



# 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](http://www.nhbar.org)

Sales and Technical Editor

EMAIL: [advertise@nhbar.org](mailto: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](http://www.nhbar.org).



## NHBA e-Bulletin

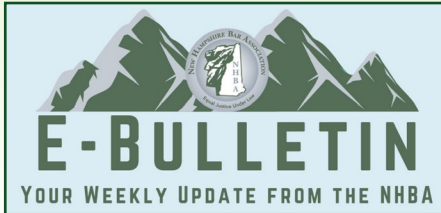
The *e-Bulletin* is a weekly online newsletter distributed to more than 5,500 NHBA members and other interested parties. It is our most interactive publication, with high average open and click-through rates.

- **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.



**E-BULLETIN**  
YOUR WEEKLY UPDATE FROM THE NHBA

**Help Bridge the Justice Gap**



**Join the LRS Modest Means Panel**

If you are looking to give back while earning a small fee, consider joining the Modest Means Program. Modest Means panelists provide much-needed legal assistance to lower- or moderate- income individuals while still earning a reduced fee. Participants choose the type of cases they are willing to consider and the counties where they practice. It is free to join and there is no obligation to accept any referral.

## 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. 19, 2027, DoubleTree by Hilton Manchester Downtown, Manchester, NH
- **Annual Meeting** – June 12-14, 2026, Mountain View Grand Resort & Spa, Whitefield, NHH

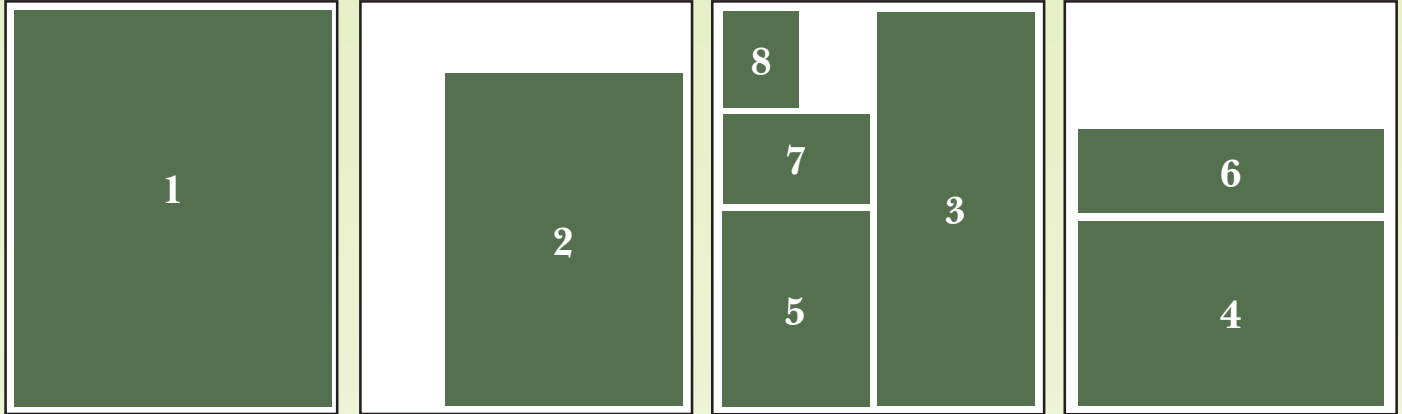


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# Bar News Display Ads



Rates effective January 1, 2026

| 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    |
|------------------|--------|--------|--------|--------|--------|
| <b>Full Page</b> | \$1890 | \$1815 | \$1730 | \$1650 | \$1570 |
| <b>Junior</b>    | \$1460 | \$1375 | \$1335 | \$1275 | \$1210 |
| <b>1/2 Page</b>  | \$ 985 | \$ 915 | \$ 885 | \$ 805 | \$ 740 |
| <b>1/4 Page</b>  | \$ 670 | \$ 620 | \$ 605 | \$ 595 | \$ 530 |
| <b>1/8 Page</b>  | \$ 315 | \$ 310 | \$ 300 | \$ 290 | \$ 285 |
| <b>1/16 Page</b> | \$ 210 | \$ 200 | \$ 190 | \$ 185 | \$ 170 |

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.

## Classified Ads

### Classified Line Ads

| Insertion | Per word cost |
|-----------|---------------|
| \$60      | \$1.40        |

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.

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%

## Professional Announcements

|              |        |
|--------------|--------|
| Full Page    | \$1460 |
| Half Page    | \$ 770 |
| Quarter Page | \$ 540 |
| Eighth Page  | \$ 330 |

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# Event Advertising and Promotions

Enhance visibility for your business.

## Midyear Membership Meeting

February 19, 2027

DoubleTree by Hilton Manchester Downtown



**EXHIBIT FEE \$680**

| Ad Size    | 1/4-Page | 1/2-Page | Full Page |
|------------|----------|----------|-----------|
| Member     | \$290    | \$340    | \$390     |
| Non-Member | \$340    | \$420    | \$500     |

## Annual Membership Meeting

June 12-14, 2026

Mountain View Grand Resort & Spa, Whitefield, NH



**PROGRAM ADVERTISING**

| Ad Size    | 1/4-Page | 1/2-Page | Full Page |
|------------|----------|----------|-----------|
| Member     | \$290    | \$340    | \$390     |
| Non-Member | \$340    | \$420    | \$500     |

## Testimonials



“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.”

Abramson Brown & Dugan, Manchester

“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



“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.”

Paul Alfano, Alfano Law Office, Concord

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# Conditions and Deadlines

## Bar News Advertising Deadlines

| Issue Date     | Ad Reservation Date | Final Ad Copy Due |
|----------------|---------------------|-------------------|
| June 17, 2026  | June 1, 2026        | June 8, 2026      |
| July 15, 2026  | June 29, 2026       | July, 6, 2026     |
| Aug. 19, 2206  | Aug. 3, 2026        | Aug. 10, 2026     |
| Sept. 16, 2026 | Aug. 30, 2026       | Sept. 7, 2026     |
| Oct. 21, 2026  | Oct. 5, 2026        | Oct. 12, 2026     |
| Nov. 18, 2026  | Nov. 2, 2026        | Nov. 9, 2026      |
| Dec. 16, 2026  | Nov. 30, 2026       | Dec. 7, 2026      |
| Jan.20, 2027   | Jan. 4, 2027        | Jan. 11, 2027     |
| Feb. 17, 2027  | Feb. 1, 2027        | Feb 8, 2027       |
| March 17, 2027 | March 1, 2027       | March 8, 2027     |
| April 21, 2027 | April 5, 2027       | April 12, 2027    |
| May 19, 2027   | May 3, 2027         | May 10, 2027      |
| June 16, 2027  | May 31, 2027        | June 7, 2027      |
| July 21, 2027  | July 6, 2027        | July 12, 2027     |
| Aug. 18, 2027  | Aug. 2, 2027        | Aug. 9, 2027      |
| Sept. 15, 2027 | Aug. 30, 2027       | Sept. 6, 2027     |
| Oct. 20, 2027  | Oct. 4, 2027        | Oct. 11, 2027     |
| Nov. 17, 2027  | Nov. 1, 2027        | Nov. 8, 2027      |
| Dec. 15, 2027  | Nov. 29, 2027       | Dec. 6, 2027      |

## 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.

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