

# 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

### Location

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

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

### Age

24 – 30	5%
31 – 40	17%
41 – 50	28%
51 – 60	30%
61+	20%
Male	65%
Female	35%

### Annual Income

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

## CONTENTS

Calendar and Deadlines .....	3
Placement Opportunities .....	4
Exhibitor Opportunities .....	5
Advertising Packages .....	7
Individual Advertising Rates .....	9
Formatting and Specifications .....	10
Advertising Policy .....	11

## NEW HAMPSHIRE BAR ASSOCIATION

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CONCORD, NH 03301

603-715-EASY

NHBAINFO@NHBAR.ORG

WWW.NHBAR.ORG

# CALENDAR & DEADLINES

## *NH Bar News* Editorial Calendar - 2010-11

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.

### 2010

June - Tort Law  
July - Medical Malpractice  
August - Seacoast/Maine  
September - ADR  
October - Hills. South/Massachusetts  
November - Family Law  
December - Capital Region/Central NH

### 2011

January - Criminal Law  
February - Upper Valley/VT  
March - Immigration Law  
April - Manchester  
May - Workers Compensation

## ***NH Bar News* Editorial Deadlines**

Issue Date	Ad Reservation Date	Final Ad Copy Due
June 18, 2010	June 2, 2010	June 8, 2010
July 16, 2010	June 30, 2010	July 6, 2010
Aug. 13, 2010	July 28, 2010	Aug. 3, 2010
Sept. 17, 2010	Sept. 1, 2010	Sept. 7, 2010
Oct. 15, 2010	Sept. 29, 2010	Oct. 5, 2010
Nov. 19, 2010	Nov. 3, 2010	Nov. 9, 2010
Dec. 17, 2010	Dec. 1, 2010	Dec. 7, 2010
Jan. 14, 2011	Dec. 29, 2010	Jan. 4, 2011
Feb. 18, 2011	Feb. 2, 2011	Feb. 8, 2011
March 18, 2011	March 2, 2011	March 8, 2011
April 15, 2011	March 30, 2011	April 5, 2011
May 13, 2011	April 27, 2011	May 3, 2011
June 17, 2011	June 1, 2011	June 7, 2011
July 15, 2011	June 29, 2011	July 5, 2011
Aug. 19, 2011	Aug. 3, 2011	Aug. 9, 2011
Sept. 16, 2011	Aug. 31, 2011	Sept. 6, 2011
Oct. 14, 2011	Sept. 28, 2011	Oct. 4, 2011
Nov. 18, 2011	Nov. 2, 2011	Nov. 8, 2011
Dec. 16, 2011	Nov. 30, 2011	Dec. 6, 2011

# 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](http://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](http://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.