



# New Hampshire

---

## BAR ASSOCIATION

---

*Equal Justice Under Law*



ADVERTISING MEDIA KIT  
FOR NHBA MEMBERS  
2011-2012

# TABLE OF CONTENTS

## ABOUT THE NH BAR ASSOCIATION

The NH Bar Association is a non-profit organization dedicated to supporting members of the legal profession and their service to the public and justice system. The NH Bar is a mandatory association, membership in which is required for all attorneys practicing in the state. The Association's work includes administering member records, providing up-to-date and useful information to more than 6,600 members through its publications, and offering timely continuing legal education programs.

## DEMOGRAPHICS

4976 Active Members  
3408 Active In-State Members  
1165 Sole Practitioners  
2383 Women

## CONTENTS

Calendar and Deadlines .....	3
Placement Opportunities .....	4
Advertising Packages .....	5
Individual Advertising Rates .....	6
Formatting and Specifications .....	7
Advertising Policy .....	8

### **New Hampshire Bar Association**

2 Pillsbury Street, Suite 300  
Concord, NH 03301  
603-715-EASY  
nhbainfo@nhbar.org  
www.nhbar.org

# CALENDAR & DEADLINES

## **NH BAR NEWS EDITORIAL CALENDAR - 2012**

The NH Bar Association will feature the following topics and themes in the *NH Bar News* to help you pick the advertising placements that are best for you and your business.

### **2012**

January - Criminal Law

February - Tax Law

March - Elder, Estate Planning & Probate Law

April - Labor & Employment Law

May - Real Property Law

June - Intellectual Property Law

### **2012**

July - Federal Practice

August - Workers' Compensation Law

September - International & Military Law

October - Alternative Dispute Resolution

November - Family Law

December - Business Law & Business Litigation

## **NH BAR NEWS EDITORIAL DEADLINES**

### **Issue Date**

### **Ad Reservation Date**

### **Final Ad Copy Due**

<b>Issue Date</b>	<b>Ad Reservation Date</b>	<b>Final Ad Copy Due</b>
Jan. 13, 2012	Dec. 28, 2011	Jan. 3, 2012
Feb. 17, 2012	Feb. 1, 2012	Feb. 7, 2012
March 16, 2012	Feb. 29, 2012	March 7, 2012
April 13, 2012	March 28, 2012	April 3, 2012
May 18, 2012	May 2, 2012	May 8, 2012
June 15, 2012	May 30, 2012	June 5, 2012
July 13, 2012	June 27, 2012	July 3, 2012
Aug. 17, 2012	Aug. 1, 2012	Aug. 7, 2012
Sept. 14, 2012	Aug. 29, 2012	Sept. 4, 2012
Oct. 19, 2012	Oct. 3, 2012	Oct. 9, 2012
Nov. 16, 2012	Oct. 31, 2012	Nov. 6, 2012
Dec. 14, 2012	Nov. 28, 2012	Dec. 4, 2012

# PLACEMENT OPPORTUNITIES

## ***NH Bar News***

The *NH Bar News* is the official publication of the NH Bar Association and features a variety of timely articles about the legal community. It is sent every month to roughly 7,000 people. Opportunities include:

- \* **Display Advertising** - Develop referrals with attractive ads on the well-read pages of the *NH Bar News*.
- \* **Lawyers on the Move** - Moving to a new office? Changing your career path? Let everyone know with a professional announcement in our popular *Lawyers on the Move* section.
- \* **Classifieds** - Trying to fill a job position or a vacant office? Are you looking for a job? *NH Bar News* classifieds are a go-to source for members in search of products or services. Display and line ads available. Posted immediately online for additional fee.

## ***NH Bar Journal***

- \* **Display Advertising** - The twice-annual *NH Bar Journal* boasts a large core audience of dedicated readers and our variety of themed issues guarantee a placement that's right for you. Display ads available in quarter, half, and full-page sizes.

## ***NHBA e-Bulletin***

- \* **Issue Sponsorships** - More than 6,000 members, business leaders, communications professionals and news organizations receive the *NHBA e-Bulletin* every week and is our most interactive publication. See the specification page enclosed for details on placements.

# ADVERTISING PACKAGES

**Our Advertising Packages** offer you visibility in print and online that will put you and your practice in front of a **high-profile audience** of lawyers, judges, office administrators and other decision makers!

**\$250**

- 1 – 1/4-page Bar Journal Ad
- 2 – e-Bulletin Listing

**\$500**

- 1 – 1/4-page Bar Journal Ad
- 2 - e-Bulletin Listings
- 1x 1/16-Page Bar News Ad

**\$750**

- 1 – 1/4-page Bar Journal Ad
  - 2 - e-Bulletin Listings
  - 3x 1/16-page Bar News Ad
- OR**
- 1x 1/8-Page Bar News Ad

**\$1,000**

- 2 – 1/4-page Bar Journal Ad
- 3 - e-Bulletin Listings
- 3x Website Ad  
(Homepage - Block B)
- 6x 1/8-Page Bar News Ad

**\$1,500**

- 2 – 1/4-page Bar Journal Ad
- 3 - e-Bulletin Listings
- 4x 1/4-page Bar News Ad

**\$2,000**

- 2 – 1/4-page Bar Journal Ad
  - 3 - e-Bulletin Listings
  - 12x 1/8-page Bar News Ad
- OR**
- 6x 1/4-page Bar News Ad

**\$2,500**

- 2 – 1/4-page Bar Journal Ad
- 4 - e-Bulletin Listings
- 6x 1/4-page Bar News Ad
- 3x 1/8-Page Bar News Ad

**\$3,000**

- 2 – 1/4-page Bar Journal Ad
- 4 - e-Bulletin Listings
- 6x 1/4-page Bar News Ads
- 3x 1/2-page (inside) Bar News Ad

**\$3,500**

- 2 – 1/4-page Bar Journal Ad
- 4 - e-Bulletin Listings
- 12x 1/4-page Bar News Ads

Individual Advertisements are available. For more information about individual placements, see the Individual Advertising Rate Sheets enclosed in this packet.

**Something  
for every budget!**

# INDIVIDUAL RATES

## NH Bar News Advertising

### Display Advertising\*

	1X	3X	6X	12X
Full Page	\$931	\$892	\$830	\$716
3/4 Page	\$726	\$687	\$642	\$551
1/2 Page (Back)	\$607	\$568	\$535	\$458
1/2 Page (Inside)	\$489	\$450	\$428	\$365
1/4 Page	\$318	\$295	\$279	\$248
1/8 Page	\$138	\$132	\$125	\$119
1/16 Page	\$80	\$73	\$67	\$60

\*There is an additional fee of \$75 for placement of color ads. Preferred placement of an ad is available for an additional 10% of the total

### Supplemental Inserts

2-Page	\$775
4-Page	\$995
Insert fee	\$120

### Classified Display Advertising

	1X	3X	6X	12X
2-Inch	\$82	\$74	\$69	\$58
1-Inch	\$43	\$39	\$35	\$30

### Line Ads

1-2X	.99/word
3X	.79/word

### Lawyers on the Move (Professional Announcements)

Full Page	\$750
3/4 Page	\$600
1/2 Page	\$400
1/4 Page	\$260
1/8 Page	\$155
1/16 Page	\$100

### NH Bar Journal Display Advertising

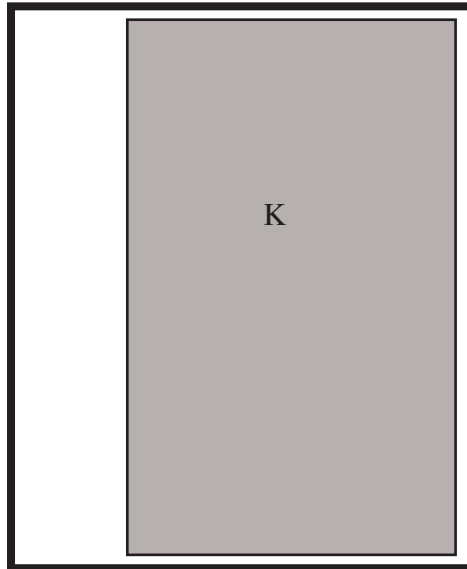
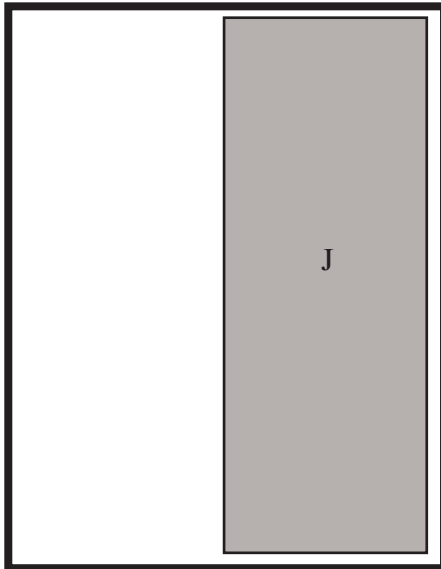
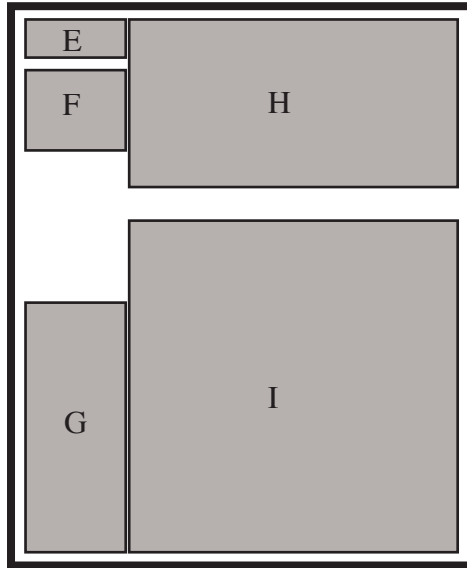
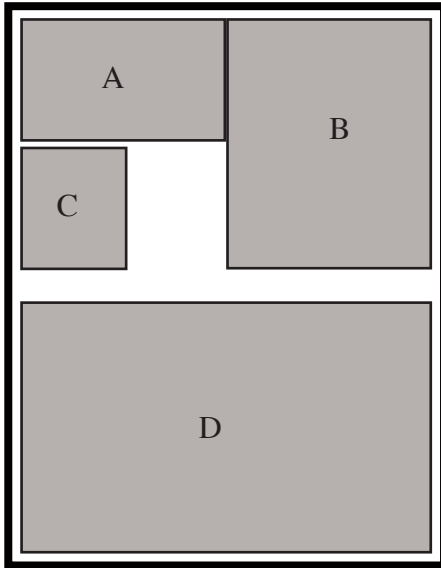
	1X	2X
1/4-Page Display Ad (Total Cost)	\$150	\$300
1/2-Page Display Ad (Total Cost)	\$300	\$600
Full-Page Display Ad (Total Cost)	\$500	\$1000

**DIGITAL ADVERTISING NOTE:** Individual advertising placements for the weekly e-Bulletin are available only with the purchase of an advertising package. Also, due to potential conflicts, website advertisements are no longer available to members.

Something  
for every budget!

# FORMATTING & SPECIFICATIONS

## Bar News Display Ads



Placement	W	H
A. 1/8 Page Horizontal	5"	3"
B. 1/4 Page Vertical	5"	6.125"
C. 1/16 Page	2.375"	3"
D. 1/2 Page Horizontal	10.25"	6.25"
E. 1-Inch Classified	2.375"	1"
F. 2-Inch Classified	2.375"	2"
G. 1/8 Page Vertical	2.375"	6.125"
H. 1/4 Page Horizontal	7.625"	4.125"
I. 1/2 Page Vertical	7.625"	8.125"
J. 1/2 Page Vertical	5"	12.5"
K. 3/4 Page	7.625"	12.5"

Not Shown:

Full Page	10.25"	12.5"
-----------	--------	-------

### Printing Specifications

Printer	Webb Process	
Trim Size	14"	11"
Image Size	12.5"	10.25"

### Screen Tints:

20% (Must be 85 line screen)

### Advertising Printing Material

Printing material should be sent to Donna Parker by the advertising deadline listed above and should be in PDF file format with CMYK color. For questions, contact Donna Parker.

## e-Bulletin Listings

Listings in the e-Bulletin are featured in a content block each week. Listings should include a title with a hyperlink to your website and no more than 30 words of text. See below for an example:

### NH Bar Association (Hyperlink)

The NH Bar Association strives to support members of the legal profession and their service to the public and justice system. Contact us to learn more.

## Bar Journal Display Ads

Full Page	7.5"	10"
1/2 Page	6.375"	5"
1/4 Page	3"	5"

Materials should be submitted to Donna Parker in PDF file format and in CMYK color mode. Contact Donna Parker with any questions.

# ADVERTISING POLICY

## Advertising Conditions

All advertising is subject to approval by the publisher. The publisher reserves the right at any time to decline any advertising which it feels may be inappropriate.

The following is a non-exclusive list of advertising which is unacceptable to the publisher:

- \* advertising relating to alcoholic beverages or tobacco products;
- \* advertising by or on behalf of political candidates at any level;
- \* advertising relating to contests, lotteries, or the offering of prizes based on chance, unless first cleared by the U.S. Postal Service, and unless written proof of compliance with the laws of New Hampshire is supplied;
- \* advertising which by its subject matter or content may imply New Hampshire Bar Association endorsement, recommendation, support or approval unless prior endorsement, recommendation, support or approval has been awarded by the New Hampshire Bar Association;
- \* advertising for products or services that are illegal or whose movement in interstate commerce is illegal;
- \* advertising which contains unlawful discriminatory language;
- \* advertising by which the advertiser violates or may encourage or enable another to violate the New Hampshire Supreme Court Rules of Professional Conduct.

Advertising may not in subject matter, content, material or design, jeopardize the mailing status of the publication. The publisher reserves the right to require clearance from the U.S. Postal Service.

## Contract/Copy Conditions

### Contract Year

Advertising must be inserted within one year of the first insertion to earn the frequency discounts.

### Copy Acceptance

Advertisements will only be accepted on a prepaid basis. The publisher reserves the right to accept or reject all advertising copy at its discretion. Placement is subject to publisher's choice except for paid preferred positions at an additional 10% charge.

All advertisements ordered typeset and not used will be charged for composition. Costs incurred by the publisher for production work done on advertisements will be charged to the advertiser. When change of copy is not received by the closing date, copy run in previous issue will be inserted.

### Advertising Responsibility

Staff of New Hampshire Bar News must be notified in writing within 10 days of receipt of publication of any errors in advertising or printing flaws. Otherwise billing for said advertising will be held indisputable.

Advertiser charged for typesetting, artwork, stats, reductions and enlargements done by publisher.