Advertise with the New Hampshire Bar Association

The New Hampshire Bar Association’s official publication, *New Hampshire Bar News*, reaches thousands of attorneys, judges and policy makers around the Granite State through its print and online editions published monthly.

Advertise in the *Bar News* and put your business front and center among legal professionals throughout New England!
Get Results

New Hampshire Bar News

The monthly 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 8,400 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.

NHBA e-Bulletin

The e-Bulletin is the news source in between issues of Bar News. More than 7,500 members receive timely news and information in the weekly e-Bulletin. It is our most interactive publication, with high average open and click-through rates.

- **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.) and logo. See sample below:

  New Hampshire 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.

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. 18, 2022, Virtual
- **Annual Meeting** – June 17-19, 2022
  Mountain View Grand Hotel, Whitefield, NH

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Advertising and Sponsorship Sales Coordinator

PHONE: 603.715.3263 EMAIL: advertise@nhbar.org
Sponsorship Levels

The New Hampshire Bar Association has various opportunities available for both advertising and sponsorship at our live CLEs. Questions? Email advertise@nhbar.org.

Platinum: $7,500

- Midyear Meeting (exhibitor booth - $550, full page ad in program - $325, sponsorship - $1,200) AND Annual Meeting (sponsorship - $1,200, full-page ad in program - $325).
- Developments in the Law exhibit or Practical Skills exhibit - $195
- One year subscription to Vendor Directory - $295
- Advertising credit - $3,305 to be used to place ads in Bar News
- 4 e-Bulletin sponsorships - $300
- Recognition on website, Bar News and at sponsored events.

Gold: $5,000

- Midyear Meeting (exhibitor booth - $550, full page ad in program - $325) AND Annual Meeting (sponsorship - $1,200, full-page color ad in program - $325).
- Developments in the Law exhibit or Practical Skills exhibit - $195
- One year subscription to Vendor Directory - $295
- Advertising credit - $1,810 to be used to place ads in Bar News
- 4 e-Bulletin sponsorships - $300
- Recognition on website, Bar News and at sponsored events.

Silver: $2,500

- Midyear Meeting (exhibitor booth - $550, full page ad in program - $325) AND Annual Meeting (full page ad in program - $325)
- One year subscription to Vendor Directory - $295
- Advertising credit - $780 to be used to place ads in Bar News
- 3 e-Bulletin sponsorships - $225
- Recognition on website, Bar News and at sponsored events.

Bronze: $1,000

- Midyear meeting (full page ad in program - $325)
- One year subscription to Vendor Directory - $295
- Advertising credit - $230 to be used to place ads in Bar News
- 2 e-Bulletin sponsorships - $150
- Recognition on website, Bar News and at sponsored events.

Advertising and Sponsorship Sales Coordinator
PHONE: 603.715.3263 EMAIL: advertise@nhbar.org
2022 MEDIA KIT

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>
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<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>
</tbody>
</table>

Preferred placement of an ad is available for an additional 20% of the total placement cost. An additional cost of $25 for employment ads only will be added to post the ad with our online classifieds.

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

- CMYK Color Mode
- Resolution – Resolution for Bar News advertisements should be at least 300dpi.
- Screen Tints – 15%

We publish specialty publications from time to time where there are opportunities to place an ad which include the following: Experience Takes Root, Leadership Academy,

Classified Ads

Classified Line Ads

<table>
<thead>
<tr>
<th>Insertion</th>
<th>Per Word Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>$60</td>
<td>$1.50/word</td>
</tr>
</tbody>
</table>

Insertion is $60 to place the ad plus the cost per word.

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.) Classified 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.

Advertising and Sponsorship Sales Coordinator

PHONE: 603.715.3263    EMAIL: advertise@nhbar.org
Digital Advertising

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

Premiere Listing (One Year) | $295

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

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.
Event Advertising and Promotions

Enhance visibility for your business.

Midyear Membership Meeting
February 18, 2021
Virtual

PROGRAM ADVERTISING (B&W/COLOR)

<table>
<thead>
<tr>
<th>1/4-Page</th>
<th>1/2-Page</th>
<th>Full Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$225</td>
<td>$275</td>
<td>$325</td>
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</table>

Annual Membership Meeting
June 17-19, 2022
Mountain View Grand Hotel, Whitefield, NH

PROGRAM ADVERTISING (B&W/COLOR)

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</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.

Call meeting registrar at 603.715.3260 for information today.

Sponsorship opportunities are also available. Contact us for details.

Advertising and Sponsorship Sales Coordinator
PHONE: 603.715.3263 EMAIL: advertise@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.

January  | Criminal Law & Health Law
February | Tax Law & Insurance Law
March    | Trust & Estate Law
April    | Labor & Employment Law
May      | Real Property Law
June     | Municipal & Governmental Law and Intellectual Property Law
July     | Federal Practice, Bankruptcy, International
August   | Workers’ Compensation Law and Personal Injury Law
September| Environmental & Natural Resources, Telecommunications, Energy & Utilities Law
October  | Alternative Dispute Resolution
November | Family Law & Children’s Law
December | Business Law & Business Litigation

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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<td>February 16, 2022</td>
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<td>April 20, 2022</td>
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<td>November 16, 2022</td>
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<td>December 21, 2022</td>
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<td>December 12, 2022</td>
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