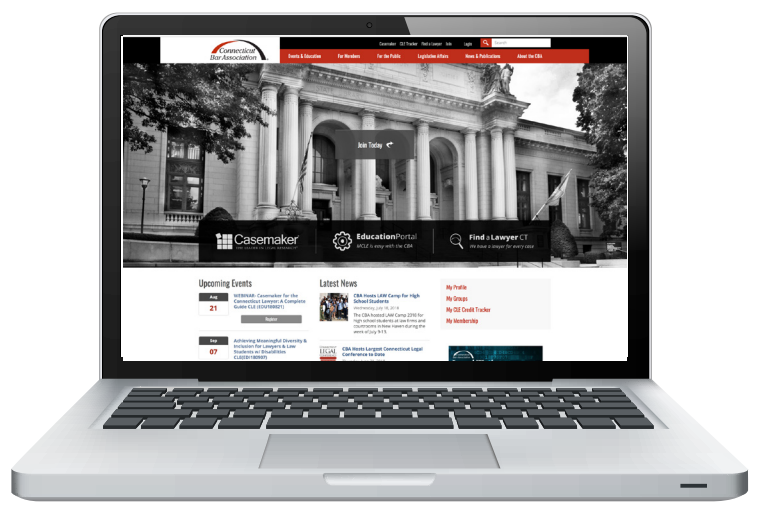




Media Kit 2023

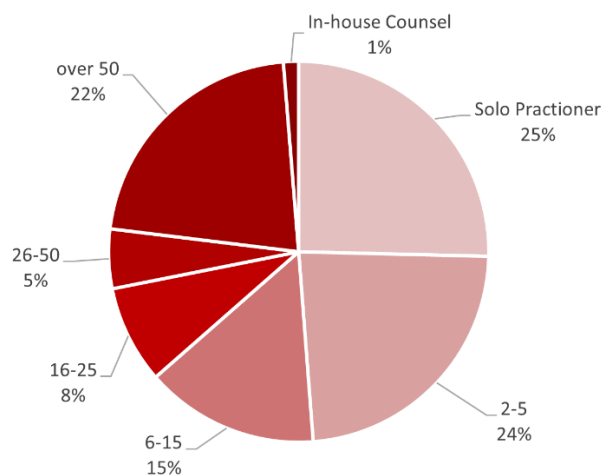


About the CBA

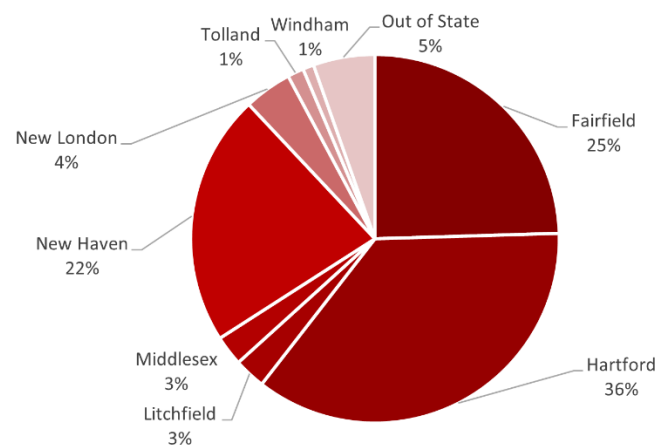
The Connecticut Bar Association, founded in 1875, is the preeminent organization for lawyers and the legal profession in Connecticut. With its 70+ sections and committees, the CBA produces over 400 programs each year, including the Connecticut Legal Conference. The CBA is a nonprofit member service organization dedicated to advancing the legal profession and the principles of law and justice.

The CBA is made up of more than 9,000 lawyers, judges, and legal professionals representing all firm sizes as well as corporate and government lawyers and members of the judiciary.

CBA Members by Firm Size



CBA Members by County



CBA Website Statistics

18,000+ users per month

123,000 pageviews

2:20 minute session duration

4.5 page views per session

CBA E-Newsletter Statistics

24.5% Open Rate

6% Click Rate

Opportunities

The CBA has numerous communications channels to keep our members informed about the latest developments in law and to keep their skills sharp, including a weekly e-newsletter, magazine, scholarly journal, website and more. Learn what advertising opportunities are available so you can educate Connecticut lawyers on your products and services.

CT Lawyer Magazine

CT LAWYER

CT Lawyer magazine is an exclusive publication, produced six times a year and is free to all members. The publication contributes to lawyers' professional growth; informs readers of important legislative changes, court decisions, and other issues arising in the legal profession; and keeps members abreast of CBA activities.

Publication Dates

Issue	Commitment and Art Due	Mail Date
Jan/Feb 2023	10/18/22	1/27/23
March/April 2023	12/19/22	3/15/23
May/June 2023	2/21/23	5/10/23
July/Aug 2023	4/24/23	7/17/23
Sept/Oct 2023	6/15/23	9/15/23
Nov/Dec 2023	8/1/23	11/1/23

Rates

Ad Sizes	1x	3x	6x
1/6 ad Vertical: 2.25" w x 4.9375" h	\$700	\$655	\$610
1/4 ad Horizontal: 3.6875" w x 4.8125" h	\$880	\$817	\$754
1/3 ad Horizontal: 7.375" w x 3.25" h Vertical 1: 2.25" w x 9.875" h Vertical 2: 4.8125" w x 4.9375" h	\$925	\$858	\$790
1/2 ad Horizontal: 7.375" w x 4.9375" h Vertical: 3.6876" w x 9.875" h	\$1,150	\$1,060	\$970
Full ad Without a Bleed: 7.375" w x 9.875" h With Bleed: 8.625" w x 11.125" h Trim: 8.375" w x 10.875" h	\$1,750	\$1,600	1,450

Note

- 10% discount on prepaid ads (applies only to full contract of 6x or more)
- 20% discount for nonprofit advertisers
- 20% premium on preferred positions—subject to availability

Bonus

Advertisers who contract for six or more issues receive a free one-month tile ad in the CBA's e-newsletter—a \$300 value.

Accepted File Formats

PDF (CMYK color space, output for Press Quality, 300 DPI)

Preprinted Inserts:

Rates available upon request.

Cover Options	1x	3x	6x
Inside Front Cover Without a Bleed: 7.375" w x 9.875" h With Bleed: 8.625" w x 11.125" h Trim: 8.375" w x 10.875" h	\$2,100	\$1,890	\$1,680
Inside Back Cover Without a Bleed: 7.375" w x 9.875" h With Bleed: 8.625" w x 11.125" h Trim: 8.375" w x 10.875" h	\$2,100	\$1,890	\$1,680
Outside Back Cover Without a Bleed: 7.375" w x 9.875" h With Bleed: 8.625" w x 11.125" h Trim: 8.375" w x 10.875" h	\$2,250	\$2,025	\$1,800

Classifieds

CT Lawyer magazine accepts classified advertising in the following categories: For Sale/ Lease and Services. The rate is \$80 for members for the first 30 words, with an extra \$1.25 for each additional word. The rate is \$120 for non-members for the first 30 words, with an extra \$1.25 for each additional word.

Connecticut Bar Journal

CONNECTICUT BAR JOURNAL

The *Connecticut Bar Journal* is a scholarly periodical that features articles on a variety of legal topics. Published quarterly under the direction of a board of editors, the journal is free to all members and is available on a subscription basis to non-members.

Rates

Ad Size	1x	4x
1/4 Page Ad Vertical: 2.125" w x 3.75" h	\$275	\$247
1/2 Page Ad 4.5" w x 3.75" h	\$375	\$337
Full Page Ad 4.5" w x 7.625" h	\$500	\$450
Inside Front Cover 4.5" w x 7.625" h	\$550	\$500
Inside Back Cover 4.5" w x 7.625" h	\$550	\$500

Trim Size 6" w x 9" h

Accepted File Format

PDF (B&W, output for Press Quality, 300 DPI)

Note

- 10% discount prepaid ads (applies to full contract only)
- 20% discount nonprofit advertisers
- 20% premium on preferred positions—subject to availability

Publication Dates

The *Connecticut Bar Journal* is published four times a year by a committee of volunteer members. Please contact the CBA for information on the next issue and/or future dates of publication

Digital Advertising



The CBA Docket

The CBA Docket is the association's e-newsletter sent to all members on a weekly basis. The newsletter informs members about the association's news and upcoming events as well as updates in the legal profession.

Rates

Ad Size	1 month	3 months	6 months	12 months
Tile Ad 400 px wide x 200 px high	\$300	\$275	\$250	\$200
Banner Ad 765 px wide x 156 px high	\$375	\$350	\$325	\$275



Sidebar

Sidebar is the CBA's enhanced listserv/discussion board that allows members to request referrals, receive advice, share news, and more. Each time a post is made, members receive an email (unless they have modified their notification settings). Opportunities are available to purchase a tile or banner ad to these messages. The online communities are available based upon [geographic area](#) or participation in a [CBA section or committee](#). You may select up to ten of these communities for each ad placement. The CBA cannot guarantee that a post will be made during the month of purchase but will work with advertisers to meet the ad buy.

Rates

Ad Size	1 month	3 months	6 months	12 months
Post/Tile Ad - 200 px wide x 200 px high	\$220	\$210	\$200	\$180
Banner Ad – 728 px wide x 90 px high	\$300	\$285	\$270	\$240



CBA Website

The CBA website is the one-stop spot where members can find all the association's upcoming events, news, access member benefits, and connect with members. Ads are traditionally placed on the homepage but can be placed on pages throughout the website.

Rates

Ad Size	1 month	3 months	6 months	12 months
300 px wide x 250 px high	\$250	\$225	\$215	\$210

Sponsor CBA Meetings and Events

The CBA hosts more than 400 events each year and range from small area of practice meetings to the largest annual gathering of legal professionals in the state.

Annual Events

Below is a sample listing of the CBA's prominent annual events. To learn more about the sponsorship and advertising opportunities available at these events, visit ctbar.org/sponsor-an-event.

Connecticut Legal Conference

The Connecticut Legal Conference is the CBA's largest event, with over 40 top-rate practical programs, sponsors and exhibitors, and compelling plenary speakers.

Celebrate with the Stars

Celebrate with the Stars the CBA's annual award ceremony where a slate of impressive awardees are honored, as well as attorneys observing the 50th anniversary of their admission to practice in Connecticut.

Connecticut Bankruptcy Conference

The annual Connecticut Bankruptcy Conference covers updates in the Connecticut Local Rules of Bankruptcy Procedure and best practices and ethical considerations in both commercial and consumer bankruptcy.

Federal Tax Institute of New England

This premier event for the estate planning and tax communities. The day includes a networking breakfast followed by both plenary and break-out sessions presented in a two-track format. National speakers will present cutting edge tax and estate planning issues. The seminars will address the future of estate planning, as well as significant tax issues faced by today's businesses.

The Diversity & Inclusion Summit: The Collaborative Blueprint

The Diversity & Inclusion Summit: The Collaborative Blueprint is an innovative and collaborative professional development experience designed to empower leaders in the legal profession to act toward making Connecticut a more diverse and inclusive bench and bar. Through collaborative workshops and panel discussions, you will gain knowledge and inspiration to help you lead your organization into a revolutionary transformation that will make a positive effect in the realm of diversity and inclusion in the state of Connecticut.

Section Meetings

The CBA has more than 40 substantive sections in a range of practice areas to help members stay ahead of the game with networking and professional development opportunities. Section meetings can be sponsored for \$500. More information about sponsoring a section meeting can be found [here](#).

Continuing Legal Educational Seminars

The CBA holds more than 100 continuing legal education (CLE) seminars on a variety of topics each year. Individual CLE seminars can be sponsored for \$500 and includes promotion on our website, social media channel, and CLE marketing and seminar materials emails, and an opportunity to briefly address the attendees. A list of upcoming CLE seminars can be found at ctbar.org/CLE.

Learn More

For more information or questions regarding advertising with and sponsoring an event, please contact advertise@ctbar.org.

Insertion Order | CT Lawyer Magazine

Title of Advertisement _____ Date _____

New Art Ad Enclosed Ad to Come Pick Up As Is Typed Copy (Classified Ads)

Contact Information:

Company/Advertiser

Advertising Agency (if applicable)

Contact Person

Contact Person

Address

Address

City/State/Zip Code

City/State/Zip Code

Email

Email

Phone

Phone

Fax

Fax

Special Instructions: _____

Authorized Signature: _____

Issue(s) of Insertion

Vol. 1 (Sept/Oct) Vol. 2 (Nov/Dec) Vol. 3 (Jan/Feb)
 Vol. 4 (March/April) Vol. 5 (May) Vol. 6 (Summer) All 6 issues

Frequency

1x 3x 6x

A 3x or more insertion order for a display ad entitles the advertiser to a free one month tile ad in the CBA e-newsletter. Insertion of the free tile ad in the e-newsletter will most likely occurring during the ad buy. The timing determined by the CBA based upon availability.

Ad Size - Display Ads Only

Full 1/2 (V or H) 1/3 (V-1 or V-2 or H-1) 1/4 1/6
 Inside Front Cover Inside Back Cover Outside Back Cover

Email advertise@ctbar.org to confirm cover availability and submit artwork.

Accepted File Formats - PDF (CMYK color space, output for Press Quality, 300 DPI)

Classified Ads Only

E-mail copy to advertise@ctbar.org.



Terms and Conditions

Contract space must be used within one year from the first insertion. An advertiser or agency may cancel an order for advertising in writing only. If the advertiser or agency cancels, the advertiser will pay the publisher a short rate equal to the difference between the rate earned under the contract and the rate applicable to the actual frequency of publication. The publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by the deadline.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason an advertisement is not published. The publisher is not responsible for any errors in key numbers or other type set by the publisher.

Preferred Position: 20% premium—subject to availability.

Terms: Net 30 days. Payment with order required of new advertisers.

Ad Rates: Advertising rates are for space only and are based on receipt of acceptable materials sized to our mechanical specifications. Alterations will be charged to the advertiser at cost.

Circulation Paid circulation of more than 8,000 lawyers, judges, and legal professionals—representing large, small, and mid-size law firms in every part of the state as well as corporate and government lawyers and members of the judiciary.

Method of Payment

Check Visa Mastercard Discover Amex

Card # _____

Rate Per Insertion _____

Exp. Date _____ CVV _____

For display ad only

Billing Address _____

Less: _____

10% prepaid ads
(Applies to full contract payment only.)

Billing Zip Code _____

20% nonprofit discount (copy of 501(c)(3) required)

Signature _____

Total Amount Due: _____

Mail the completed form with payment to: CBA, 30 Bank St, New Britain, CT 06051.

Email the completed form to advertise@ctbar.org.

Fax the completed form to (860)223-4488.



Insertion Order | Connecticut Bar Journal

Title of Advertisement _____ Date _____

New Art Ad Ad Enclosed Ad to Come Pick Up As Is

Contact Information:

Company/Advertiser

Advertising Agency (if applicable)

Contact Person

Contact Person

Address

Address

City/State/Zip Code

City/State/Zip Code

Email

Email

Phone

Phone

Fax

Fax

Special Instructions: _____

Authorized Signature: _____

Issue(s) of Insertion(s)

Volume _____ Number _____

Volume _____ Number _____

Volume _____ Number _____

Volume _____ Number _____

Frequency

1x 2x 3x 4x

Ad Size

Full Inside Front Cover Inside Back Cover

1/2 1/4 Horizontal 1/4 Vertical

Email advertise@ctbar.org to submit artwork.

Accepted File Format - PDF (B&W, output for Press Quality, 300 DPI)

For more information, contact advertise@ctbar.org.



Terms and Conditions

Contract space must be used within one year from the first insertion. An advertiser or agency may cancel an order for advertising in writing only. If the advertiser or agency cancels, the advertiser will pay the publisher a short rate equal to the difference between the rate earned under the contract and the rate applicable to the actual frequency of publication. The publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by the deadline.

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Method of Payment

Check Visa Mastercard Discover Amex

Card # _____

Rate Per Insertion _____

Exp. Date _____ CVV _____

For display ad only

Billing Address _____

Less: _____

10% prepaid ads
(Applies to full contract payment only.)

Billing Zip Code _____

20% nonprofit discount (copy of 501(c)(3) required)

Signature _____

Total Amount Due: _____

Mail the completed form with payment to: CBA, 30 Bank St, New Britain, CT 06051.

Email the completed form to advertise@ctbar.org.

Fax the completed form to (860)223-4488.



E-mail Advertising Order Form | The CBA Docket and Sidebar

Date _____

Contact Information

Company _____

Contact Person _____

Address _____

City/State/Zip Code _____

Email _____

Phone _____ Fax _____

Ad Hyperlink _____

Authorized Signature _____

Ad Type and Size

The CBA Docket E-newsletter

Ad Size	1 month	3 months	6 months	12 months
Tile Ad 400 px wide x 200 px high	<input type="checkbox"/> \$300	<input type="checkbox"/> \$275	<input type="checkbox"/> \$250	<input type="checkbox"/> \$200
Banner Ad 765 px wide x 156 px high	<input type="checkbox"/> \$375	<input type="checkbox"/> \$350	<input type="checkbox"/> \$325	<input type="checkbox"/> \$275

Sidebar

Ad Size	1 month	3 months	6 months	12 months
Tile Ad 200 px wide x 200 px high	<input type="checkbox"/> \$220	<input type="checkbox"/> \$210	<input type="checkbox"/> \$200	<input type="checkbox"/> \$180
Banner Ad 728 px wide x 90 px high	<input type="checkbox"/> \$300	<input type="checkbox"/> \$285	<input type="checkbox"/> \$270	<input type="checkbox"/> \$240

Method of Payment

Check Visa Mastercard Discover Amex Price _____

Card # _____

Exp. Date _____ CVV # _____

Signature _____

Email advertise@ctbar.org to submit artwork.

For more information, contact advertise@ctbar.org.



Online Advertising Order Form | CBA Website

Date _____

Contact Information

Company _____

Contact Person _____

Address _____

City/State/Zip Code _____

Email _____

Phone _____ Fax _____

Ad Hyperlink _____

Authorized Signature _____

Ad Size	1 month	3 months	6 months	12 months
300 px wide x 250 px high	<input type="checkbox"/> \$250	<input type="checkbox"/> \$225	<input type="checkbox"/> \$215	<input type="checkbox"/> \$210

Ads are traditionally placed on the homepage. Contact advertise@ctbar.org if you wish to place your ad on webpages throughout the site.

Method of Payment

Check Visa Mastercard Discover Amex Price _____

Card # _____

Exp. Date _____ CVV # _____

Signature _____

Email advertise@ctbar.org to submit artwork.

For more information, contact advertise@ctbar.org.