



# Illinois State Bar Association

## 2025 Media Kit

- ▶ Illinois Bar Journal
- ▶ Website Advertising
- ▶ E-Newsletter Advertising

# Advertising Opportunities With the Illinois State Bar Association

## ▶ *Illinois Bar Journal*

- ▶ Published monthly, the *Illinois Bar Journal* is the flagship publication our members read most and consider most useful to their practices. You will reach more lawyers, judges, and other legal professionals with an ad in the *Journal* than in any other legal publication in the state of Illinois.

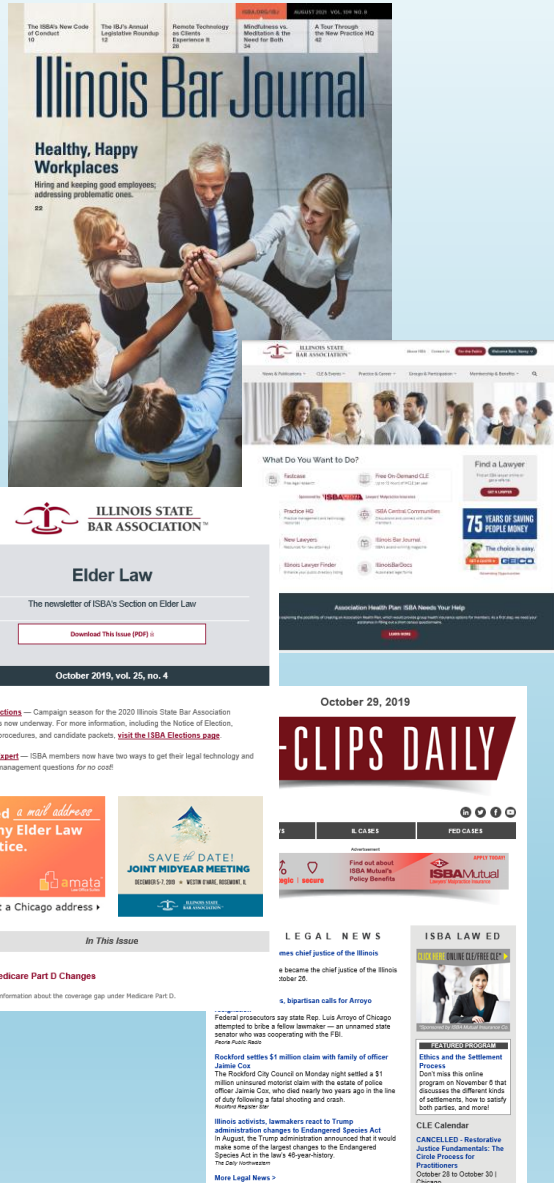
## ▶ Website Advertising

- ▶ [www.isba.org](http://www.isba.org) - The ISBA home page averages over 22,000-pageviews per month. It is a valuable resource for ISBA members and from here you can find sections on legal news, continuing legal education, publications, membership information, practice tips, a career center and much more.
- ▶ [www.illinoislawyernow.com](http://www.illinoislawyernow.com) - This website aggregates content from ISBA members' legal blogs, as well as original ISBA content. The website is not gated and is visited by members of the profession and the public.

## ▶ E-Newsletter Advertising

- ▶ **E-Clips** - Electronic newsletter that 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 considered 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** - This digest is sent out every other week to more than 20,000 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.
- ▶ **E-Newsletters** - The ISBA publishes 41 different section e-newsletters. Newsletter 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. Our members consider these section newsletters to be an important practice aid.

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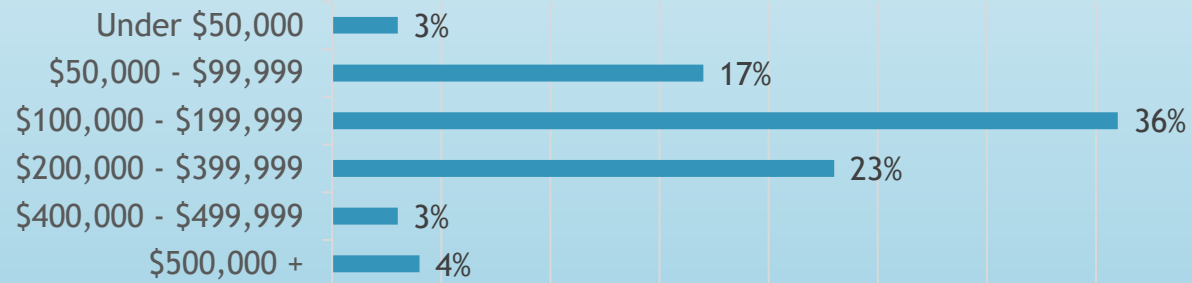


# Demographics

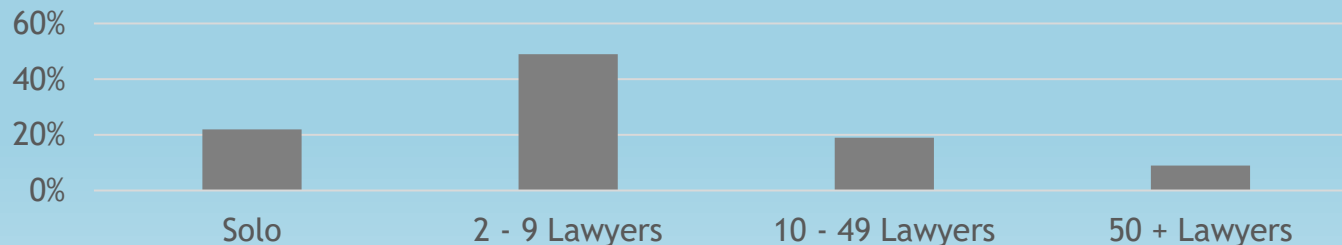
## Reaching the Lawyers of Illinois

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.

### Household Income



### Firm Size



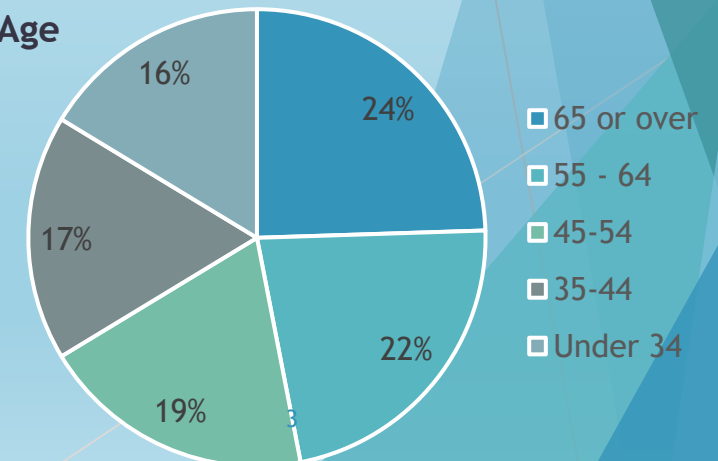
28,000 members

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%

### Age



# ILLINOIS STATE BAR ASSOCIATION

## Illinois Bar Journal

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The award-winning *Illinois Bar Journal* is received monthly by all 28,000 ISBA members. It is the only legal publication that reaches attorneys throughout the state of Illinois.





## Publisher

The *Illinois Bar Journal* is published monthly by the Illinois State Bar Association, 424 S. Second St., Springfield, IL 62701-1779.

Phone (800) 252-8908 or (217) 525-1760. Fax (217) 525-9063.

Website: [www.isba.org](http://www.isba.org)

Editor & Publisher- Tim Slating - email [tslating@isba.org](mailto:tslating@isba.org)

## Subscription and Circulation Info

Established in 1912. Single copy \$10. Per year: \$11.25 for members; \$50 for libraries; \$60 for non-lawyers and nonresidents.

Average monthly circulation - 25,000.

## Agency Commission

15% to recognized agencies.

## Deadlines

Published monthly. Issued by 1<sup>st</sup> of publication month. Space reservation date for advertising is the 1<sup>st</sup> of the month preceding the month of issue. Advertising creative due by the 10<sup>th</sup> of the month preceding the month of issue.

## Payment Policy

The publisher requires prepayment of the first two insertions placed by any new out-of-state advertisers, and prepayment of the first insertion only for all new in-state advertisers. The publisher reserves the right to cancel or reschedule any advertising when payment for published advertising is overdue.

## Rate Policy

The publisher reserves the right to raise rates on 60-days written notice. <sup>5</sup>

# Illinois Bar Journal Display Advertising Rates

## Multiple Insertion Policy

In order to receive the multiple insertion discount, advertisers must contract for total number of insertions in writing and before any ad is published. If the advertiser places fewer ads than contracted for in a 12-month period, the advertiser is liable for the rate that applies to the number of insertions placed.

Ad size	1x	3x	6x	12x
2-page spread	\$6,608	\$6,278	\$5,947	\$5,617
1 page	\$3,303	\$3,138	\$2,973	\$2,808
1/2-page island*	\$2,312	\$2,196	\$2,081	\$1,965
1/2 page	\$1,982	\$1,883	\$1,784	\$1,685
1/3 page	\$1,321	\$1,255	\$1,189	\$1,123
1/4 page	\$1,155	\$1,097	\$1,039	\$982
1/6 page	\$825	\$784	\$742	\$701

\*Guaranteed no other ad on page.

## Cover Position Rates

	1x	3x	6x	12x
2 <sup>nd</sup> Cover	\$3,563	\$3,385	\$3,207	\$3,029
3 <sup>rd</sup> Cover	\$3,400	\$3,230	\$3,060	\$2,890
4 <sup>th</sup> Cover	\$3,724	\$3,538	\$3,352	\$3,165

**Circulation** - 28,000

**Color** - Full color is included at no extra charge.

**Cover Positions** - Contracts for advertising space on the second, third, and fourth covers may not be cancelled or amended.

**Inserts** - One to four preprinted surfaces (or card): Page rate plus \$250 mechanical charge. Five to eight preprinted surfaces: Page-and-one-half rate plus \$250 mechanical charge.

**Preferred Position** - Add 10% to applicable rate.

**Spread** - Two-page rate plus any preferred position change.

## Mechanical Printing Specifications

- High resolution PDF files preferred
- Trim size: 8 1/4" x 10 7/8"
- Bleed size: 8 3/4" x 11 1/4"
- Binding method: saddle stitched
- Insertion orders and creative may be sent to:

Illinois State Bar Association  
Advertising Sales Manager  
424 South Second Street  
Springfield, IL 62701

Or emailed to: [jmikels@isba.org](mailto:jmikels@isba.org)

# *ILLINOIS BAR JOURNAL* DISPLAY ADVERTISING SIZES

2 Page Spread  
15.5" x 9.5"

Full Page  
7.25" x 9.5"

½ Page  
Island  
4.75" x  
7.5"

½ Page  
7.25" x 4.625"

1/3 Page  
Horizontal  
4.75" x  
4.625"

1/3 Page  
Vertical  
2.25" x  
9.5"

1/4 Page  
Horizontal  
4.75" x  
3.625"

1/6 Page  
Horizontal  
4.75" x 2.5"

1/6 Page  
Vertical  
2.25" x 4.625"



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# Illinois Bar Journal – Sponsored Content

## Create interest for your product or service

A sponsored content page in the *Illinois Bar Journal* is an excellent way to present your products or brand to the 28,000 Illinois attorneys that read the magazine monthly. 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 on the page with your logo and 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 first of the month preceding the month of publication. For example, a page for the January issue would be due by the first 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.
- Company information, including a brief description of your company (not to exceed 50 words), address, phone number, and website.

## Rates

If you advertise with ISBA in other areas additional discounts may apply.

1 issue = \$3,303

6 issues = \$2,973 per issue

3 issues = \$3,138 per issue

12 issues = \$2,808 per issue



**COMPANY NAME GOES HERE**  
information will go here about the company. Information will go here about the company. Information will go here about the company. Information will go here about the company. Information will go here about the company.

1234 ADDRESS HERE  
(123) 456-7890  
WWW.WEBSITEGOESHERE.COM



# Illinois Bar Journal - Classified Rates

In the classified advertising section (PracticeMart) of the *Illinois Bar Journal* you will find Expert Services, Practice for Sale, and Referral ads along with other listings. It is an excellent way to reach our 28,000 members at an affordable cost.

## Classified Display Ad Rates

Ad Size	1x	3x	6x	12x
1/12 Page (2.1875" x 2.375")	\$352	\$334*	\$316*	\$299*
1/24 Page (2.1875" x 1.1875")	\$191	\$181*	\$172*	\$162*

\*Prices listed are per month.

Classified display ads may contain as many words as will fit. Pictures and logos are also accepted. No extra charge if you need one of our designers to produce your ad.

## Line Ad Rates

\$3.00 per word, \$50 minimum.

## Deadlines

Deadline for submission of an ad is the 1<sup>st</sup> day of the month preceding the month of publication (for example: June 1 for the July issue of the magazine).

Deadline for cancellation of an ad that has been submitted is the 1<sup>st</sup> day of the month preceding the month of publication.

## Submission Information

Ads may be submitted by email to:  
tturley@isba.org

Or by mail to:

Illinois State Bar Association  
PracticeMart  
424 S. Second Street  
Springfield, IL 62701

Prepayment of classified ads is required. Please submit payment at the time you place your ad. Visa, MasterCard, American Express, Discover, and checks accepted.

The image shows a sample page from the Illinois Bar Journal's PracticeMart section. The page is titled "PracticeMart" and "Classifieds for Legal Professionals". It features several ad categories: "EXPERT SERVICES" (including Accounting, Medical Review, Meteorologist, and Practice for Sale), "REFERRALS" (including Personal Injury, Medical Malpractice, and Law Firm), and "EMPLOYERS" (Job Seekers). Each ad includes contact information and a brief description of services offered.