



ILLINOIS STATE BAR ASSOCIATION

Website Advertising



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.

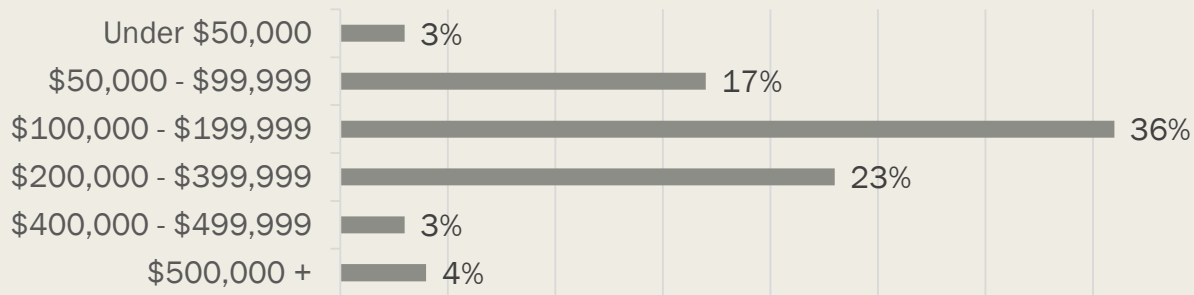
28,000 members

Male – 63% Female – 36%

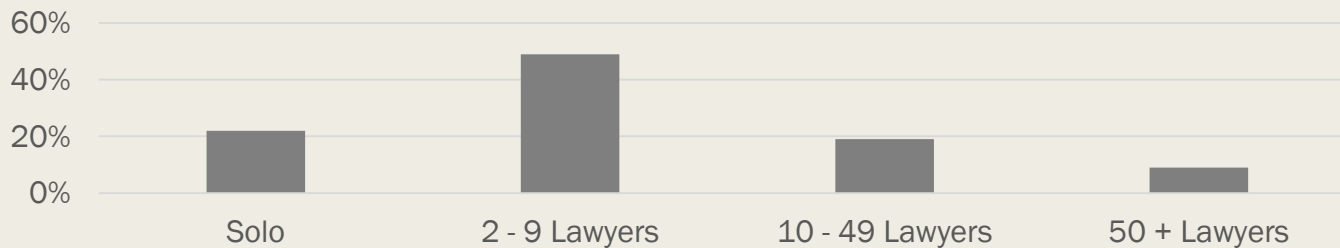
Firm Location

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%

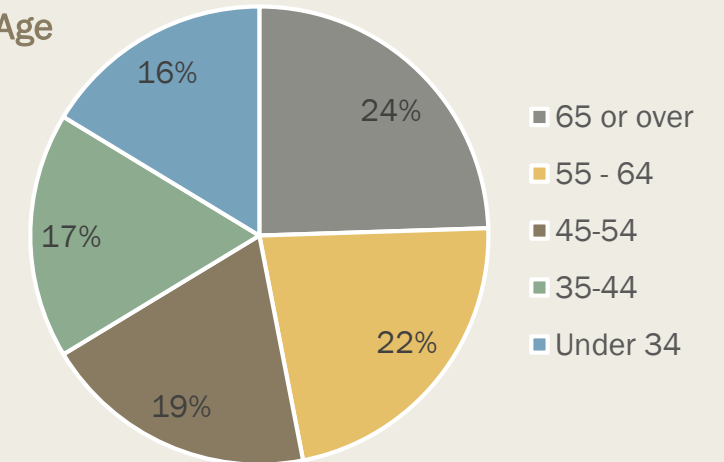
Household Income



Firm Size



Age



ILLINOIS STATE BAR ASSOCIATION

Website Advertising

The ISBA offers several opportunities to reach our members via our digital platforms. These include our website and legal blogging site.



What Do You Want to Do?



Fastcase
Free legal research



Free On-Demand CLE
Up to 15 hours of MCLE per year

Sponsored by  **ISBA Mutual** Lawyers' Malpractice Insurance

- 

Practice HQ
Practice management and technology resources
- 

ISBA Central Communities
Discussions and connect with other members
- 

New Lawyers
Resources for new attorneys

Find a Lawyer

Find an ISBA lawyer online or get a referral.

GET A LAWYER

Challenges managing your practice?



ASK AN EXPERT

PracticeHQ

ISBA.ORG/PracticeHQ/AskAnExpert

Advertising Opportunities

Website Advertising

www.isba.org

ISBA members regularly take advantage of our members-only services offered on our website. Services such as free online legal research, career assistance, discounts on practice-related services and products, and much more.

Banner advertising is available on the ISBA home page, the Legal News page, The Bar News page as well as Illinois Lawyer Now.

Home Page Rectangle (300 x 250 pixels)

Located on the right side of the ISBA home page, this ad can't be missed. This is the only advertising opportunity on the home page and rotates up to two advertisers. Ads are scheduled by month starting on the 1st of each month. This page averages over 20,000 page views per month.

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

Payment Policy:

The Illinois State Bar Association requires prepayment of the first two months of website advertising placed by any new out-of-state advertisers, and prepayment of the first month only for all new in-state advertisers. The publisher reserves the right to cancel or reschedule any advertising when payment for advertising is over-due.

Rate Policy:

The Illinois State Bar Association reserves the right to raise rates on 60 days written notice.

The Bar News

<https://www.isba.org/barnews>

Rectangle (300 x 250 pixels) – Our online source for breaking legal news, ISBA updates, photo galleries, and more. Updated daily. Ads are scheduled by month starting on the 1st of each month.

The screenshot shows the 'THE BAR NEWS' website. At the top, there is a navigation bar with 'Categories', 'Best Practice tips', and 'Regions' dropdown menus. Below this, the main content area features a 'Best Practice tips' section with two article teasers. The first article is dated February 21, 2018, and the second is dated February 14, 2018. To the right of the main content is a sidebar with a search bar and a 'What do you want to do?' section containing links for 'The Bar News', 'Statewide Bar Calendar', 'Photo Gallery', 'Subscribe', and 'Contact Us'. At the bottom of the sidebar is an advertisement for 'Challenges managing your practice?' with the text 'ASK AN EXPERT' and 'ISBA.ORG/PracticeHQ/AskAnExpert'.

1x	3x	6x	12x
\$600	\$540 per month	\$480 per month	\$420 per month

Legal News Page

<https://www.isba.org/dailylegalnews>

Rectangle (300 x 250 pixels) – Rotates up to three advertisers. This page is accessed directly from the ISBA home page, or from E-Clips. Ads are scheduled by month starting on the 1st of each month.

The screenshot shows the 'Legal News Page' for the Illinois State Bar Association. The header includes the ISBA logo and navigation links for 'About ISBA', 'Contact Us', 'For the Public', 'Member Login', and 'Join Now'. Below the header is a navigation menu with categories: 'News & Publications', 'CLE & Events', 'Practice & Career', 'Groups & Participation', and 'Membership & Benefits'. The main content area features a 'Daily Legal News Archive' section with a date filter for 'Thursday, July 11, 2019'. Three news items are listed: 'Impounded vehicles can't be held after drivers file for bankruptcy, court says', 'Legislators call for repeal of pro-abortion legislation, introduce 'Fetal Heartbeat' measure', and 'New law doubles line-of-duty death benefits'. Each item includes a brief summary and the source. To the right of the news items is a large orange 'Advertisement' placeholder with the text 'Advertising Opportunities' below it.

1x	3x	6x	12x
\$600	\$540 per month	\$480 per month	\$420 per month

www.illinoislawyernow.com

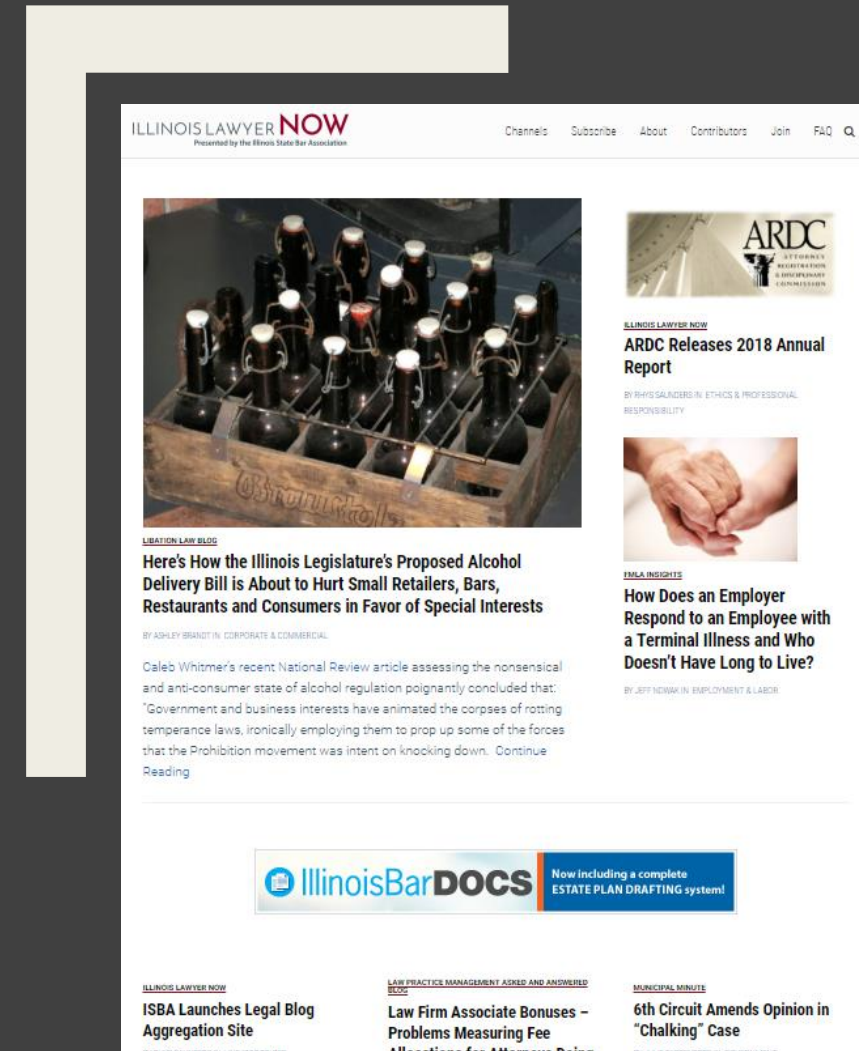
Illinois Lawyer Now

Illinois Lawyer Now features relevant, substantive legal news from the Illinois State Bar Association and members' blogs. This new platform is a unique member benefit that provides members a means to amplify the reach of their blogs. Leaderboard advertising space is available.*

Ads are scheduled by month starting on the 1st of each month.

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

*Two different ad sizes needed – one for viewing on a larger screen, and one for mobile viewing.
738 x 100 pixels and 330 x 141 pixels



Expert Services Directory

<https://www.isba.org/experts>

If you offer expert witness or support services for lawyers, the ISBA's Expert Services Directory is an excellent opportunity for you to let the thousands of attorneys that visit our site know what you offer and how to contact you. A six-month listing on our site is only \$195 and includes your picture, or company logo, contact information and a description of the services offered.

Go to www.isba.org/experts/rates for additional information, and to place your ad.



ILLINOIS STATE
BAR ASSOCIATION

Illinois State Bar Association

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Springfield, IL 62701

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Website: www.isba.org
Email: nvonnahmen@isba.org

The Illinois State Bar Association is a private, voluntary professional association with more than 34,000 lawyer members. The Association conducts continuing legal education seminars; publishes a wide variety of books and newsletters to help lawyers in their practices; is an active participant in legislative activities in Springfield and Washington; provides ethics opinions to members; provides other professional services to lawyers; and provides education and services to the public. Among its publications is a monthly magazine - Illinois Bar Journal, a twice-monthly newspaper - ISBA Bar News, and newsletters published by each of 37 substantive law sections.

Online Classified Advertising

<https://www.isba.org/classifieds>

ISBA Classified Online Advertising Rates for a 30-day posting:

\$50 for the first 25 words, \$1 a word for each additional word.

Additional discounts:

- 3-month pre-paid discount – 10%
- 6-month pre-paid discount – 20%
- 12-month pre-paid discount – 30%

The ISBA will calculate the total cost and confirm with you before the ad is published.

Go to <https://www.isba.org/classifieds> to view the ads and place yours.

The screenshot shows the Illinois State Bar Association website. At the top, there is a navigation bar with the ISBA logo, the text "ILLINOIS STATE BAR ASSOCIATION™", and links for "About ISBA", "Contact Us", "For the Public", "Member Login", and "Join Now". Below this is a secondary navigation bar with categories: "News & Publications", "CLE & Events", "Practice & Career", "Groups & Participation", and "Membership & Benefits". The main content area features a large banner image of hands on a laptop with the text "Classified Ads". Below the banner, there are three columns of content: "Accessories" (with a link to ProVintageGear), "Related Resources" (listing Career Center, Expert Services, Member Marketplace, PracticeTech, and Illinois Lawyer Finder and Referral Service), and "What do you want to do?" (with links for Classified Ads, Online Advertising Terms, and Order Classified Ad). At the bottom, there is an "Education" section with details about an eTERA Consulting and Netrix event in Chicago.

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 propriety 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.