

NJSBA Advertising Opportunities

NEW JERSEY LAWYER

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

Editorial Calendar and Issue Deadlines

October 2026

NEW LAWYERS

Ad reservation deadline Sept. 3

Ad materials deadline Sept. 10

December 2026

INCARCERATION

Ad reservation deadline Nov. 5

Ad materials deadline Nov. 12

February 2027

MERGERS AND ACQUISITIONS

Ad reservation deadline January 15

Ad materials deadline January 22

April 2027

A LIVING LEGACY: NEW JERSEY AND THE EVOLUTION OF AMERICAN LAW

Ad reservation deadline March 5

Ad materials deadline March 12

June 2027

TECHNOLOGY

Ad reservation deadline May 17

Ad materials deadline May 24

August 2027

FAMILY LAW

Ad reservation deadline July 8

Ad materials deadline July 15

October 2027

LABOR AND EMPLOYMENT

Ad reservation deadline Sept. 2

Ad materials deadline Sept. 9

December 2027

TBD

Ad reservation deadline Nov. 4

Ad materials deadline Nov. 11

Display Advertising

Rates are per insertion

	Width	Depth	1x	3x	6x
Full Page	7.375"	9.875"	\$1,500	\$1,350	\$1,200
1/2 Page H.	7.375"	4.875"	\$875	\$800	\$725
1/2 Page V.	3.5"	9.875"	\$875	\$800	\$725
1/3 Page H.	4.875"	4.875"	\$675	\$625	\$575
1/3 Page V.	2.375"	9.875"	\$675	\$625	\$575

All magazine ads must be CMYK color mode and 300 dpi.

For premium placement (inside front cover, inside back cover and outside back cover) contact sponsorship@njsba.com.

NOTE: Editorial calendar, reservations and materials due dates for 2026–2027 are subject to change. NJSBA Members Save 25% on advertising in *New Jersey Lawyer* magazine.

Print Newsletter Advertising

Labor and Employment Law Quarterly and
New Jersey Family Lawyer

	Width	Depth	1x
Full Page	7.5"	10"	\$1,500
1/2 Page H.	7.5"	5"	\$875
1/2 Page V.	3.75"	10"	\$875
1/3 Page H.	7.5"	3.25"	\$675
1/3 Page V.	2.5"	10"	\$675

All newsletter ads
must be B&W color
mode and 300 dpi.

For materials deadline
and to reserve
newsletter ad space,
contact:
sponsorship@njsba.com

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.

Insertions	Top/Middle Position	Bottom Position
4 insertions	\$375/each \$1,500 total	\$275/each \$1,100 total
8 insertions	\$300/each \$2,400 total	\$220/each \$1,760 total

Ad Specifications

Banner size: 600px width x 120px height

High-resolution JPG at 300 dpi

Please provide the web link to be embedded in the ad

Daily Briefing Sponsored Content

\$2,000/each

Your content appears as a news item in the NJSBA *Daily Briefing*, our daily newsletter delivered every business day morning to every member inbox. Your content is labeled as “Sponsored Content” and the item and headline would link directly to advertiser content. This email has an over 60% open rate and is among our most well-read products.

Targeted Email Campaigns—\$2,000/each

NJSBA sends emails on behalf of the advertiser. The emails can be targeted to members of up to five sections of the NJSBA. Copy will be subject to NJSBA communications team review and edits.

NJSBA Advertising Contract/Reservation Form

Contact Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

New Jersey Lawyer magazine			
Date	Ad Size	Insertions	Amount

Daily Briefing			
Date	Position	Insertions	Amount

NJSBA Section Newsletters			
Date	Ad Size	Section	Amount

Targeted Email Campaign			
Date	NJSBA Member Section (limit 5 sections)	Insertions	Amount

Check payments (payable to NJSBA): Mail to New Jersey State Bar Association, Attn: Denisse Salinas, One Constitution Sq., New Brunswick, NJ 08901

Credit card payments: Notify Denisse Salinas at dsalinas@njsba.com, and she will contact you for payment information.

Return form via email to sponsorship@njsba.com

Total payment \$ _____

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 and advertising agencies jointly and separately 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 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 issued 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.