



THE BAR ASSOCIATION OF
SAN FRANCISCO

2018 MEDIA KIT

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The Bar Association of San Francisco (BASF) offers several print and digital advertising opportunities for your company. BASF reflects the best of the legal profession. Our publications are produced in-house and offer a quality of writing and depth of exposure unmatched by daily legal newspapers.

We offer the best advertising value to reach the San Francisco Bay Area's attorney market, guaranteed!

Since 1872 we have been providing San Francisco legal professionals with networking and pro bono opportunities in order to better serve our community.

REACH

San Francisco Attorney magazine

Circulation: 7,500

BASF Bulletin newspaper

Circulation: 7,500

BASF Directory

Circulation: 10,000

Legal by the Bay blog

Visitors: 7,700/month

E-newsletters

Distribution: 2,000 - 8,500
depending on newsletter

DEMOGRAPHICS

7,500 Our membership consists of 7,500+ lawyers, judges, law students and legal professionals in the Bay Area

21% are legal entrepreneurs - solo practitioners and small law firms

30% are attorneys in their first ten years of practice

20% work in large law offices with 80 or more attorneys

5% are corporate counsel

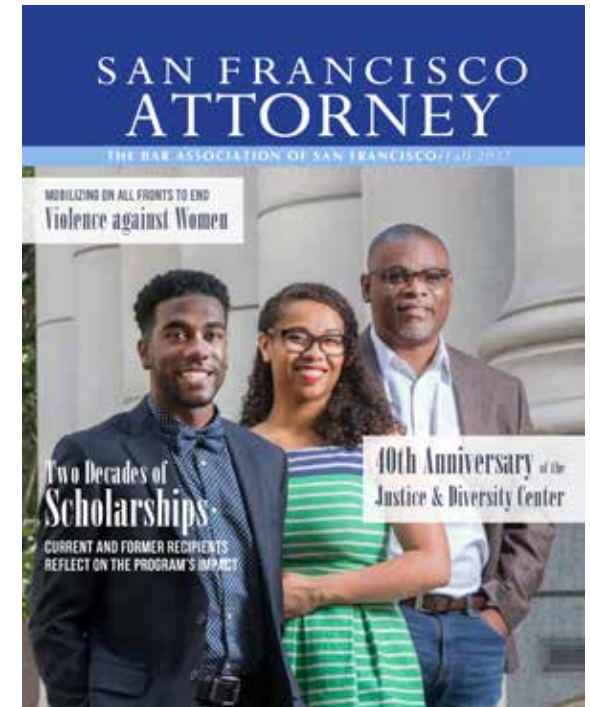
Our readers practice in one of the nation's most affluent legal markets. Advertising with BASF is a sure way to reach decision makers and influencers in the legal marketplace.

SAN FRANCISCO ATTORNEY: QUARTERLY MAGAZINE

San Francisco Attorney magazine (SFAM) is the award-winning, quarterly magazine of The Bar Association of San Francisco (BASF). SFAM is the only magazine tailored to the Bay Area legal community.

SFAM - inside pages				
Size	Dimensions	1x	2x	4x
Full page	7.25 x 9.25	\$4,700	\$4,230	\$3,525
1/2 page (landscape)	7.25 x 4.5	\$2,800	\$2,520	\$2,100
1/4 page (portrait)	3.5 x 4.5	\$1,900	\$1,710	\$1,425

SFAM Covers - full pages only			
Placement	1x	2x	4x
Inside Front Cover	\$5,900	\$5,310	\$4,425
Inside Back Cover	\$5,200	\$4,680	\$3,900
Back Cover	\$5,900	\$5,310	\$4,425



See page 10 for art requirements and submission guidelines

BASF BULLETIN NEWSPAPER: MONTHLY NEWSPAPER

The BASF Bulletin is the full-color monthly member newspaper that includes the essential Continuing Legal Education (CLE) calendar along with coverage of BASF events and news about the local legal community.

BASF Bulletin					
Size	Dimensions	1x	3x	6x	12x
Full page - back cover only	10.375 x 16.5	\$3,250	\$2,925	\$2,500	\$1,750
1/2 page (landscape)	10.375 x 7.25	\$2,000	\$1,800	\$1,500	\$1,350
1/4 page (portrait)	5 x 7.25	\$1,250	\$1,125	\$950	\$850
1/4 page (landscape)	10.375 x 2.25	\$1,250	\$1,125	\$950	\$850
1/8 page (landscape)	5 x 3.5	\$650	\$585	\$500	\$450

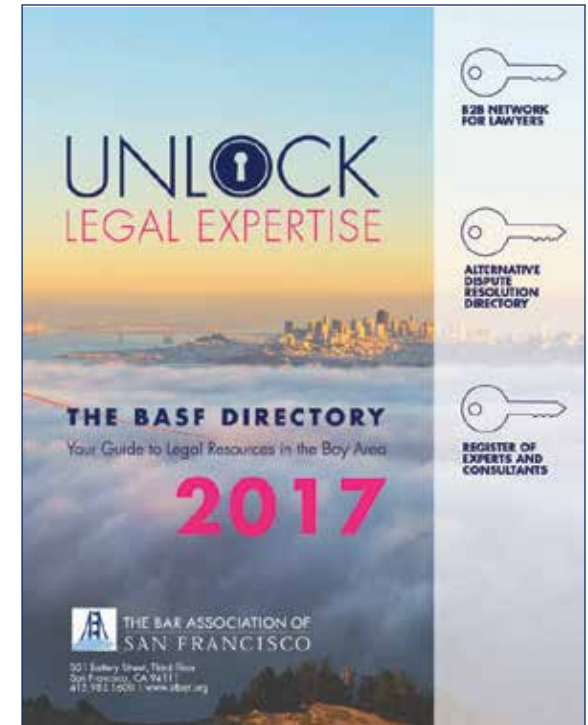


See page 11 for art requirements and submission guidelines

BASF DIRECTORY: ANNUAL DIRECTORY

The annual BASF Directory is an invaluable resource for our members and is among the top member benefits at BASF. The Directory puts essential information at attorneys' fingertips, including the Register of Experts & Consultants; the B2B Network for Attorneys; and the Alternative Dispute Resolution directory.

BASF Directory		
Size/ Placement	Dimensions	Cost
Full page (tabbed divider)	7.25 x 10	\$4,200
1/2 page (landscape)	3.5 x 10	\$2,500
1/2 page (portrait)	7.25 x 4.875	\$2,500
1/4 page (portrait)	3.5 x 4.875	\$1,750
Cover - inside front	8.375 x 10.75	\$5,750
Cover - inside back	8.375 x 10.75	\$5,500
Cover - outside back	8.375 x 10.75	\$6,250
Full page - page 1	7.25 x 10	\$5,000



See page 12 for art requirements and submission guidelines

BASF DIRECTORY: ANNUAL DIRECTORY

In addition to display advertising, business listings are available for purchase in the following directories:

REGISTER OF EXPERTS & CONSULTANTS

Northern California's most trusted source for expert witnesses and consultants.

The directory reaches more than 10,000 legal professionals in the Bay Area. Listings are available in 300+ categories and start at \$399. As an expert witness or consultant, this directory is your most effective online and print advertising opportunity.

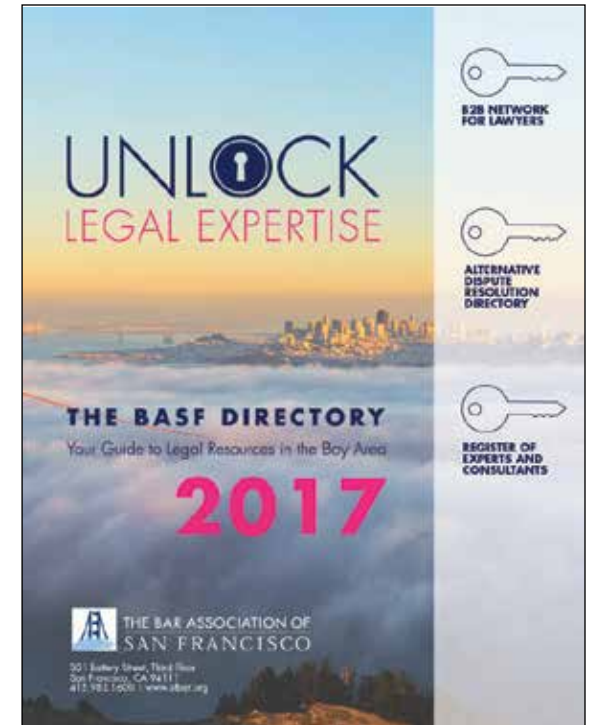
ALTERNATIVE DISPUTE RESOLUTION DIRECTORY

For Arbitrators, Mediators, and Special Masters.

Help develop your ADR practice and give yourself the prominence and competitive edge you've earned with a combined print and online marketing effort. Basic listings start at only \$95.

B2B NETWORK FOR LAWYERS

The B2B Network for Lawyers is an attorney referral guide that gives attorneys the ability to market their practice for only \$85 per practice area (BASF member rate; \$95 for nonmembers). The directory reaches more than 10,000 legal professionals in the Bay Area and encourages attorney-to attorney referrals.



**Interested in
purchasing a listing?**

Contact register@sfbar.org
to learn more.

DIGITAL ADS: E-NEWSLETTERS AND BLOGS



1 Bullet Points
e-newsletter sent first and third Tuesday of every month
Local legal news and upcoming events

2 CLE Planner
e-newsletter sent second and fourth Tuesday of every month
Upcoming events and educational seminars

3 iCounsel
monthly e-newsletter
News and articles of interest to corporate counsel

4 Legal by the Bay
blog
Local legal news, articles on legal practice and professional development, and upcoming events

5 Solo/Small Firm Toolkit
blog
Written by local attorneys and law firm owners, a resource blog for attorneys who want to start and run their own business. Peer referrals, tips, articles and advice.

See next page for pricing

DIGITAL ADS: E-NEWSLETTERS AND BLOGS

BASF offers tile and banner ads in its bi-monthly e-newsletters that are sent to the entire membership, as well as its iCounsel e-newsletter, which is a targeted, monthly e-newsletter that is sent to approx. 1,000 Bay Area corporate counsel. In addition, BASF offers tile ads on its blog and its Solo/Small Firm Toolkit, which is a blog dedicated to legal entrepreneurship.

See page 13 for art requirements and submission guidelines

Digital Ads							
Placement	Channel	Frequency	Dimensions	1x	3 months (per ad cost)	6 months (per ad cost)	12 months (per ad cost)
Bullet Points - tile ad	e-newsletter	bi-monthly	300 x 300 px	\$650	\$585	\$500	\$390
Bullet Points - banner ad	e-newsletter	bi-monthly	600 x 90 px	\$500	\$450	\$375	\$300
CLE Planner - banner ad	e-newsletter	bi-monthly	600 x 90 px	\$500	\$450	\$375	\$300
iCounsel - banner ad	e-newsletter	monthly	600 x 90 px	\$500	\$450	\$375	\$300
iCounsel - tile ad	e-newsletter	monthly	300 x 300 px	\$650	\$585	\$500	\$390
Legal by the Bay - tile ad	blog	monthly	300 x 300 px	\$500	\$450	\$375	\$300
Solo/Small Firm Toolkit - tile ad	blog	monthly	300 x 300 px	\$250	\$225	\$200	\$150

DIGITAL AD PACKAGES

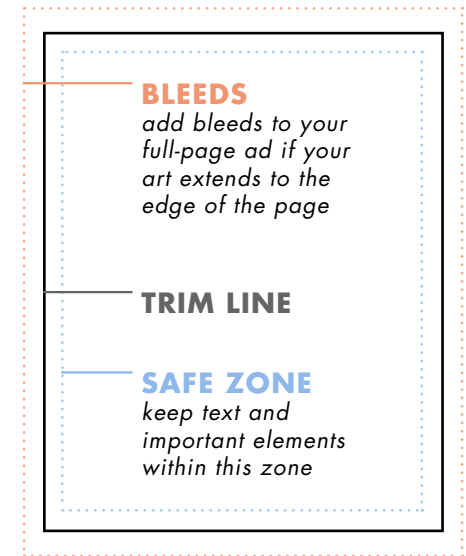
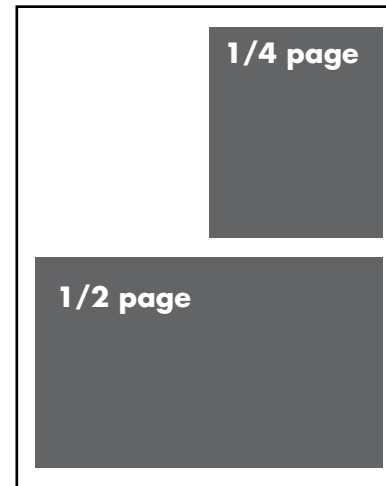
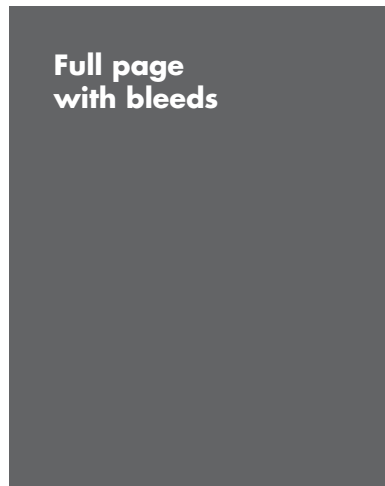
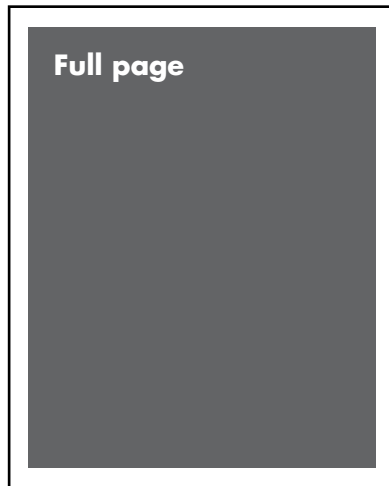
BASF offers exclusive iCounsel advertising with a six-month minimum: You get 100% of the available ad space in each iCounsel e-newsletter. In addition, BASF offers a comprehensive Digital Package, which includes exposure in e-newsletters, blogs, and BASF's robust social media channels.

See page 13 for art requirements and submission guidelines

Digital Ad Packages					
Placement	Channel	Frequency	Dimensions	6 months	12 months
iCounsel Exclusivity		6-mo min.		\$5,500	\$10,000
iCounsel - banner ad	e-newsletter	monthly	600 x 90 px		
iCounsel - tile ad	e-newsletter	monthly	300 x 300 px		
Digital Package		6-mo min.		\$2,500	\$4,500
Legal by the Bay - tile ad	blog	monthly	300 x 300 px		
Bullet Points - tile ad	e-newsletter	bi-monthly	300 x 300 px		
Solo/Small Firm Toolkit - tile ad	blog	monthly	300 x 300 px		
Social media*	Twitter, Facebook, LinkedIn	bi-monthly			

*Social media posts consist of content and images provided by the advertiser. If you have questions, or would like to see samples, please contact creativeservices@sfbar.org.

SAN FRANCISCO ATTORNEY: QUARTERLY MAGAZINE



Size	Dimensions	Dimensions - safe zone	Dimensions with bleeds
Full page	7.25 x 9.25	7 x 9	7.5 x 9.5
1/2 page (landscape)	7.25 x 4.5	7 x 4.25	not available
1/4 page (portrait)	3.5 x 4.5	3.25 x 4.25	not available

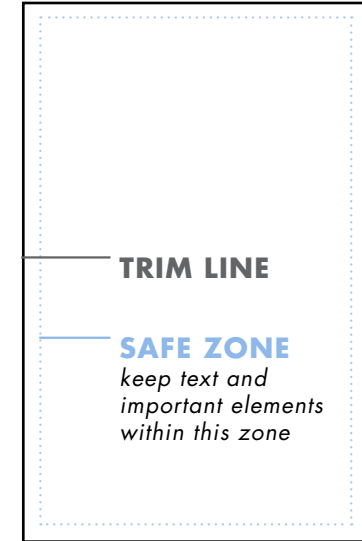
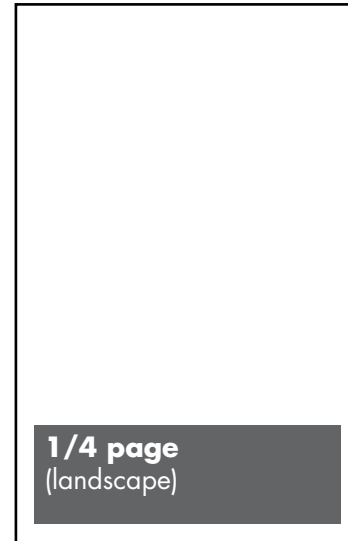
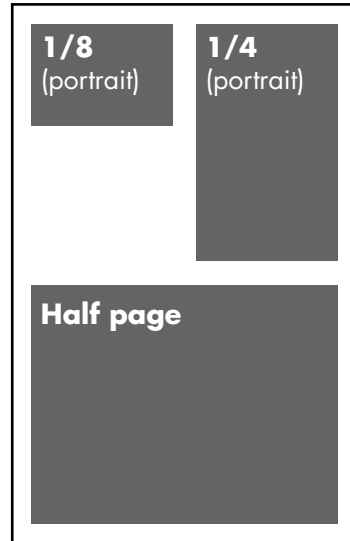
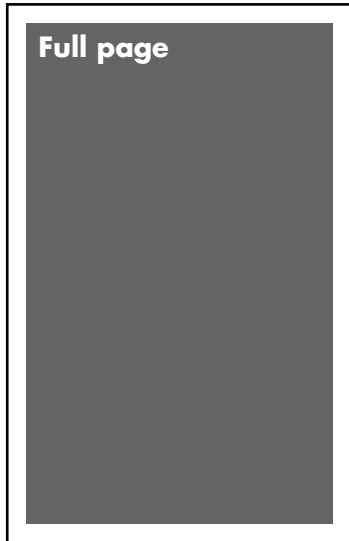
Art submission:

Please email artwork to creativeservices@sfbar.org

Preferred file types:

- High-resolution pdf (submit a print-ready Adobe PDF/X1-a file for best results)
- High-resolution tif (must be 300dpi or higher)
- Other file types may be acceptable - please contact creativeservices@sfbar.org

BASF BULLETIN NEWSPAPER: MONTHLY NEWSPAPER



Size	Dimensions	Dimensions - safe zone	Dimensions with bleeds
Full page - back cover only	10.375 x 16.5	10.125 x 16.25	not available
1/2 page (landscape)	10.375 x 7.25	10.125 x 7	not available
1/4 page (portrait)	5 x 7.25	4.75 x 7	not available
1/4 page (landscape)	10.375 x 2.25	10.125 x 2	not available
1/8 page (landscape)	5 x 3.5	4.75 x 3.25	not available

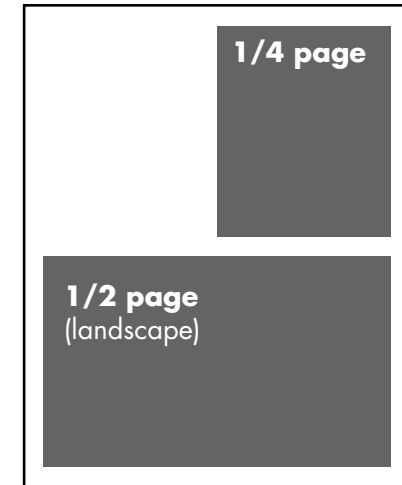
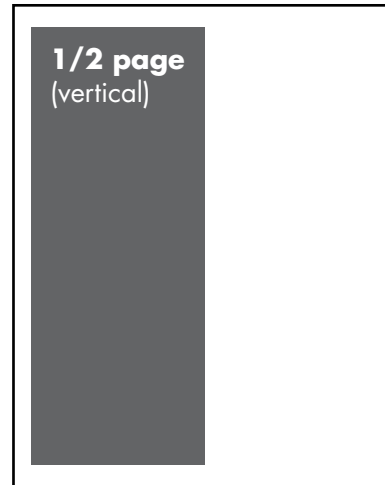
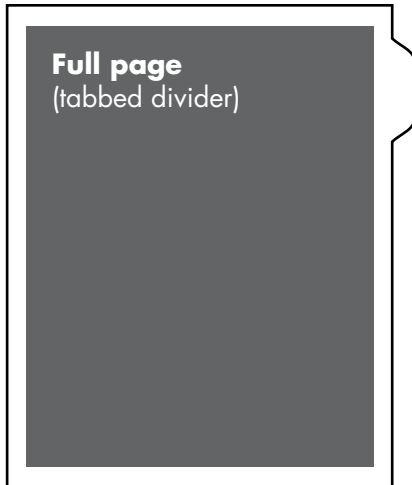
Art submission:

Please email artwork to creativeservices@sfbar.org

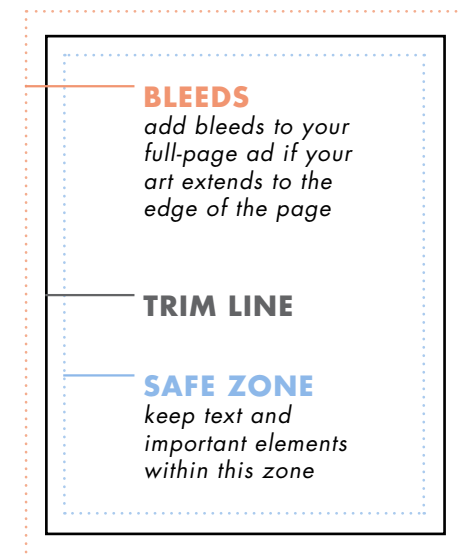
Preferred file types:

- High-resolution pdf (submit a print-ready Adobe PDF/X1-a file for best results)
- High-resolution tif (must be 300dpi or higher)
- Other file types may be acceptable - please contact creativeservices@sfbar.org

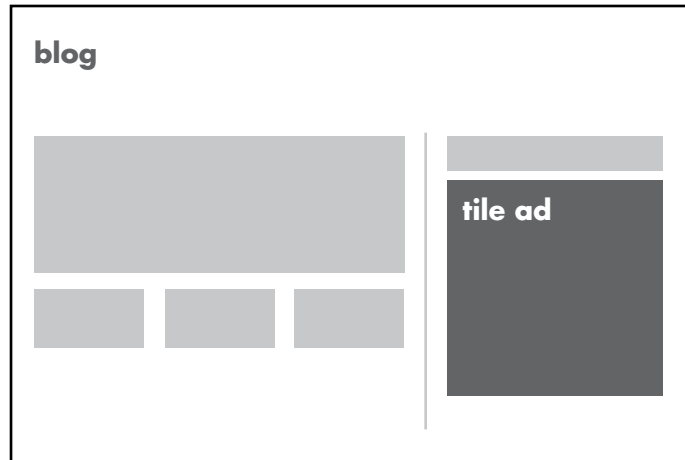
BASF DIRECTORY: ANNUAL DIRECTORY



Size	Dimensions	Dimensions - safe zone	Dimensions with bleeds
Full page (tabbed divider)	7.25 x 10	7 x 9.75	not available
1/2 page (landscape)	3.5 x 10	3.25 x 9.75	not available
1/2 page (portrait)	7.25 x 4.875	7 x 4.625	not available
1/4 page (portrait)	3.5 x 4.875	3.25 x 4.625	not available
Cover - inside front	8.375 x 10.75	8.125 x 10.5	8.625 x 11
Cover - inside back	8.375 x 10.75	8.125 x 10.5	8.625 x 11
Cover - outside back	8.375 x 10.75	8.125 x 10.5	8.625 x 11
Full page - page 1	7.25 x 10	7 x 9.75	8.625 x 11



DIGITAL ADS: E-NEWSLETTERS AND BLOGS



Preferred file types:

- Accepted image file types include: jpg, png, gif
- Please submit artwork at web resolution (72dpi)
- Other file types may be acceptable - please contact creativeservices@sfbar.org

Size	Dimensions	iab standard ad unit name
e-newsletter tile ad	300 x 300 px	1x1 Tile, Medium
e-newsletter banner ad	600 x 90 px	8x1 Leaderboard
blog tile ad	300 x 300 px	1x1 Tile, Medium

Our digital ads are compliant with new Interactive Advertising Bureau standards. Please visit www.iab.com for more information.

Art submission:

Please email artwork and link to your preferred website/landing page to creativeservices@sfbar.org. If your ad package purchase includes social media shoutouts, please also send copy, links and associated graphics, or contact creativeservices@sfbar.org for help.

BASF LEADER CIRCLE

25% OFF

Leader Circle firms receive 25% discount off current rates. Check www.sfbar.org/leaders-circle for a list of all current check if your firm qualifies.

NONPROFIT ORGANIZATIONS

25% OFF

501(c)3 non-profit organizations receive 25% discount off current rates.

SOLO/SMALL FIRMS

BUNDLE

The Small Firm Advertising Package includes three same-size advertisements at one low price in any three consecutive issues of the advertiser's choice.

ADVERTISING AGENCIES

25% OFF

Advertising agencies receive 25% discount off current rates.

Advertising inquiries and purchases

Contact Mike Walker at 925-648-3101 or mike@rwwcompany.com

Art submissions, and questions about specifications

Email creativeservices@sfbar.org

Design services

Design services are available at \$75/hour. Contact Mike Walker at 925-648-3101 or mike@rwwcompany.com to discuss

Advertiser and The Bar Association of San Francisco (BASF) agree as follows:

All advertisements for BASF publications, print and electronic, are accepted and published on the representation that the advertiser and/or the advertising agent are authorized to publish the entire contents and subject matter thereon.

No conditions printed or otherwise appearing on the insertion order, billing instructions or copy instructions which conflict with the publisher's stated policies will be binding on the publisher. BASF will not be liable for any oral agreements or specific arrangements contrary to or in addition to this contract.

All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are subject to change in rates upon notice from BASF. In the case of advertising placed by an agency, the agency and the client in whose name the agency is placing the ad, are jointly and severally liable for the price of the advertising space.

Payment for advertising space is due within 30 days of the date of invoice, unless the ad package requires pre-payment.

New advertisers with no credit history with BASF or the RW/Walker Company will be required to pre-pay advertising.

Funds collected in advance of advertising produced are non-refundable.

Failure to provide ad materials will not alter contract payment terms or obligations. BASF reserves the right to decline or reject any advertisement for any reason at any time without liability, even though

previously acknowledged and accepted.

BASF assumes no liability for errors, omissions of key numbers or omission of an advertisement for any reason whatsoever.

All mechanical, design and other production charges incurred on behalf of the advertiser or its agency in the preparation of advertising materials will be billed of \$75.00/hour. Advertisements produced by BASF shall be its property and shall not be reproduced photographically or electronically or otherwise used by other publications without consent.

BASF reserves the right to insert the word "advertisement" above any copy.

Positioning of advertising is at the discretion of the publisher. No positions will be guaranteed unless the position premium has been provided for in the contract and paid. BASF will try to honor positioning requests but will not be held liable if such requests cannot be accommodated.

An advertising order may not be changed or canceled after the closing date of the issue in which the advertisement is scheduled to be published. If instructions to change copy are not received by the closing date, copy run in a previous issue will be published.

Frequency discounts are based on calendar year. Cancellation of space reservation by the advertiser or its agent will result in an adjustment of the rate based on past and subsequent insertions to reflect actual space used at earned frequency or volume rate.

Important Note: The Publisher reserves the right to approve all advertising material and to reject any advertisement at any time. All rates, billing procedures, mechanical requirements per current rate card apply.

Advertisers and their agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against BASF. In consideration of publication of the advertisement, the advertiser and agency will fully indemnify and hold BASF harmless from all costs, expenses (including reasonable attorneys' fees) and liabilities resulting from or arising in connection with publication of the advertisement.

If a dispute arises out of this agreement and if the dispute cannot be settled through negotiation thirty days after the negotiations begin, the advertiser and BASF agree first to try in good faith to settle the dispute by private mediation in San Francisco County or if unable to agree on a mediator, the advertiser and BASF agree to mediate with the American Arbitration Association under its applicable rules. The cost of any such mediation shall be borne equally by the advertiser and BASF. If any dispute arising out of this agreement cannot be settled by mediation, then it will be settled by binding arbitration conducted in San Francisco, California, pursuant to the applicable rules of the American Arbitration Association.

BASF is not liable for delays in delivery and/or non-delivery of any publications, printed or electronic, in the event of any condition beyond the control of BASF affecting production in any manner.