

NJSBA ADVERTISING OPPORTUNITIES

NJSBA DAILY BRIEFING

The Daily Briefing is one of the most widely read emails, sent to all NJSBA members, every Monday-Friday. This email features news and updates on the latest court decisions and is filled with information legal professionals need to know.

COST	TOP / MIDDLE POSITION	BOTTOM POSITION
4 x Insertions (Per Insertion)	\$375/inst. \$1,500 total	\$275/inst. \$1,100 total
8 x Insertions (Per Insertion)	\$300/inst. \$2,400 total	\$220/inst. \$1,760 total

AD SPECS:

Banner size: 600 px w x 120 px h
High-resolution JPG at 300 dpi
Please provide the web link to be embedded in the ad

NEW JERSEY LAWYER

The award-winning *New Jersey Lawyer* magazine, written by attorneys, for attorneys, and is sent to the entire NJSBA membership base, and archived on NJSBA.com.

Editorial Calendar and Issue Deadlines

August 2024

INTELLECTUAL PROPERTY LAW
Reserve space: July 9
Materials due: July 16

December 2024

DOMESTIC VIOLENCE
Reserve space: November 5
Materials due: November 12

April 2025

ARTIFICIAL INTELLIGENCE
Reserve space: March 4
Materials due: March 11

October 2024

EDUCATION
Reserve space: September 10
Materials due: September 17

February 2025

THE MODERN LAW OFFICE
Reserve space: January 7
Materials due: January 14

June 2025

JUDICIAL INDEPENDENCE
Reserve space: May 6
Materials due: May 14

Display Advertising

Rates are per insertion

	Width	Depth	1x	3x	6x
Full Page	7 1/2"	10"	\$1,500	\$1,350	\$1,200
1/2 Page H.	7 1/2"	4 7/8"	\$875	\$800	\$725
1/2 Page V.	4 7/8"	7 1/8"	\$875	\$800	\$725
1/3 Page H.	4 7/8"	4 7/8"	\$675	\$625	\$575
1/3 Page V.	2 3/8"	9 1/2"	\$675	\$625	\$575

Note: Premium placement (inside front cover or back cover) +\$200/insertion • Full color process color + \$400/insertion

*Note: Editorial calendar, reservations and materials due dates for 2024/2025 are subject to change.
NJSBA Members Save 25% on advertising in *New Jersey Lawyer* magazine.

NJSBA COMMUNITYNET

TILE ADVERTISING

LISTSERV ADVERTISING

Tile advertising:

Your ad will appear on NJSBA's online community, Section specific pages, with a web link to be embedded in the ad.

Listserve advertising:

Your banner ad will appear on the bottom of section specific listserve emails, communicated by section members to section members, with a web link to be embedded in the ad.

Cost	3 months	6 months	12 months
1 Section page	\$200/week \$2,400 total	\$175/week \$4,200 total	\$125/week \$6,500 total

AD SPECS:

Tile size: 280 pixels x 280 pixels
High-resolution JPG at 300 dpi
Please provide the web link to be embedded in the ad

Cost	1 month	3 months	6 months
1 Section listserv	\$250/week \$1,000 total	\$200/week \$2,400 total	\$175/week \$4,200 total

AD SPECS:

Banner size: 600 px w x 120 px h
High-resolution JPG at 300 dpi
Please provide the web link to be embedded in the ad

Contact Name _____ Company _____

Address _____
 street address city state zip

Phone _____ Email _____

Daily Briefing

Date	Position	Insertions	Amount

New Jersey Lawyer magazine

Date	Ad Size	Insertions	Amount

CommunityNet tile ads

Date	NJSBA Member Section	Insertions	Amount

CommunityNet listserv ads

Date	NJSBA Member Section email	Insertions	Amount

Return form via email to Lynn Gallo at: lgallo@njsba.com

Total payment \$ _____

MAIL CHECK PAYMENT TO: New Jersey State Bar Association
 One Constitution Square, New Brunswick, NJ 08901
 Attn: Lynn Gallo
Check payable to NJSBA

If paying with a credit card, please inform Lynn Gallo and she will contact you for payment information.

Advertising Policy

The purpose of the New Jersey State Bar Association's publications and other communication is to promote the mission, policies and work of the Association. The Association reserves the right to not accept for publication any copy/advertisement it deems, in its sole discretion, does not do so. Unless otherwise agreed to, positioning of advertising is at the discretion of the New Jersey State Bar Association. Advertisers & advertising agencies jointly and severally agree to be responsible for payment to the New Jersey State Bar Association for all space purchased under the rate card. Production charges incurred on behalf of an advertiser or its agency in the preparation of advertising materials will be re-billed at cost, and are not commissionable. The New Jersey State Bar Association reserve the right to reject any copy and/or advertisement. The New Jersey State Bar Association reserves the right to make any rate changes with thirty (30) days' notice in advance of the designated publication date.

Cancellations received 5 days prior to reservation deadline will be refunded at 50% of the agreed upon rate. No refunds will be issues for cancellations received less than 5 days prior to the reservation deadline for each issue.

Indemnification: Advertiser shall indemnify, defend and hold harmless the New Jersey State Bar Association and its officers, directors, partners, agents, members and employees from and against any and all demands, claims, damages, losses and liabilities, including reasonable attorney's fees, resulting from any claim for defamation, slander, libel, copyright or trademark infringement in connection with any advertisement provided by Advertiser to the New Jersey State Bar Association.

Disputes: By purchasing advertising, Advertiser agrees that any dispute in connection with the purchase will be governed by the laws of the State of New Jersey, without regard to its conflicts of laws principles, and that any dispute will be brought in the state or federal courts of New Jersey.

Commission & Payment Policy

All payments due within 30 days of the invoice date. Invoices not paid within 30 days of invoice date are subject to interest charge of 1.5% per month.

New advertisers must prepay their first insertion.

No advertising will be accepted from an account which is more than 60 days overdue. **Materials:** Written confirmation of material corrections is required by material closing date. If an advertiser fails to provide required material to meet deadlines for various communications in which space has been reserved, one of two actions will be taken: (1) the last published advertisement available will be repeated, or (2) if no advertisement is available, the space will be forfeited. In either case, the advertiser will be billed for the space reserved. Advertising materials will be stored for 12 months and will then be discarded unless otherwise requested by the advertiser.