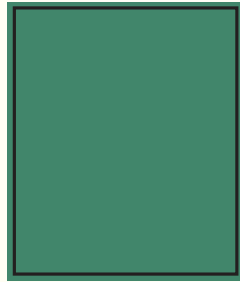
Space Deadline: **9/27/27**
Copy Deadline: **10/1/27**

DECEMBER

Year in Review

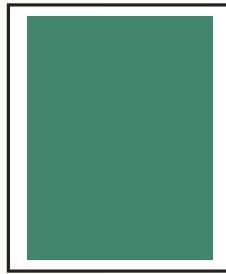
Space Deadline: **10/22/27**
Copy Deadline: **11/5/27**

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, 17.00" 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 and have a resolution of at least 300 dpi.** Ad layout is the advertiser's responsibility, 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 submitting advertising materials. 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

- \$105 for 50 words; additional words \$2 each.
- "Position Wanted" ad category \$30.
- The rates above apply to members of the State Bar of Texas.
- If you are not a member of the State Bar, add an additional \$1 to the rates listed above not including the additional words at \$2 each.

Four Color*	1x	3x	6x	11x
Full Page	\$5,188	\$4,910	\$4,656	\$4,408
Junior Page	\$4,450	\$4,168	\$3,780	\$3,685
1/2 Page	\$4,190	\$3,945	\$3,787	\$3,660
1/3 Page	\$3,665	\$3,457	\$3,328	\$3,155
1/4 Page	\$3,248	\$3,071	\$2,925	\$2,710
Center Page Spread (2 pages)	\$9,165	\$8,897	\$8,222	\$7,802
IFC & IBC				\$5,078
Back Cover				\$5,995

Black & White*	1x	3x	6x	11x
Full Page	\$3,850	\$3,584	\$3,362	\$3,140
Junior Page	\$2,985	\$2,842	\$2,667	\$2,515
1/2 Page	\$2,732	\$2,631	\$2,492	\$2,286
1/3 Page	\$2,302	\$2,142	\$1,941	\$1,802
1/4 Page	\$1,830	\$1,665	\$1,368	\$1,310
1/6 Page	\$1,395	\$1,298	\$1,238	\$1,172
1/8 Page	\$1,150	\$1,066	\$1,008	\$954

Law Firm Announcements*	1x	3x	6x	11x
Full Page	\$2,853	\$2,689	\$2,562	\$2,441
1/2 Page	\$2,121	\$1,962	\$1,898	\$1,776
1/3 Page	\$1,745	\$1,617	\$1,495	\$1,416
1/6 Page	\$1,225	\$1,045	\$943	\$916

* 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

An Advertorial may be placed in any monthly issue of the *Texas Bar Journal*. Please refer to page 3 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 yourself 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 3 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 (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 nearly 93,000 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 nearly 92,000 attorneys)	Skyscraper	160 x 600	\$5,000 per month
MID-MONTH EDIT E-NEWSLETTER (Sent once per month to over 92,000 attorneys)		500 x 84	\$1,000 per month
		800 x 379 (2 available)	\$2,000 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 - \$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**

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 sponsored content blog post is meant to be positioned as a source of information for attorneys, not a commercial for you. It 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 yourself 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.

Search

☐ Use Advanced Search 1

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 >>	 netdocuments DOCUMENT AUTOMATION FOR LAWYERS ACCESS YOUR COPY > 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 >>

STATE BAR OF TEXAS PODCAST SPONSORSHIP

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 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

**STATE BAR of TEXAS**

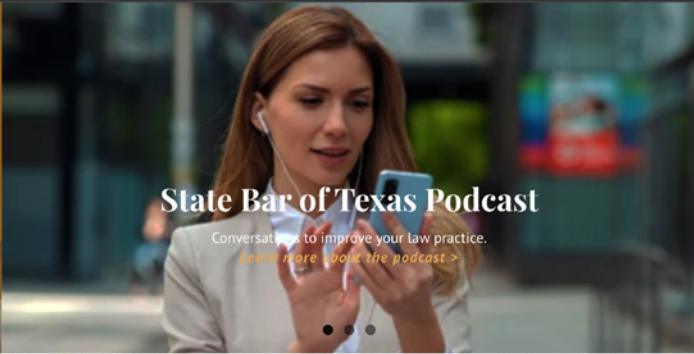
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My Bar Page *for lawyers*

Are you MCLE compliant?

[REPORT HOURS](#)

Contact us at mcle@texasbar.com or call 512-427-1806.

[*Forgot your password?](#)

[FIRST TIME LOGGING IN?](#)



DISASTER RELIEF RESOURCES

Free legal resources are available to low-income individuals affected by flooding in the Central Texas counties included in the federal disaster declaration of July 6 and the state disaster declarations of July 4 and 5.

[Find out more >](#)



RESOURCES FOR VETERANS

The state of Texas offers numerous programs and services to help veterans, their families, and their survivors.

[Go to the veterans portal >](#)



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 >](#)



Our News

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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. Chazotte and William Stokrohn



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