

# 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<br>(Per Insertion) | \$375/inst.<br>\$1,500 total | \$275/inst.<br>\$1,100 total |
| 8 x Insertions<br>(Per Insertion) | \$300/inst.<br>\$2,400 total | \$220/inst.<br>\$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 2025

##### DRUG LAW

Reserve space: July 10  
Materials due: July 17

#### December 2025

##### FRAUD

Reserve space: November 6  
Materials due: November 13

#### April 2025

##### ARTIFICIAL INTELLIGENCE

Reserve space: March 6  
Materials due: March 13

#### October 2025

##### SERVICE

Reserve space: September 4  
Materials due: September 11

#### February 2025

##### THE MODERN LAW OFFICE

Reserve space: January 16  
Materials due: January 23

#### June 2025

##### JUDICIAL INDEPENDENCE

Reserve space: May 15  
Materials due: May 22

### 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 25/26 are subject to change.  
NJSBA Members Save 25% on advertising in *New Jersey Lawyer* magazine.

## NJSBA COMMUNITYNET

## SPONSORED CONTENT EMAILS

### Listserv advertising:

Your banner ad will appear on the bottom of section-specific listserv emails, with a web link to be embedded in the ad.

Cost is \$250/week for 1 section

SPECS: Banner size: px x 120 px h; High-resolution JPEG at 300 dpi; web link required

Reach NJSBA members from practice-specific areas with your message through sponsored email content. Reach up to five sections with each message that is branded and linked to your organization.

\$2,000 per insertion

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 sponsorship@njsba.com**

Total payment \$ \_\_\_\_\_

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

**If paying with a credit card, please inform Denisse Salinas at dsalinas@njsba.com, 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.