



# 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.

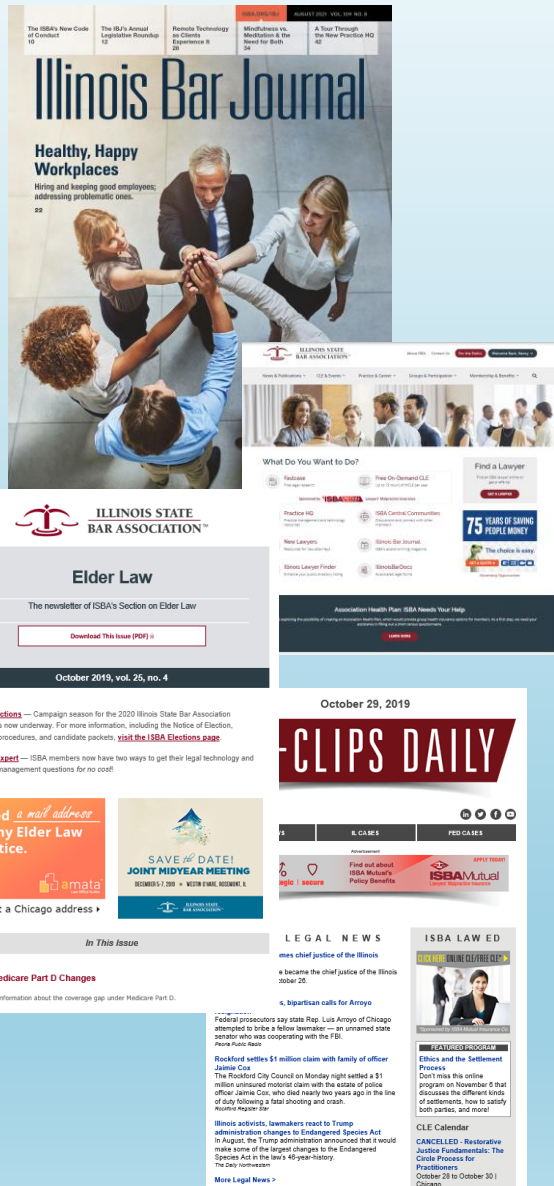
## ▶ Website Advertising

- ▶ [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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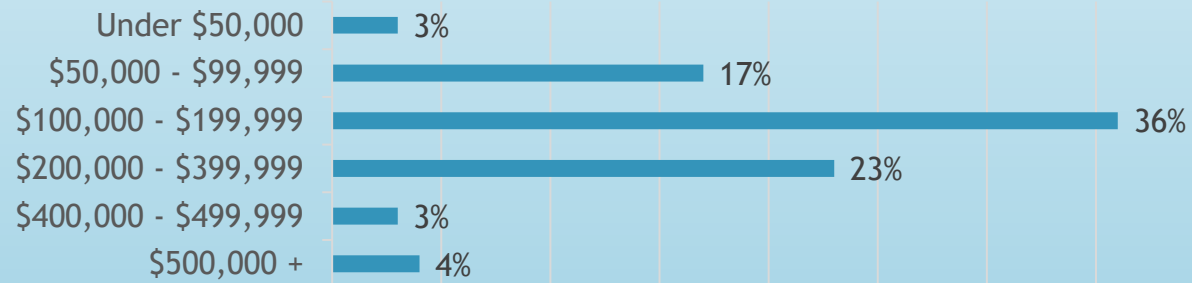


# Demographics

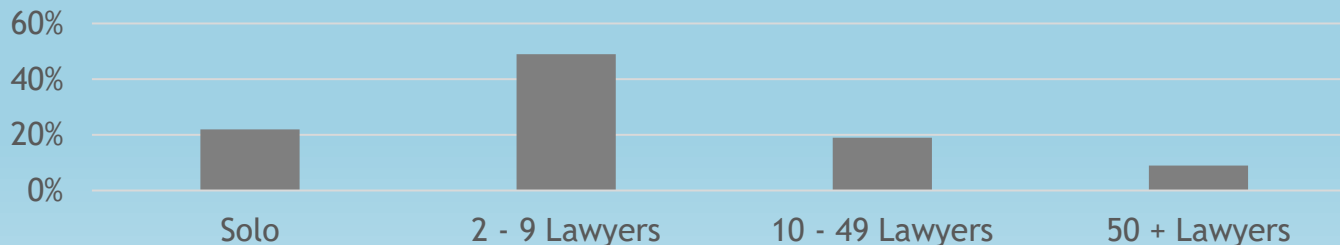
## Reaching the Lawyers of Illinois

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



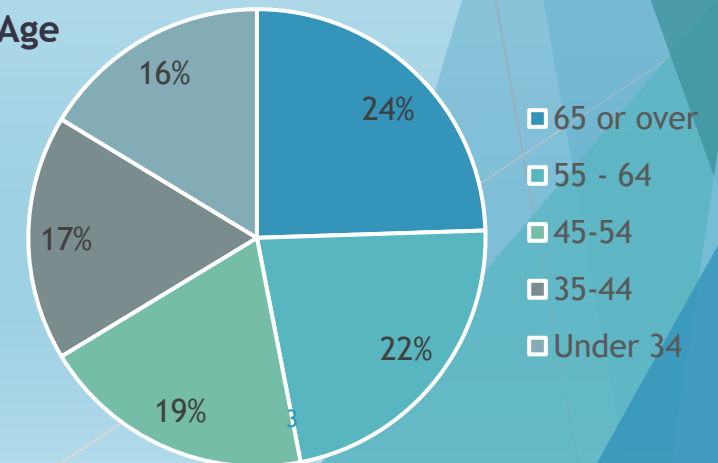
28,000 members

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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**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 – 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

# 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.

# ILLINOIS STATE BAR ASSOCIATION


# Website Advertising


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




ILLINOIS STATE  
BAR ASSOCIATION™







### 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](http://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 1<sup>st</sup> of each month. This page averages over 278,000 pageviews 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.

Illinois State Bar Association • 424 South Second Street, Springfield, IL 62704 • 800-252-8908

# 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 1<sup>st</sup> of each month. This page averages 26,000 pageviews per month.

Categories

Best Practice tips

Regions

### Best Practice tips

February 21, 2018 | Practice News

**Best Practice Tips: Law Firm Staff Work Distribution Analysis**

**Asked and Answered** By John W. Olmstead, MBA, Ph.D., CMC Q. I am a new firm administrator with a 35-attorney litigation firm in Los Angeles, California. The accounting department has seven staff members handling a variety of tasks. My partners are concerned that we are inefficient and over-staffed. I am having a hard time finding where to start so to get a handle on this issue. Please provide any information that you are willing to share.

What do you want to do?

The Bar News

Statewide Bar Calendar

Photo Gallery

Subscribe

Contact Us

February 14, 2018 | Practice News

**Best Practice Tips: Compensation Ideas for Law Firm Staff**

**Asked and Answered** By John W. Olmstead, MBA, Ph.D., CMC Q. I am the firm administrator with a ten attorney firm in Long Beach, California. I really enjoyed reading your blog post *Law Firm Compensation – Bonuses for Staff* which discussed how to measure performance for bonuses. I really like the approach of establishing goals at the beginning of each year — two for the firm, and two that are personal — and tying bonuses to

Advertising Opportunities

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 1<sup>st</sup> of each month. This page averages 10,000 pageviews per month.

About ISBA  
Contact Us

For the Public

Member Login

Join Now

News & Publications

CLE & Events

Practice & Career

Groups & Participation

Membership & Benefits

## Daily Legal News Archive

### Thursday, July 11, 2019

**Impounded vehicles can't be held after drivers file for bankruptcy, court says**

Thousands of Chicago motorists may be able to get their cars and trucks out of city impound lots immediately after filing for Chapter 13 bankruptcy following a federal appeals court ruling that the city could no longer hold onto the vehicles.

From: *ABA Journal*

**Legislators call for repeal of pro-abortion legislation, introduce 'Fetal Heartbeat' measure**

Legislators are calling for a repeal of the recently approved Reproductive Health Act and for new definitions of the viability of unborn children.

From: *WAND*

**New law doubles line-of-duty death benefits**

House Bill 2028, which passed the state Senate and House unanimously, became law last week. It doubles the death benefits for families of law enforcement officers and firefighters killed in the line of duty. They are now eligible for \$20,000, up from \$10,000.

From: *The Daily Register*

Advertisement

Advertising Opportunities

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

# www.illinoislawyernow.com

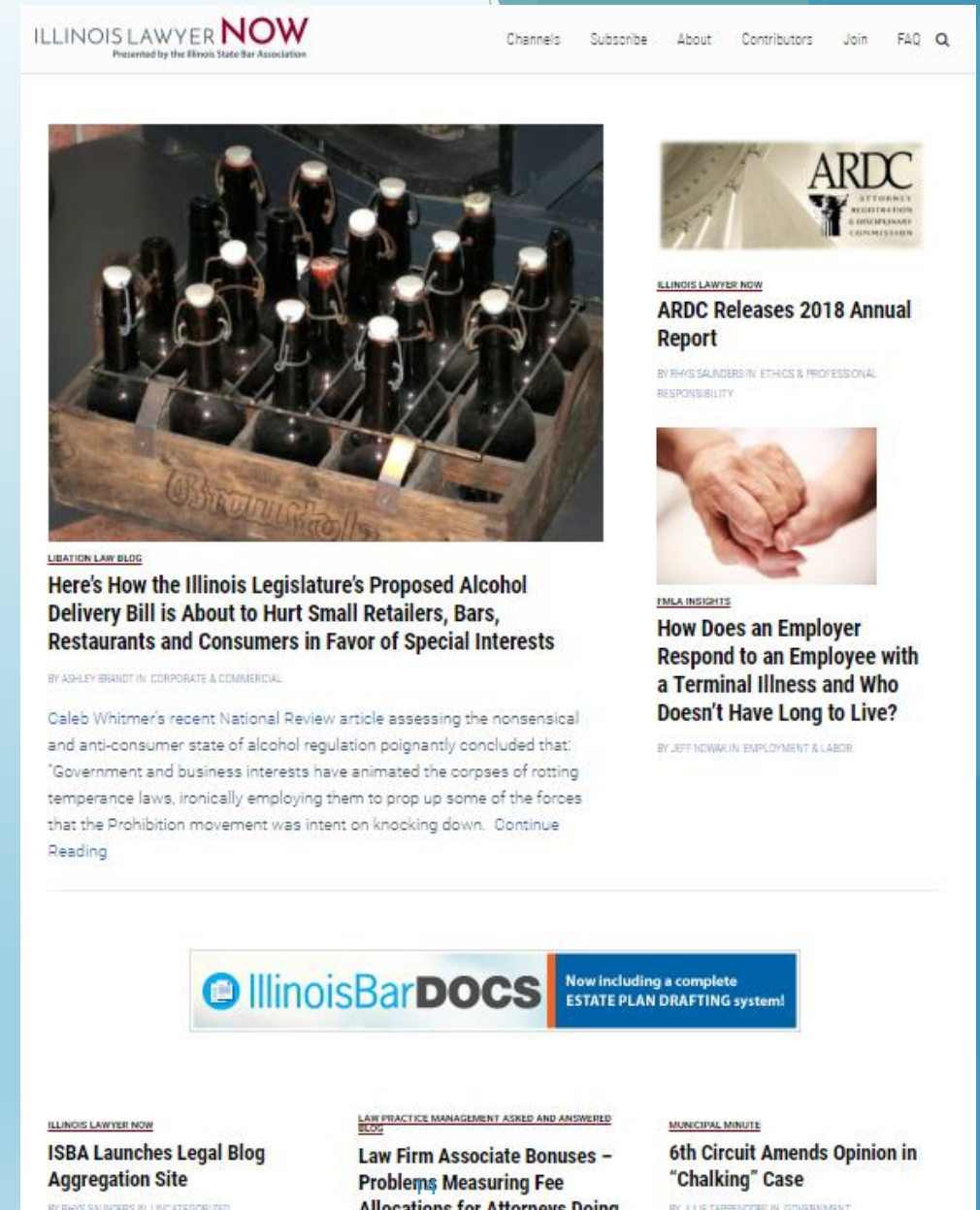
## Illinois Lawyer Now

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. This page averages 4,800 pageviews per month.\*

Ads are scheduled by month starting on the 1<sup>st</sup> of each month.

1x	3x	6x	12x
\$500	\$475 per month	\$450 per month	\$425 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



The screenshot displays the Illinois Lawyer Now website. The header includes the site name "ILLINOIS LAWYER NOW" with the tagline "Presented by the Illinois State Bar Association" and navigation links for Channels, Subscribe, About, Contributors, Join, and FAQ. The main content area features a large article titled "Here's How the Illinois Legislature's Proposed Alcohol Delivery Bill is About to Hurt Small Retailers, Bars, Restaurants and Consumers in Favor of Special Interests" by Ashley Brandt. To the right, a sidebar highlights the "ARDC Releases 2018 Annual Report" by Rhys Saunders. Below the main article, there are several smaller article teasers, including "ISBA Launches Legal Blog Aggregation Site", "Law Firm Associate Bonuses - Problems Measuring Fee Allocations for Attorneys Doing", and "6th Circuit Amends Opinion in 'Chalking' Case". At the bottom, a banner for "IllinoisBarDOCS" promotes a complete estate plan drafting system.

# 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 in this directory is only \$195 and includes your picture, or company logo, contact information and a description of services offered.

Go to [www.isba.org/experts/rates](https://www.isba.org/experts/rates) for additional information, and to place your ad.

Example:



ILLINOIS STATE  
BAR ASSOCIATION

## Illinois State Bar Association

424 South Second Street  
Springfield, IL 62701

Phone: 217-525-1760  
Fax: 217-525-0712

Website: [www.isba.org](https://www.isba.org)  
Email: [nvonnahmen@isba.org](mailto: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:

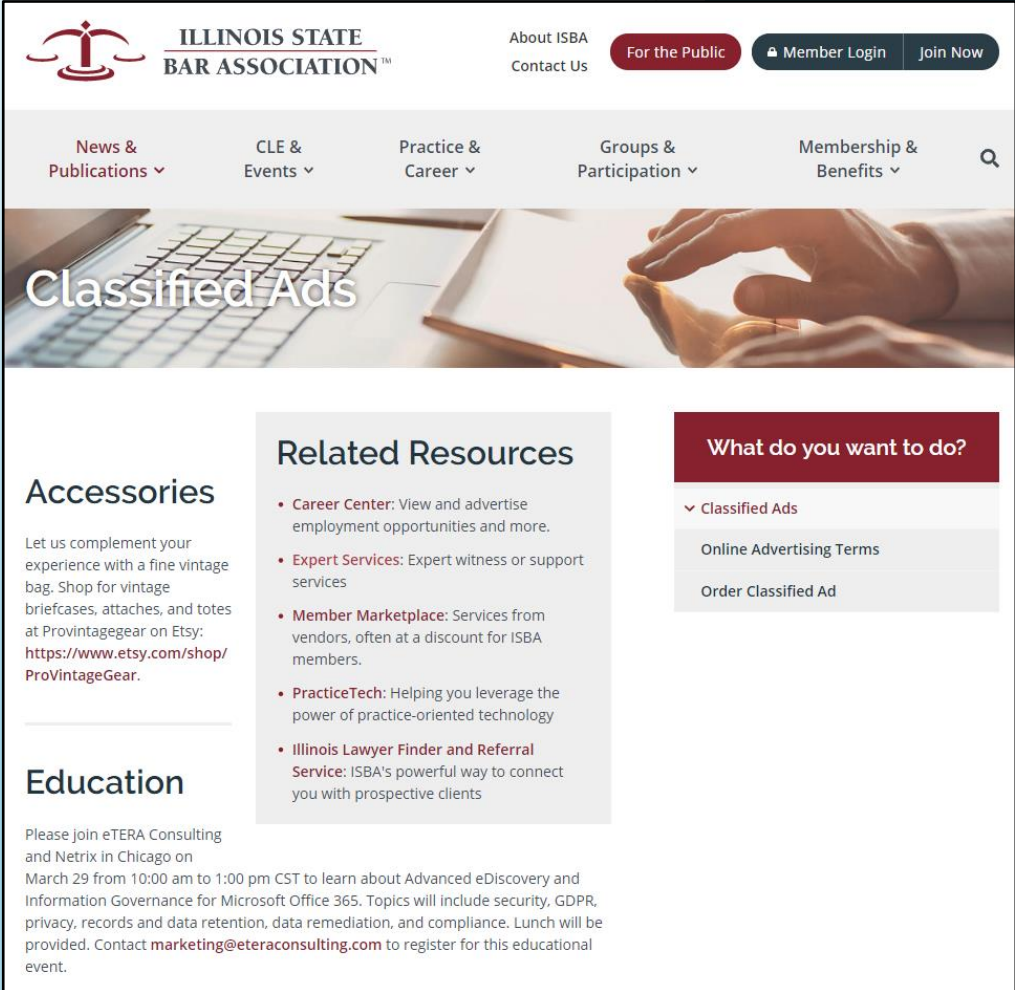
\$50 for the first 25 words, \$1 a word for each additional word.

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 displays the Illinois State Bar Association (ISBA) website. The header includes the ISBA logo, the text "ILLINOIS STATE BAR ASSOCIATION™", and navigation links for "About ISBA", "Contact Us", "For the Public", "Member Login", and "Join Now". A secondary navigation bar features links for "News & Publications", "CLE & Events", "Practice & Career", "Groups & Participation", and "Membership & Benefits". The main content area is titled "Classified Ads" and features a background image of hands using a laptop. Below this, there are three columns of content: "Accessories" (promoting vintage bags on Etsy), "Related Resources" (listing Career Center, Expert Services, Member Marketplace, PracticeTech, and 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 event.

# 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 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. **Section e-newsletters** go to lawyers in 41 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 20,000 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.



October 31, 2019



Advertisement


**Law Firm Financial Management: Creating a Budget the First Time**

Q: I am the firm administrator for an eight-attorney firm in Nashville, Tennessee. I started this position approximately six weeks ago. While I have worked in the legal field for many years as a paralegal, this is my first position as a legal administrator. I have done bookkeeping for several firms over the years. The firm has never had a budget and has asked me to prepare one for the upcoming year. I am not sure where or how to start. Any help or ideas that you may have would be appreciated.

Law Practice Management Asked and Answered Blog

Read more

Practice HQ Resource: Document Assembly Checklist



Resources

Many attorneys are not familiar with document automation and may use inefficient approaches to drafting documents. The ISBA's "Document Assembly Checklist" helps attorneys efficiently draft documents by educating them on using "gold-standard templates," which are single, word processor documents containing all of the provisions, required and optional, that should be included for a given document.

Illinois Lawyer Now

Read more

ALSO THIS WEEK

Practice news

- 8 Things Killing Your Firm
- Anne M. Burke Becomes Chief Justice of the Illinois Supreme Court


Halloween Personal Injury Statistics Every Parent Should Know

Halloween is back! For kids, this 'spooky' holiday can be one of the most exciting nights of the year. Dressing up as their favorite

## The Bar News

Small Banner (300 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



FROM THE ILLINOIS STATE BAR ASSOCIATION

April 11, 2019



Advertisement

**Quick Takes for Your Practice: Garnishment, Wage Deduction, or Citation to Discover Assets: Which Enforcement Should I Use and Why?**



WITH ROBERT G. MARKOFF  
MARKOFF LAW, LLC

Attorney Robert Markoff discusses why a citation to discover assets is the primary enforcement tool in Illinois.

**Illinois Supreme Court Commission on Pretrial Practices to Host Public Hearings**

The Illinois Supreme Court Commission on Pretrial Practices will host a series of public hearings as it works toward its final report and recommendations in December. The commission recently released its preliminary report concerning pretrial reform in the Illinois criminal justice system. A final report with

## 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 20,000 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.

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DAILY LEGAL NEWS

Former CBOT chairman Patrick Arbor arrested — briefly — in divorce case

Nearly five years ago, former Chicago Board of Trade chairman Patrick Arbor left the country and moved his assets overseas to

ISBA LAW ED

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## 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.

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### 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 41 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	271	\$100	\$200
Agricultural Law	349	\$100	\$200
Alternative Dispute Resolution	307	\$100	\$200
Animal Law	133	\$100	\$200
Bench & Bar	342	\$100	\$200
Business Advice and Financial Planning	587	\$100	\$200
Business & Securities	735	\$100	\$200
Cannabis Law	569	\$100	\$200
Child Law	345	\$100	\$200
Civil Practice and Procedure	1,977	\$190	\$380
Commercial Banking, Collections & Bankruptcy	668	\$100	\$200
Construction Law	291	\$100	\$200
Corporate Law Departments	624	\$100	\$200
Criminal Justice	1,123	\$100	\$200
Education Law	250	\$100	\$200
Elder Law	1,131	\$110	\$220
Employee Benefits	195	\$100	\$200
Energy, Utilities, Trans. & Telecommunications	138	\$100	\$200
Environmental Law	288	\$100	\$200
Family Law	1,840	\$150	\$300
Federal Civil Practice	419	\$100	\$200
Federal Tax	524	\$100	\$200
Food Law	61	\$100	\$200

E-Newsletter	Circulation	300x250 Banner Ad	Sponsored Content
General Practice	834	\$100	\$200
Health Care	500	\$100	\$200
Human Rights	290	\$100	\$200
Insurance Law	483	\$100	\$200
Intellectual Property	359	\$100	\$200
International Law	519	\$100	\$200
Labor & Employment Law	927	\$100	\$200
Law Office Management & Economics	264	\$100	\$200
Legal Technology	300	\$100	\$200
Local Government Law	563	\$100	\$200
Mental Health Law	185	\$100	\$200
Mineral Law	71	\$100	\$200
Privacy & Information Security Law	314	\$100	\$200
Real Estate	2,344	\$200	\$400
Senior Lawyers	8,063	\$710	\$1,420
State & Local Tax	388	\$100	\$200
Tort Law	1,281	\$110	\$220
Traffic Laws & Courts	457	\$100	\$200
Trusts & Estates	2,404	\$200	\$400
Workers' Compensation	641	\$100	\$200
Young Lawyers Division	7,092	\$710	\$1,420

# 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.

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# 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 ISBA. 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 and 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, tobacco products, or drugs.
  - (d) Advertising by or on behalf of political candidates at any level, excluding ISBA offices. 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 stating 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 ISBA, 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 25% discount on display advertising space.
6. Classified advertising may include the following matters, among others: Lawyer employment opportunities; employment wanted; referral of legal work; sale of used law books; sale of law office equipment or furnishings; and law office rental opportunities.
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 an 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 ISBA 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 ISBA of the advertiser's advertisement.
11. The ISBA 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 ISBA's control.