



New Hampshire

BAR ASSOCIATION

Equal Justice Under Law



ADVERTISING MEDIA KIT
2011-2012

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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

Location

Northern/Western NH	10%
Central/Southern NH	36%
Seacoast NH	14%
Out-of-State*	40%

Age

24 – 30	4%
31 – 40	17%
41 – 50	28%
51 – 60	30%
61+	21%
Male	65%
Female	35%

Annual Income

Over \$150,000	17%
\$100,001-150,000	17%
\$75,001-100,000	16%
Under \$75,000	50%

*The majority of out-of-state members live in close proximity to New Hampshire: in Massachusetts, Maine and Vermont.

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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

Issue Date	Ad Reservation Date	Final Ad Copy Due
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 primary publication of the NH Bar Association and features a variety of timely articles of use to Bar members. 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.

www.nhbar.org

- * **Display Advertising** - The Bar Association website gets an average of 2,500 unique visits per day and more than 700,000 clicks per month. If you're trying to reach a large audience effectively, then www.nhbar.org is a good place to start.
- * **Vendor Directory** - This electronic mall posts ads that can include your company's logo, a link to your website and/or e-mail address as well as a description of your services.

ADVERTISING PACKAGES

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

\$250

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

\$500

- 1 – Vendor Directory Listing
- 1 – 1/4-page Bar Journal Ad
- 2 - e-Bulletin Listings
- 1x Website Ad

(Homepage - Block B)

\$750

- 1 – Vendor Directory Listing
- 1 – 1/4-page Bar Journal Ad
- 2 - e-Bulletin Listings
- 3x Website Ad

(Homepage - Block B)

- 1 – 1/16-page Bar News Ad

\$1,000

- 1 – Vendor Directory Listing
- 1 – 1/4-page Bar Journal Ad
- 3 - e-Bulletin Listings
- 3x Website Ad

(Homepage - Block B)

- 6x 2" Classified Display Ad

\$1,500

- 1 – Vendor Directory Listing
- 2 – 1/4-page Bar Journal Ad
- 3 - e-Bulletin Listings
- 3x Website Ad

(Homepage OR Run-of-Site - Block B)

- 3 – 1/4-page Bar News Ad

\$2,000

- 1 – Vendor Directory Listing
- 2 – 1/4-page Bar Journal Ad
- 3 - e-Bulletin Listings
- 3x Website Ad

(Homepage OR Run-of-Site - Block A)

- 12x 1/8-page Bar News Ad OR
- 6x 1/4-page Bar News Ad

\$2,500

- 1 – Vendor Directory Listing
- 2 – 1/4-page Bar Journal Ad
- 4 - e-Bulletin Listings
- 6x Website Ad

(Homepage OR Run-of-Site - Block A)

- 6x 1/4-page Bar News Ad

\$3,000

- 1 – Vendor Directory Listing
- 2 – 1/4-page Bar Journal Ad
- 4 - e-Bulletin Listings
- 6x Website Ad

(Homepage OR Run-of-Site - Block A)

- 6x 1/4-page Bar News Ads OR
- 12x 1/8-page Bar News Ad

\$3,500

- 1 – Vendor Directory Listing
- 2 – 1/4-page Bar Journal Ad
- 4 - e-Bulletin Listings
- 6x Website Ad

(Homepage OR Run-of-Site - Block A)

- 6x 1/4-page Bar News Ad
- 6x 1/8-page Bar News Ad

\$5,000

- 1 – Vendor Directory Listing
- 2 – 1/4-page Bar Journal Ad
- 4 - e-Bulletin Listings
- 12x Website Ad

(Homepage AND Run-of-Site - Block A)

- 12x 1/4-page Bar News Ad

Something
for every budget!

INDIVIDUAL RATES

NH Bar Association Print Advertising

NH Bar News Advertising

Display Advertising*

	1X	3X	6X	12X
Full Page	\$998	\$937	\$872	\$752
3/4 Page	\$762	\$721	\$674	\$578
1/2 Page (Back)	\$637	\$597	\$562	\$480
1/2 Page (Inside)	\$513	\$474	\$450	\$383
1/4 Page	\$335	\$310	\$294	\$261
1/8 Page	\$145	\$139	\$132	\$125
1/16 Page	\$84	\$77	\$70	\$63

*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 placement

Supplemental Inserts

2-Page	\$845
4-Page	\$1,087
Insert fee	\$120

Classified Display Advertising

	1X	3X	6X	12X
2-Inch	\$86	\$77	\$72	\$61
1-Inch	\$45	\$41	\$37	\$31

Line Ads

1-2X	1.15/word
3X	.99/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

Something
for every budget!

NH Bar Association Online Advertising

Website Display Advertising

	1 Month	3 Months	6 Months	12 Months
Block A 120 X 240				
Home Page	\$180	\$120	\$100	\$70
Run of the Site	\$160	\$100	\$80	\$50
Block B 120 X 90				
Home Page	\$160	\$100	\$80	\$50
Run of the Site	\$140	\$80	\$60	\$30
Banner 468 X 60				
Home Page	\$180	\$120	\$100	\$70
Run of the Site	\$160	\$100	\$80	\$50

e-Bulletin Listings

e-Bulletin listings have a value of \$75, but are only available through the purchase of advertising packages.

Online Vendor Directory

Basic Listing (One Year)	\$100
Premiere Listing (One Year)	\$150

Something
for every budget!

EXHIBITOR OPPORTUNITIES

In addition to the many advertising opportunities that the NH Bar Association offers in its print and on-line publications, we also offer exhibitor opportunities at Association programs and events.

Midyear Membership Meeting - February 4, 2011 Radisson Hotel/Center of New Hampshire Manchester, NH

One-Day Exhibitor Space
\$400

Packet Inserts
\$300 (Vendor Provides Inserts)

Program Advertising (B&W/Color)

1/4-Page	\$75/\$100
1/2-Page	\$125/\$150
Full Page	\$150/\$175



Annual Membership Meeting - June 24-26, 2011 Omni Mt. Washington Resort Hotel Bretton Woods, NH

Two-Day Exhibitor Space
\$500

Packet Inserts
\$300 (Vendor Provides Inserts)

Program Advertising (B&W/Color)

1/4-Page	\$75/\$100
1/2-Page	\$125/\$150
Full Page	\$150/\$175



NHBA•CLE PROGRAMMING

The NH Bar Association CLE Department features regular continuing legal education programming for the membership of the Association. Programs draw large numbers. Two annual programs in particular draw large crowds. *Practical Skills* draws 100-150 attorneys regularly and *Developments in the Law* draws more than 300.



Full-Day Exhibitor Space

\$195

Half-Day Exhibitor Space

\$125

Distribution of Flyers in Lieu of Exhibitor Space

\$125

Exhibitor space includes two lunches for attendees. Call Cheryl Moore at 603-715-3260 for information today!



ANNUAL QUID PRO BONO GOLF TOURNAMENT

Held annually at the finest private golf courses in the state, the Quid Pro Bono Golf Tournament features many ways in which advertisers and sponsors can get their names in front of 100+ members, all while supporting a great cause! The tournament is normally held in August.

Tee/Pin Sponsorships

Starting at \$290

Contest Sponsorships

Starting at \$500

Other Sponsorship Opportunities

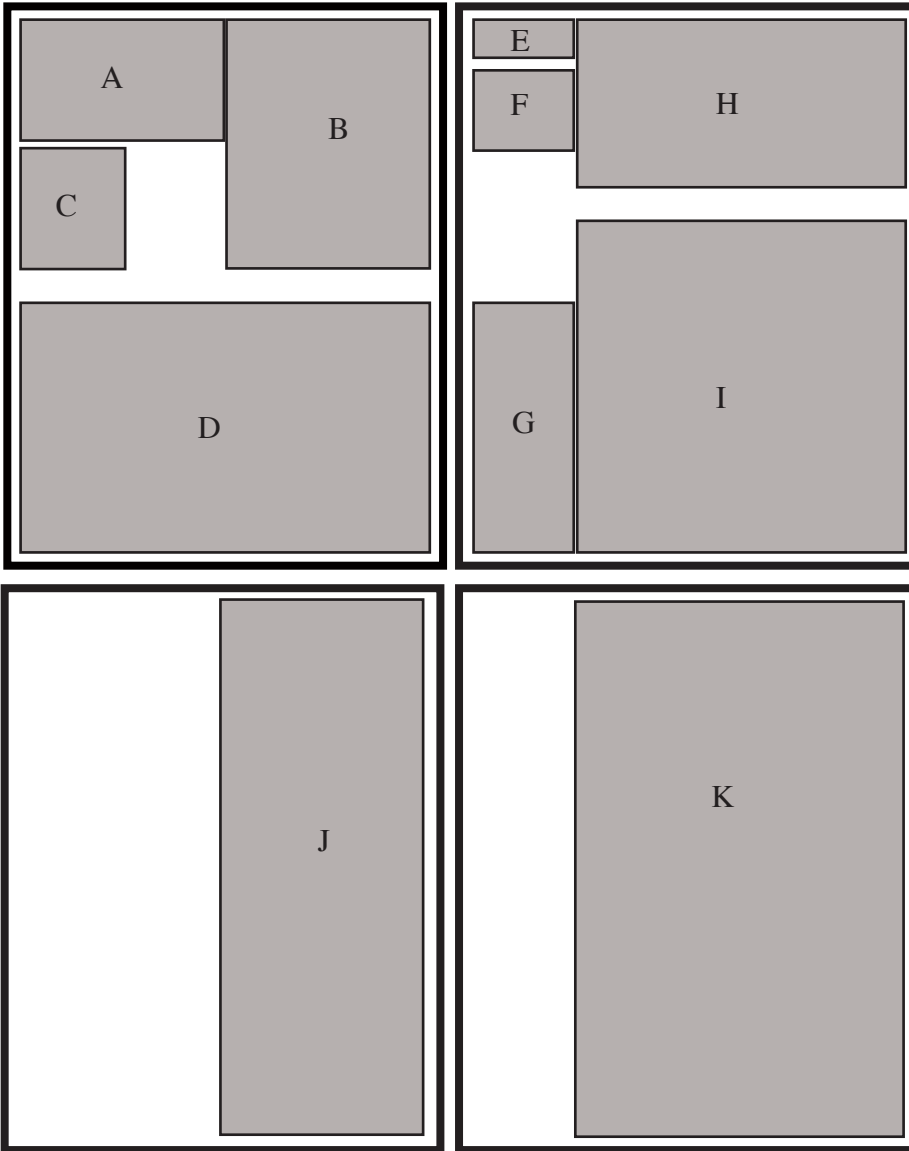
Starting at \$1,000

For more information about opportunities and rates, contact Diane McMahon at 603-715-3203.



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"
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PRINTING SPECIFICATIONS

Printer	Webb Process	
Trim Size	13.75"	11"
Image Size	12.5"	10.25"

Screen Tints:

20% (Must be 85 line screen)

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 PRINTING MATERIAL

For print display ads, please send a PDF file with the following specifications to Donna Parker.

- * **CMYK Color Mode** - A color profile is available on the Bar's website for download if necessary. To ensure the quality of your advertisement, please make sure that embedded images are also in CMYK Color Mode.
- * **Resolution** - Resolution for *Bar News* and *Bar Journal* advertisements should be at a resolution of at least 200dpi.

If you have questions about the above specifications, contact Donna Parker.

WEBSITE DISPLAY ADVERTISEMENTS

Placement	Ad Dimensions
A. Block A	120 X 240 pixels
B. Block B	120 X 90 pixels
C. Banner	468 X 60 pixels

Website Display Formatting

Files should be submitted in JPG format and in RGB color mode. Placements are run as space and time allows. Send your files and address questions to Donna Parker.

DISPLAY AD TYPES

Homepage

Homepage display ads will display on the most visited page of www.nhbar.org. They will not appear on other website pages.

Run-of-Site

Run-of-Site display ads will run on every page except the homepage.

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 (hyperlink) to learn more.

VENDOR DIRECTORY LISTINGS

Vendor Directory listings include contact information for your company, a hyperlink to your website, your company's logo, and a blurb about your company. They are posted online for one year. Please provide the following to Donna Parker.

Organization Name
Contact Name
Phone/Fax
Address

e-Mail Address
Organization URL
Vendor Category
Blurb/Logo

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.