Why Advertise with the New Hampshire Bar Association?

Reach an intelligent and responsive audience of decision-makers who turn to the New Hampshire Bar Association for guidance in their professional pursuits.

We offer a customized approach to marketing that combines print and digital advertising, event sponsorship and in-person exhibiting at seminars, putting your business front and center among legal professionals throughout New England.
Make Connections

The NH Bar Association represents all lawyers and judges licensed to practice law in New Hampshire. We provide support and resources for New Hampshire’s legal community and advocate for equal access to justice for all New Hampshire citizens.

We provide a target audience of high earners with decision-making power. More than 45 percent of Bar members earn $100,000+ per year.

Highly educated professionals from a variety of age groups turn to us for information about reliable products and services for law practice and law firms.

Our marketing channels enable you to make connections with professional men and women working in the legal field across New Hampshire and throughout New England.

Demographic information from the 2014 Economics of NH Law Practice Survey commissioned by the NH Bar Association.
Get Results

NH Bar News

The monthly NH Bar News is the official publication of the NH Bar Association and features a variety of timely articles about the law, justice issues, courts and the legal community. It is sent to more than 8,100 people. Opportunities include:

- **Display Advertising** - Generate business and referrals with attractive color or black and white ads.
- **Classifieds** - Advertise job vacancies, products or services. Both display and line ads are available. Classified ads are also posted on [www.nhbar.org](http://www.nhbar.org).

NHBA e-Bulletin and Website

More than 7,500 members, business leaders, communications professionals and news organizations receive timely news and information in the weekly NHBA e-Bulletin.

- **Issue Sponsorships** – Sponsors are listed weekly in a content block that includes a title with a hyperlink to your website and 30 words of text (max.).

**DIGITAL ADVERTISING NOTE:** Sponsor listings in NHBA e-Bulletin are available only with the purchase of an advertising package.

In-Person Meetings and Events

Sponsoring one of the NH Bar Association’s many popular programs and events enhances visibility, bringing your company to the forefront for our audience.

- **Midyear Meeting** – Feb. 21, 2020, DoubleTree by Hilton Manchester, Manchester, NH
- **Annual Meeting** – June 19-June 20, 2020, AC Hotel by Marriott Portsmouth Downtown Waterfront, Portsmouth, NH
- **Pro Bono Golf Tournament** – Aug. 13, 2020, Lake Sunapee Country Club, New London, NH
- **Practical Skills** – December 11-12, 2019 and June 10-11, 2020, Courtyard by Marriott/Grappone Conference Center, Concord NH
- **Developments in the Law** – October 30, 2020, DoubleTree by Hilton Manchester, Manchester, NH

DONNA J. PARKER

PHONE: 603.715.3263

Advertising and Sponsorship Sales Coordinator

EMAIL: dparker@nhbar.org
Sponsorship Levels

The New Hampshire Bar Association has various opportunities available for both advertising and sponsorship, including this slate of special sponsorship packages. Questions? Contact Donna Parker.

**Platinum: $4,000**
- Developments in the Law exhibit or portfolio marketing piece (200+ lawyers)
- Practical Skills exhibit or portfolio marketing piece (program required for new lawyers within two years of joining the bar)
- Midyear Meeting (exhibitor booth, half page color ad in program, reception co-sponsor) OR Annual Meeting (exhibitor booth, sponsorship, full-page color ad in program, mention in Bar News and on website).
- Digital and print advertising credit
- 2 e-Bulletin sponsorships
- Recognition on website, Bar News and at sponsored events.

**Gold: $3,000**
- Developments in the Law exhibit or portfolio marketing piece (200+ lawyers)
- Practical Skills exhibit or portfolio marketing piece (program required for new lawyers within two years of joining the bar)
- Midyear Meeting (exhibitor booth, ad in program, reception co-sponsor) OR Annual Meeting (exhibitor booth, sponsorship, full-page color ad in program, mention in Bar News and on website).
- Digital and print advertising credit
- 2 e-Bulletin sponsorships
- Recognition on website, Bar News and at sponsored events.

**Silver: $1,500**
- Developments in the Law exhibit or portfolio marketing piece (200+ lawyers)
- Practical Skills exhibit or portfolio marketing piece (program required for new lawyers within two years of joining the bar) portfolio flyer
- Midyear Meeting (exhibitor booth, ad in program) OR Annual Meeting (exhibitor booth, color ad in program)
- 2 e-Bulletin sponsorships
- Digital and print advertising credit
- Recognition on website, Bar News and at sponsored events.

**Bronze: $750**
- Developments in the Law exhibit or portfolio marketing piece (200+ lawyers)
- Midyear meeting program ad half page color
- Advertising credit
- 2 e-Bulletin sponsorships
- Recognition on website, Bar News and at sponsored events.
Bar News Display Ads

<table>
<thead>
<tr>
<th>Placement</th>
<th>W</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Full Page</td>
<td>10&quot;</td>
<td>13.63&quot;</td>
</tr>
<tr>
<td>2. Junior Page</td>
<td>7.46&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>3. 1/2 Vertical</td>
<td>4.92&quot;</td>
<td>13.63&quot;</td>
</tr>
<tr>
<td>4. 1/2 Horizontal</td>
<td>10&quot;</td>
<td>6.75&quot;</td>
</tr>
<tr>
<td>5. 1/4 Vertical</td>
<td>4.92&quot;</td>
<td>6.75&quot;</td>
</tr>
<tr>
<td>6. 1/4 Horizontal</td>
<td>10&quot;</td>
<td>3.25&quot;</td>
</tr>
<tr>
<td>7. 1/8 Horizontal</td>
<td>4.92&quot;</td>
<td>3.25&quot;</td>
</tr>
<tr>
<td>8. 1/16 Vertical</td>
<td>2.38&quot;</td>
<td>3.25&quot;</td>
</tr>
<tr>
<td>9. Classified Display (large)</td>
<td>2.38&quot;</td>
<td>2.63&quot;</td>
</tr>
<tr>
<td>10. Classified Display (small)</td>
<td>2.38&quot;</td>
<td>1.25&quot;</td>
</tr>
</tbody>
</table>

Rates effective June 1, 2019

<table>
<thead>
<tr>
<th>Placement</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1605</td>
<td>$1475</td>
<td>$1455</td>
<td>$1375</td>
<td>$1310</td>
</tr>
<tr>
<td>Junior</td>
<td>$1235</td>
<td>$1175</td>
<td>$1120</td>
<td>$1065</td>
<td>$1000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$795</td>
<td>$750</td>
<td>$715</td>
<td>$685</td>
<td>$650</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$540</td>
<td>$510</td>
<td>$480</td>
<td>$460</td>
<td>$440</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$240</td>
<td>$230</td>
<td>$220</td>
<td>$215</td>
<td>$205</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$130</td>
<td>$125</td>
<td>$120</td>
<td>$110</td>
<td>$100</td>
</tr>
</tbody>
</table>

*There is an additional fee of $50 for placement of color ads. Preferred placement of an ad is available for an additional 20% of the total placement cost.

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

- **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 advertisements should be at a resolution of at least 300dpi.
- **Screen Tints** – 15%

### Classified Ads

#### Classified Line Ads

<table>
<thead>
<tr>
<th>Words</th>
<th>0-20</th>
<th>21-40</th>
<th>41-60</th>
<th>61-80</th>
<th>81-100</th>
<th>100+ ($25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$60</td>
<td>$90</td>
<td>$120</td>
<td>$155</td>
<td>$185</td>
<td>$1.60/word</td>
</tr>
</tbody>
</table>

#### Classified Display Ads

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large</td>
<td>$125</td>
<td>$120</td>
<td>$115</td>
<td>$105</td>
<td>$100</td>
</tr>
<tr>
<td>Small</td>
<td>$ 85</td>
<td>$ 80</td>
<td>$ 75</td>
<td>$ 70</td>
<td>$ 65</td>
</tr>
</tbody>
</table>

### Headings:

Positions Available • Positions Sought • Request for Proposals • Office Sharing • Office Space • Services • For Rent • For Sale • Will Search

Prices are per issue/month. Classified line ads placed three or more issues receive 20% discount on regular prices. Ads are posted online for 30 days. Ads need to be prepaid. (Checks made payable to NHBA; credit cards also accepted.) Classifieds line ads appear in a paragraph format. Ads can only be emailed, faxed or mailed. Ad text cannot be taken by phone. If the advertiser would like to continue the ad, please contact the NHBA and provide prepayment. Ads may be edited. The NHBA reserves the right to reject advertising.
Digital Advertising

NHBA e-Bulletin Listings

More than 7,500 members, business leaders, communications professionals and news organizations receive the NHBA e-Bulletin, the bar’s weekly e-newsletter. It is our most interactive publication, with high average open and click-through rates.

DIGITAL ADVERTISING NOTE: Sponsor listings in e-Bulletin are available only with the purchase of a sponsorship-level package.

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 sample below:

NH Bar Association

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.

Online Vendor Directory

Vendor Directory listings include contact information for your company, a hyperlink to your website, your company’s logo, and a description of your company and its products and/or services. These listings are posted online for one year.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Ad Dimensions</th>
<th>Cost per ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>300 x 250 pixels</td>
<td>$235 $190 $145 $130 $105</td>
</tr>
</tbody>
</table>

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

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 questions to Donna Parker.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Ad Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>300 x 250 pixels</td>
</tr>
</tbody>
</table>

Cost per ad for different placements:

- 1X: $235
- 3X: $190
- 6X: $145
- 9X: $130
- 12X: $105

Placement Ad Dimensions:

- Homepage: 300 x 250 pixels

Digital Advertising

Your Ad Here
300 x 250 pixels

Organizations can also purchase FY20 Media Kit Online Vendor Directory

**Basic Listing (One Year)**: $100

**Premiere Listing (One Year)**: $150

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Contact Name</th>
<th>Phone/Fax</th>
<th>Address</th>
<th>Email Address</th>
<th>Organization URL</th>
<th>Vendor Category</th>
<th>Description/Logo</th>
</tr>
</thead>
</table>

2019-2020 MEDIA KIT

DONNA J. PARKER
PHONE: 603.715.3263

Adverting and Sponsorship Sales Coordinator EMAIL: dparker@nhbar.org
Sponsorships and Exhibiting

Sponsoring one of the NH Bar Association’s annual membership meetings, education seminars or events enhances visibility for your business.

**Midyear Membership Meeting**  
February 21, 2020  
*DoubleTree by Hilton Manchester, NH*

<table>
<thead>
<tr>
<th>EXHIBITOR SPACE: $550</th>
<th>PROGRAM ADVERTISING (B&amp;W/COLOR)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1/4-Page</td>
</tr>
<tr>
<td></td>
<td>$225</td>
</tr>
</tbody>
</table>

**Annual Membership Meeting**  
June 19 - June 20, 2020  
*AC Hotel by Marriott Portsmouth Downtown Waterfront, NH*

<table>
<thead>
<tr>
<th>EXHIBITOR SPACE: $450</th>
<th>PROGRAM ADVERTISING (B&amp;W/COLOR)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1/4-Page</td>
</tr>
<tr>
<td></td>
<td>$125</td>
</tr>
</tbody>
</table>

**NHBA•CLE Programming**

The NH Bar Association Continuing Legal Education Department organizes regular education sessions for association members that draw large numbers of attorneys and other legal services professionals. Two annual programs in particular attract large crowds. Practical Skills regularly draws 100-150 attorneys; Developments in the Law draws more than 200.

<table>
<thead>
<tr>
<th>Full-Day Exhibitor Space $195</th>
<th>Distribution of Flyers in Lieu of Exhibitor Space $195</th>
</tr>
</thead>
</table>

Exhibitor space includes two lunches for attendees. Call Cheryl Moore at 603.715.3260 for information today.

**Annual Quid Pro Bono Golf Tournament**  
August 13, 2020

Held annually at the finest private golf courses in the state, the Quid Pro Bono Golf Tournament offers many ways for advertisers and sponsors to get their names in front of our members, all while supporting a great cause! The tournament, which raises money for legal services, is normally held in August.

<table>
<thead>
<tr>
<th>Tee/Pin Sponsorships $350</th>
<th>Contest Sponsorships $650</th>
<th>Other Sponsorship Opportunities Available</th>
</tr>
</thead>
</table>

For more information about opportunities and rates, contact Donna Parker at 603.715.3263.

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**DONNA J. PARKER**  
Advertising and Sponsorship Sales Coordinator  
PHONE: 603.715.3263  
EMAIL: dparker@nhbar.org
## Conditions and Deadlines

### 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 that is unacceptable to the publisher:

- advertising relating to alcoholic beverages or tobacco products;
- advertising by or on behalf of political candidates;
- advertising relating to contests, lotteries, or the offering of prizes based on chance, unless first cleared by the US Postal Service, and unless written proof of compliance with the laws of New Hampshire is supplied;
- advertising that may imply NH Bar Association endorsement, recommendation, support or approval unless prior endorsement, recommendation, support or approval has been awarded by the NH Bar Association;
- advertising for products or services that are illegal or whose movement in interstate commerce is illegal;
- advertising that contains unlawful discriminatory language;
- advertising that violates or may encourage or enable another to violate the NH 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 US 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.

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.

### Bar News

#### Practice Area Sections

NH Bar News features a special content section each month that is dedicated to a specific area or areas of law. This helps you pick the advertising placements that are best for you and your business.

<table>
<thead>
<tr>
<th>Month</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>Municipal &amp; Governmental Law and Intellectual Property Law</td>
</tr>
<tr>
<td>July</td>
<td>Federal Practice, Bankruptcy, International</td>
</tr>
<tr>
<td>August</td>
<td>Workers’ Compensation Law and Personal Injury Law</td>
</tr>
<tr>
<td>September</td>
<td>Environmental &amp; Natural Resources, Telecommunications, Energy &amp; Utilities Law</td>
</tr>
<tr>
<td>October</td>
<td>Alternative Dispute Resolution</td>
</tr>
<tr>
<td>November</td>
<td>Family Law &amp; Children’s Law</td>
</tr>
<tr>
<td>December</td>
<td>Business Law &amp; Business Litigation</td>
</tr>
<tr>
<td>January</td>
<td>Criminal Law &amp; Health Law</td>
</tr>
<tr>
<td>February</td>
<td>Tax Law &amp; Insurance Law</td>
</tr>
<tr>
<td>March</td>
<td>Trust &amp; Estate Law</td>
</tr>
<tr>
<td>April</td>
<td>Labor &amp; Employment Law</td>
</tr>
<tr>
<td>May</td>
<td>Real Property Law</td>
</tr>
</tbody>
</table>

### Bar News

#### Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Reservation Date</th>
<th>Final Ad Copy Due</th>
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</thead>
<tbody>
<tr>
<td>January 15, 2020</td>
<td>December 30, 2019</td>
<td>January 6, 2020</td>
</tr>
<tr>
<td>February 19, 2020</td>
<td>February 3, 2020</td>
<td>February 10, 2020</td>
</tr>
<tr>
<td>March 18, 2020</td>
<td>March 23, 2020</td>
<td>March 9, 2020</td>
</tr>
<tr>
<td>April 15, 2020</td>
<td>March 30, 2020</td>
<td>April 6, 2020</td>
</tr>
<tr>
<td>May 20, 2020</td>
<td>May 4, 2020</td>
<td>May 11, 2020</td>
</tr>
<tr>
<td>June 17, 2020</td>
<td>June 1, 2020</td>
<td>June 8, 2020</td>
</tr>
<tr>
<td>July 15, 2020</td>
<td>June 29, 2020</td>
<td>July 6, 2020</td>
</tr>
<tr>
<td>August 19, 2020</td>
<td>August 3, 2020</td>
<td>August 10, 2020</td>
</tr>
<tr>
<td>September 16, 2020</td>
<td>August 31, 2020</td>
<td>September 4, 2020</td>
</tr>
<tr>
<td>October 21, 2020</td>
<td>October 5, 2020</td>
<td>October 9, 2020</td>
</tr>
<tr>
<td>November 18, 2020</td>
<td>November 2, 2020</td>
<td>November 9, 2020</td>
</tr>
<tr>
<td>December 16, 2020</td>
<td>November 30, 2020</td>
<td>December 7, 2020</td>
</tr>
</tbody>
</table>
2019-2020 NH Bar Association
Board of Governors

Officers
President  Edward E. Philpot, Jr.
President-Elect  Daniel E. Will
Vice President  Richard C. Guerriero Jr.
Secretary  Robert E. Howard, III
Treasurer  Peter E. Hutchins

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Danielle Y. Vanderzanden  (out-of-state governor)

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Jonathan M. Eck
Catherine E. Shanelaris
Kathleen M. Mahan
Christine M. Hanisco

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James P. Cowles  (Carroll)
Joseph D. Steinfield  (Cheshire)
Scott J. Whitaker  (Coos)
Marcie A. Hornick  (Grafton)
Leslie C. Nixon  (Hillsborough North)
Donald H. Sienkiewicz  (Hillsborough South)
John A. Curran  (Merrimack)
Susan A. Lowry  (Rockingham)
Christopher T. Regan  (Strafford)
Geoffrey M. Gallagher  (Sullivan)

Heather A. Cherniske  (ABA Association Delegate)
Andrew R. Hamilton  (ABA Association New Lawyer Delegate)