



Invest Your Marketing Dollars Where It Makes Sense

Among the many benefits of your NHBA membership are special members-only rates on both advertising in our publications and sponsoring our events.

These opportunities allow you to inform and educate your peers about your firm and staff, as well as the services you offer. Make new connections, seek referrals, announce new partners and associates, recruit attorneys and staff... we help you achieve your marketing objectives at a great price.

2 Pillsbury Street • Suite 300 • Concord, NH 03301 • www.nhbar.org

Sales and Technical Editor

EMAIL: advertise@nhbar.org • PHONE: 603.715.3263

Opportunities

New Hampshire Bar News

The monthly *Bar News* is the official publication of the New Hampshire Bar Association and features a variety of timely articles about the law, justice issues, courts and the legal community. It is mailed to more than 8,500 NHBA members. The *Bar News* is also available on our website for additional readership. Opportunities include:

- **Display Advertising** - Generate business and referrals with attractive 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 a weekly online newsletter distributed to more than 5,500 NHBA members and other interested parties. 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](http://www.nhbar.org)



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 New Hampshire Bar Association's many popular programs and events enhances visibility, bringing your company to the forefront for our audience.

- **Midyear Meeting** - Feb. 9, 2024, DoubleTree by Hilton Manchester Downtown
- **Annual Meeting** – June 7-9, 2024
Grand Summit at Attitash, Bartlett, NH

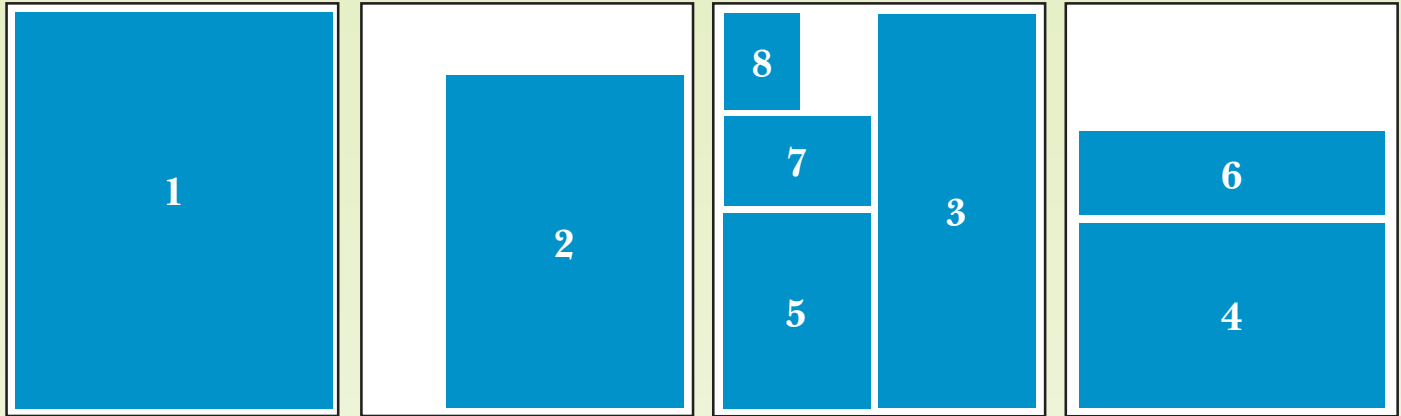


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Bar News Display Ads



Rates effective January 1, 2024

Placement	W	H
1. Full Page	10"	13.63"
2. Junior page	7.46"	10"
3. 1/2 Vertical	4.92"	13.63"
4. 1/2 Horizontal	10"	6.75"
5. 1/4 Vertical	4.92"	6.75"
6. 1/4 Horizontal	10"	3.25"
7. 1/8 Horizontal	4.92"	3.25"
8. 1/16 Vertical	2.38"	3.25"

	1X	3X	6X	9X	12X
Full Page	\$1715	\$1650	\$1570	\$1500	\$1430
Junior	\$1330	\$1250	\$1215	\$1160	\$1100
1/2 Page	\$ 895	\$ 830	\$ 805	\$ 730	\$ 675
1/4 Page	\$ 610	\$ 565	\$ 550	\$ 540	\$ 480
1/8 Page	\$ 285	\$ 280	\$ 275	\$ 265	\$ 260
1/16 Page	\$ 190	\$ 180	\$ 175	\$ 170	\$ 155

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.

Lawyers on the Move

Professional Announcements	Full Page	\$1325
	Half Page	\$ 700
	Quarter Page	\$ 490
	Eighth Page	\$ 300

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%

Classified Ads

Classified Line Ads

Insertion	Per word cost
\$55	\$1.25

Insertion is \$55 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. Ads are posted online for 30 days. Ads need to be prepaid. (Checks made payable to NHBA; credit cards also accepted.) Classifieds 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.

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Event Advertising and Promotions

Enhance visibility for your business.

Midyear Membership Meeting

February 9, 2024

DoubleTree by Hilton Manchester Downtown



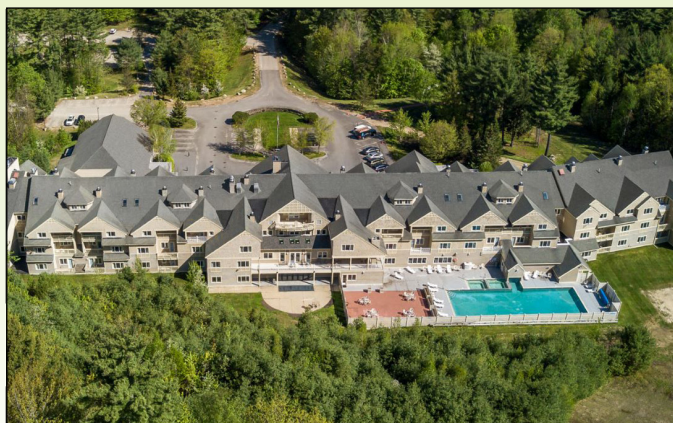
PROGRAM ADVERTISING

Ad Size	1/4-Page	1/2-Page	Full Page
Member	\$275	\$325	\$375
Non-Member	\$325	\$400	\$475

Annual Membership Meeting

June 7-9, 2024

Grand Summit at Attitash, Bartlett, NH



PROGRAM ADVERTISING

Ad Size	1/4-Page	1/2-Page	Full Page
Member	\$275	\$325	\$375
Non-Member	\$325	\$400	\$475

Testimonials



Abramson Brown & Dugan
Manchester

"We have been advertising in the *New Hampshire Bar News* for more than a decade and can definitely say it produces results through case referrals. It is also a great way to let others know the awards and accolades our lawyers are receiving for their hard work representing injured plaintiffs, so referring attorneys can rest assured that their clients are well represented by our office."

"Advertising in the NH Bar News is an important part of our firm's marketing plan. It allows us to highlight our attorneys and the breadth and depth of our practice areas to members of the New Hampshire legal community. We regularly receive referrals from attorneys throughout the state who have seen our ads in the *NH Bar News*."



Steven Camerino, CEO
McLane Middleton
Manchester



Paul Alfano
Alfano Law Office
Concord

"Advertising in the Bar News helps me stay in front of an important source of referral business: my peers. Non-lawyers see my Bar News advertisement as well. My return far exceeds the cost, as even one case a year justifies the investment."

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Conditions and Deadlines

Bar News Advertising Deadlines

Issue Date	Ad Reservation Date	Final Ad Copy Due
Jan. 17, 2024	Jan. 2, 2024	Jan. 8, 2024
Feb. 21, 2024	Feb. 5, 2024	Feb. 12, 2024
March 20, 2024	March. 4, 2024	March 11, 2024
April 17, 2024	April 1, 2024	April 8, 2024
May 15, 2024	April 29, 2024	May 6, 2024
June 19, 2024	June 3, 2024	June 10, 2024
July 17, 2024	July 1, 2024	July 8, 2024
August 21, 2024	August 5, 2024	August 12, 2024
Sept. 18, 2024	Sept. 3, 2024	Sept. 9, 2024
Oct. 16, 2024	Sept. 30, 2024	Oct. 7, 2024
Nov. 20, 2024	Nov. 4, 2024	Nov. 8, 2024
Dec. 18, 2024	Dec. 2, 2024	Dec. 9, 2024

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. You can get the preferred placement at a reduced cost in these special sections.

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

If you do not see your practice area here, please contact us.

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.

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NHBA Advertising Policy

ADVERTISING POLICY. All submitted advertising is subject to approval by the New Hampshire Bar Association, which produces and distributes the Bar News and other publications. As the publisher, the NHBA reserves the right at any time to decline any advertising which it feels, in its sole discretion, may be inappropriate for its membership and readership. 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; as well as political interest groups and lobbyists.
- advertising relating to contests, lotteries, or the offering of prizes based on chance, unless first cleared by the U.S. Postal Service, and unless written proof of compliance with the laws of New Hampshire is supplied;
- advertising that may imply New Hampshire Bar Association endorsement, recommendation, support or approval, unless prior endorsement, recommendation, support or approval has been awarded by the NHBA;
- advertising for products or services that are illegal or whose movement in interstate commerce is prohibited under law;
- advertising that contains unlawful, discriminatory, and/or hate language;
- advertising that advocates a position contrary to that of New Hampshire's judicial system or NHBA's Constitution and/or bylaws;
- advertising that itself violates -- or may encourage or enable another to violate -- the NH Supreme Court Rules of Professional Conduct, even if advertisement is placed by a non-attorney not themselves subject to the Rules. By submitting an advertisement, advertiser attests that to the best of their knowledge, said advertisement is in compliance with the Rules of Professional Conduct. The New Hampshire Bar Association takes no responsibility for ensuring such compliance and will not assume any obligation on member(s) arising as a result of non-compliance.
- advertising that -- in subject matter, content, material,

and/or design -- may jeopardize the timely mailing status of the publication. The publisher reserves the right to require from the advertiser written proof of clearance from the U.S. Postal Service prior to accepting the ad for publication.

The NH Bar Association, while a non-profit organization, nevertheless has an ongoing obligation to its members to maintain fiscal health. The Bar Association brings in a significant amount of operating revenue throughout the year through a variety of CLE programs it offers. The NHBA has also entered into (or plans to enter into) significant, mutually-beneficial relationships with other organizations, including a number of preferred vendors and exclusive providers. In order for the NHBA to continue to thrive, it is important that these arrangements not be jeopardized.

With this in mind, the NHBA reserves the right to review -- and reject, where appropriate -- advertising submitted to one or more of its publications on the basis of reasonable concerns that the proposed advertising may compete with the NHBA's own products and/or that said advertising could materially interfere with any existing or planned relationships it has with other organizations. For instance, the NHBA reserves the right to decline advertising for a program that is considered in direct competition with a NHBA CLE program. "Direct competition" includes, but is not limited to, such characteristics as subject matter, audience, event date, and pricing.

When advertisements for outside paid CLE programs are deemed not to be in direct competition with NHBA's offerings, regular advertising rates will ordinarily apply. (Courts, local and county bar associations, and other non-profit organizations promoting a free (no-cost) CLE may request to have advertising fees waived.)

Advertisers are encouraged to contact the NHBA prior to submitting their advertising message if they have any question on whether the ad may be accepted for publication.

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