



# ILLINOIS STATE BAR ASSOCIATION

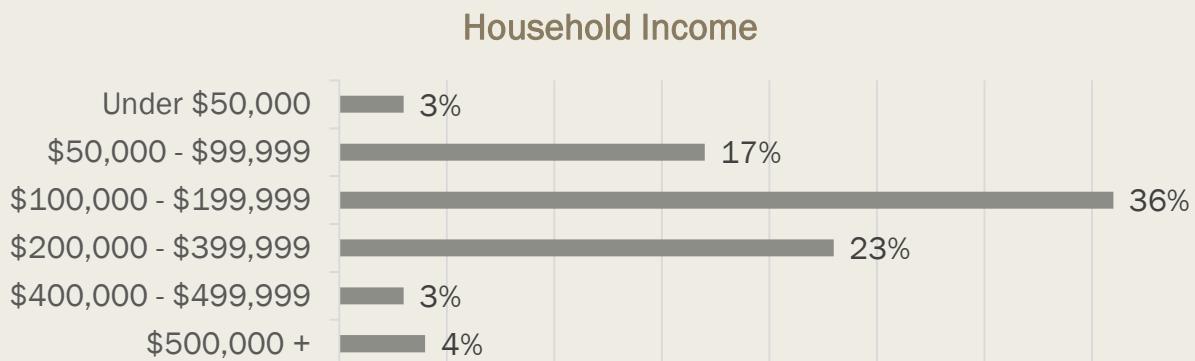
E-Newsletter Advertising  
Media Kit



# Demographics

## Reaching the Lawyers of Illinois

More than 28,000 lawyers, judges, and other legal professionals belong to the Illinois State Bar Association making it one of the largest voluntary professional organizations of its kind in the United States. Reach this affluent community through our magazine, website, and emailed newsletters, or through our direct mail lists. Let us help you plan your marketing strategy to reach this valuable market.

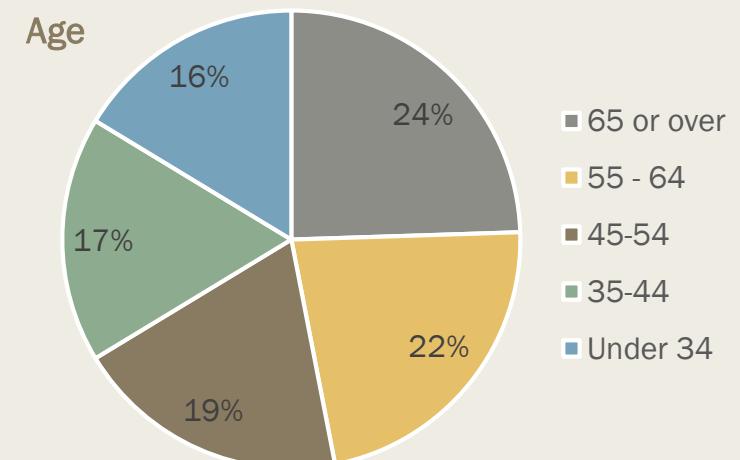


28,000 members

Male – 63%      Female – 36%

## Firm Location

Cook County	43%
A Collar County (Lake, Will, McHenry, DuPage, Kane or Kendall)	21%
Northern Illinois (North of Peoria)	6%
Downstate (Peoria or south of there)	14%
St. Louis/Metro East	5%



# ILLINOIS STATE BAR ASSOCIATION

# E-Newsletter Advertising

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The Illinois State Bar Association offers three different emailed newsletters and 40 section newsletters that are also sent via email. **E-Clips** is delivered daily to more than 20,000 ISBA members. It contains Illinois and Seventh Circuit case digests, with links to full text slip opinions on the official court websites. It is an indispensable practice resource for thousands of lawyers statewide. In addition to new cases, every E-Clips issue includes links to law-related news stories and our ISBA Law Ed calendar. **Illinois Lawyer Now Digest** is sent out every other week to more than 23,000 ISBA members. It contains original ISBA substantive legal news, as well as content from ISBA members' legal blogs. The **ISBA Bar News** provides ISBA leadership with information about breaking legal news, ARDC rulings, CLE offerings, member benefits, and more on a biweekly basis. **Section e-newsletters** go to lawyers in 40 different practice areas. Content is designed to update subscribers on recent court decisions, legislative actions, and other legal and ISBA news. Advertising through one of our e-newsletters is a great way to target lawyers practicing in specific areas of law.

## Illinois Lawyer Now Digest

Small Banner (300 x 100 pixels) – This digest is delivered every other Thursday to more than 23,000 ISBA members. It contains news and legal updates from the ISBA as well as ISBA members' blogs. Ads are scheduled by month starting on the 1<sup>st</sup> of each month. Anyone advertising in the Illinois Lawyer Now Digest also receives a complimentary ad in The Bar News emailed newsletter.

The screenshot shows the Illinois Lawyer Now Digest homepage. At the top, there's a header with the ISBA logo and the text "ILLINOIS LAWYER NOW DIGEST". Below the header, the date "October 31, 2019" is displayed. A social media sharing bar follows. The main content area features a section titled "Practice HQ Resource: Document Assembly Checklist" with a "Resources Practice HQ" button. To the left, there's a sidebar with a "Law Firm Financial Management: Creating a Budget the First Time" article and a "Read more" link. Another sidebar at the bottom left discusses "Halloween Personal Injury Statistics Every Parent Should Know" and includes a "Read more" link. The footer contains links for "Practice news", "8 Things Killing Your Firm", and "Anne M. Burke Becomes Chief Justice of the Illinois Supreme Court".

## The Bar News

Small Banner (3000 x 100 pixels) – Delivered twice a month to the 1,400+ ISBA members that make up our leadership teams. It is a digest of The Bar News Blog and is intended to make it easy for our leaders to follow ISBA news and events, CLE information, and more. Ads are scheduled by month starting on the 1<sup>st</sup> of each month.

Illinois Lawyer Now Digest (includes ad in The Bar News)			
1x	3x	6x	12x
\$400	\$380 per month	\$360 per month	\$340 per month

The screenshot shows the The Bar News website. The main title "THE BAR NEWS" is prominently displayed above the subtitle "FROM THE ILLINOIS STATE BAR ASSOCIATION". The date "April 11, 2019" is shown below the subtitle. A social media sharing bar is present. The main content area features a section titled "Quick Takes for Your Practice: Garnishment, Wage Deduction, or Citation to Discover Assets: Which Enforcement Should I Use and Why?" with a video thumbnail of Robert G. Markoff. Below this, there's a section titled "Illinois Supreme Court Commission on Pretrial Practices to Host Public Hearings" with a brief description. The footer contains links for "ALSO THIS WEEK", "Practice news", and "8 Things Killing Your Firm".

## ISBA E-Clips Electronic Newsletter

Large Banner (645 x 83 pixels) – Our electronic Illinois and Seventh Circuit case digests, with links to the full text slip opinions on the official court websites, are an indispensable practice resource for thousands of lawyers statewide. Best of all, they are delivered every business day to more than 19,000 ISBA members that have signed up to receive this electronic newsletter. In addition to new cases, every E-Clips issue includes links to law-related news stories and our ISBA seminar calendar. Ads are scheduled by month starting on the 1<sup>st</sup> of each month.

1x	3x	6x	12x
\$1,000	\$900 per month	\$800 per month	\$700 per month

The screenshot shows the ISBA E-Clips Daily website. The main title "E-CLIPS DAILY" is displayed in large white letters on a red background. Below the title, there are sections for "LEGAL NEWS" and "FED CASES". A banner for "2018 Loss Prevention Bootcamp" is visible, along with the ISBA Mutual logo. The footer contains links for "DAILY LEGAL NEWS", "ISBA LAW ED", and "CLICK HERE ONLINE CLE/FREE CLE".

## Real Property

The newsletter of ISBA's Section on Real Estate Law

[Download This Issue \(PDF\)](#)

July 2018, vol. 64, no. 1

**Save the Date.** The 2018 Real Estate Update CLE will be held in Naperville on October 16 and in Bloomington on October 24. Registration details will be available soon.

A 50+ year history  
of supporting lawyers?

**There's only one.**



Connecting Top Professionals  
with the Best Employers

Your Logo Here

Search hundreds of jobs  
Post attorney resume  
Ask career experts' advice  
Get job alerts  
Have your resume or bio seen!

**START NOW**

Recruiters - place your open jobs in front  
of our highly qualified members!

### In This Issue

#### Appraisals, valuations, and... "Zestimates"

Frank Pellegrini

In 2017, homeowners sued Zillow alleging violation of the Illinois Real Estate Appraiser Licensing Act, tortious intrusion upon seclusion, deceptive trade practices, and violation of the Illinois Consumer Fraud and Deceptive Business Practices Act for its "Zestimate" service.

#### Standing to collect rent arrearages

Gary R. Gehlbach

An overview on whether a subsequent owner of real property has standing to bring an action against a tenant of the property for rent that accrued prior to the transfer of ownership.

#### Sponsored Content

#### What color is your contract?

Sponsored by ISBA Mutual

Most transactions involve well-meaning people. But when they don't, the contract is the evidence of what was intended, and you are the person who prepared the contract.

# Section E-Newsletters

Our newsletters target 40 areas of law, allowing you to choose which segment of the legal profession best fits your marketing objectives. ISBA policy dictates that each section publish a minimum of four newsletters each fiscal year, preferably two between January and June, and two between July and December. In practice, most sections publish at least that many, several publish six to eight issues, and some publish up to 12 issues per year.

### Advertising Options (Rates on following page)

- **Banner Ads**

- Your message won't be missed with a rectangle banner ad (300 x 250 pixels) appearing before the list of articles.
- There are four banner ad spaces available per newsletter.
- Rates start at \$100, are based on circulation, and are listed on the next page.

- **Sponsored Content**

- The article you submit for sponsored content should be a source of information for attorneys, not a commercial for your company.
- Your company will be acknowledged with a subhead under the article title. The article itself should remain unbiased. This will help establish you, or your company, as a resource for our attorneys.
- Only one sponsored content article is accepted per newsletter issue.
- Rates start at \$200, are based on circulation, and are listed on the next page.

### Deadlines

Space reservations and creative deadlines are the 15<sup>th</sup> of the month preceding the month of publication. (For example, the deadline for space and creative for the June issue would be May 15<sup>th</sup>.)

# Section Newsletters Advertising Rates and Circulation

E-Newsletter	Circulation	300x250 Banner Ad	Sponsored Content
Administrative Law	250	\$100	\$200
Agricultural Law	309	\$100	\$200
Alternative Dispute Resolution	329	\$100	\$200
Animal Law	143	\$100	\$200
Bench & Bar	328	\$100	\$200
Business Advice and Financial Planning	648	\$100	\$200
Business & Securities	746	\$100	\$200
Child Law	295	\$100	\$200
Civil Practice and Procedure	1,998	\$190	\$380
Commercial Banking, Collections & Bankruptcy	685	\$100	\$200
Construction Law	264	\$100	\$200
Corporate Law Departments	583	\$100	\$200
Criminal Justice	981	\$100	\$200
Education Law	247	\$100	\$200
Elder Law	1,201	\$110	\$220
Employee Benefits	192	\$100	\$200
Energy, Utilities, Trans. & Telecommunications	125	\$100	\$200
Environmental Law	276	\$100	\$200
Family Law	1,801	\$150	\$300
Federal Civil Practice	348	\$100	\$200
Federal Tax	513	\$100	\$200
Food Law	274	\$100	\$200

E-Newsletter	Circulation	300x250 Banner Ad	Sponsored Content
General Practice	808	\$100	\$200
Health Care	457	\$100	\$200
Human Rights	228	\$100	\$200
Insurance Law	510	\$100	\$200
Intellectual Property	462	\$100	\$200
International Law	352	\$100	\$200
Labor & Employment Law	845	\$100	\$200
Law Office Management & Economics	295	\$100	\$200
Legal Technology	322	\$100	\$200
Local Government Law	574	\$100	\$200
Mental Health Law	173	\$100	\$200
Mineral Law	77	\$100	\$200
Privacy & Information Security Law	299	\$100	\$200
Real Estate	2,218	\$200	\$400
Senior Lawyers	8,901	\$710	\$1,420
State & Local Tax	343	\$100	\$200
Tort Law	1,276	\$110	\$220
Traffic Laws & Courts	494	\$100	\$200
Trusts & Estates	2,217	\$200	\$400
Workers' Compensation	629	\$100	\$200
Young Lawyers Division	6,782	\$540	\$1,080

# **Newsletter**

## **Sponsored Content**

# Create interest for your product or service

A sponsored content page in one of our newsletters is an excellent way to present your products or brand to attorneys in the area of practice you would like to reach. You may use up to 500 words to educate attorneys in your area of expertise. Whether you describe a product, or knowledge about something you feel would benefit lawyers, sponsored content is an excellent way to communicate your message.

## Guidelines

The page should be a source of information for attorneys, not a commercial for your company. Of course, your company will be acknowledged with your company information, but in order to retain credibility the article itself should remain unbiased. This will help establish you, or your company, as a resource for our attorneys.

## Deadlines

Your article draft is due the 15<sup>th</sup> of the month preceding the month of publication. For example, a sponsored content page for the January issue would be due by the 15<sup>th</sup> of December.

## Specs

- Article, not to exceed 500 words, sent as a Word document.
  - Your company logo, sent as a jpg, eps, or tiff file for the PDF version of the newsletter.
  - Company information, including a brief description of your company (not to exceed 50 words), address, phone number, and website.

## Rates

See rates on preceding page.



# Pertinent ISBA Publications Advertising Policies

## PREAMBLE

ISBA's charter states objectives of the Association, including the injunction "to establish and maintain the honor, standards and dignity of the legal profession...to improve the prompt administration of justice...(and) to promote the general welfare of the members of the Association..." As such, ISBA has determined that publication of advertisements in ISBA publications may imply the endorsement, recommendation, support or approval of such products and services by the Illinois State Bar Association. This implication will be considered in determining whether potential advertising will be accepted or is misleading or deceptive to the readers of ISBA publications. In all matters relating to the interpretation of the following policies, their application to potential advertising, the decision of ISBA will be final and controlling.

1. All advertising is subject to ISBA approval. ISBA reserves the right to reject any advertising at any time and for any reason.
2. As a matter of policy, the following are not accepted:
  - (a) Advertising for products or services that are illegal or whose movement in interstate commerce is illegal.
  - (b) Advertising relating to contests, lotteries, or the offering of prizes based on chance, unless first cleared by the U.S. Postal Service.
  - (c) Advertising relating to alcoholic beverages or tobacco products.
  - (d) Advertising by or on behalf of political candidates at any level, excluding internal ISBA positions. Candidates for ISBA office may advertise their candidacy in the *Illinois Bar Journal*.
  - (e) Advertising advocating positions on political or social issues.
  - (f) Advertising which may violate or may enable another to violate the Illinois Code of Professional Responsibility, the Illinois Rules of Professional Conduct, or the Illinois Code of Judicial Conduct.
  - (g) Advertising which is on its face false and/or misleading to the "reasonable reader" of ISBA publications and/or advertising copy for which the advertiser cannot provide factual substantiation or legal authorization from the appropriate jurisdiction when requested and which therefore might be false, misleading and/or violative of the Illinois Rules of Professional Conduct, the Illinois Code of Professional Responsibility, or the Illinois Code of Judicial Conduct.
3. Advertising may not in subject matter, content, material or design jeopardize the mailing status of the publication in which it appears. The publisher reserves the right to obtain an opinion from the U. S. Postal Service on this question.
4. Advertising which by its subject matter or content may imply or lead to an implication of ISBA endorsement, recommendation, support, or approval will be accepted if, as a condition of acceptance, it includes in the advertisement a disclaimer which indicates that the product or service is not endorsed, recommended, supported, or approved by ISBA.

5. No unpaid advertising space will be provided for public service or other advertising except:
  - (a) Advertising for products and services of the Illinois State Bar Association, or ISBA-generated advertising of Association-sponsored products or services, shall be published on a space available basis.
  - (b) Organizations affiliated with ISBA are entitled to a 50% discount on display advertising space.
  - (c) Within six months of the commencement of their original contract with ISBA, entities which offer products and/or services as part of the ISBA Membership Benefit Program may receive a 50% discounted rate on two black and white display advertisements.
6. Classified advertising is limited to the following matters: Lawyer employment opportunities; employment wanted; referral of legal work; sale of used law books; sale of law office equipment or furnishings; law office rental opportunities; and miscellaneous matters involving a time-limited exchange of specific information. Generalized advertising of professional services to lawyers, such as expert witness services, or other advertising that cannot qualify under this standard of advertising, must be purchased at display classified or regular display rates.
7. If an advertisement offers the sale of a product by mail order, ISBA reserves the right to examine the product a purchaser will receive, but ISBA is not obliged to do so. Examination of the product or publication of the advertisement does not constitute a guarantee or warranty of said product nor the endorsement, recommendation, support or approval of the product by ISBA.
8. ISBA reserves the right to request full or partial payment before publishing any advertisement and to cease publishing ordered advertisement when payment for previous advertising is more than 60 days overdue. The entity whose product and/or service is advertised is ultimately liable for the costs of such advertisements, even if such entity chooses to utilize the services of an independent advertising agency to place advertisements with ISBA.
9. Cancellation Policy: Advertisements scheduled for insertion may be cancelled if ISBA is notified in writing (or by fax) on or before the copy deadline date of scheduled publication. When ad advertiser or its agency cancels all or part of a multiple insertion order or contract, the advertiser or its agency is responsible for payment of the rate differential resulting from such cancellation.
10. The advertiser agrees to pay on behalf of and indemnify the Illinois State Bar Association against any and all liability, loss, or expense (including attorney's fees) arising from claims for libel, unfair competition, unfair trade practice, infringement of trade names or patents, violation of rights of privacy, and infringement of copyrights and proprietary rights resulting from the publication by the Association of the advertiser's advertisement.
11. The Association will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, fire, breakdown of equipment, or any other circumstances beyond the Association's control.