



2020

MEDIA KIT



THE BAR ASSOCIATION OF
SAN FRANCISCO

QUICK GUIDE

about us	3
reach	5
demographics	6
advertising opportunities	
print	7
digital	11
art specifications	13
special rates and contacts	17
terms and conditions	18





Since 1872, the Bar Association of San Francisco (BASF) has been providing San Francisco legal professionals with networking and pro bono opportunities in order to better serve our community.



**We offer a diverse range of
print and digital publications,
tailored to the San Francisco
legal professional.**

Advertising with BASF is a sure
way to reach decision makers and
influencers in the legal marketplace.



REACH

OUR PUBLICATIONS are produced in-house and offer a quality of writing and depth of exposure unmatched by daily legal newspapers.

7,000

San Francisco Attorney magazine and BASF Bulletin newspaper circulation.

17,700

Legal by the Bay blog visitors, per month.

10,000

BASF Directory circulation.

5,500

E-newsletter distribution, depending on newsletter.

1,300

Social media impressions, per campaign.
3 channels/3 posts/30 days



OUR READERS practice
in one of the nation's most
affluent legal markets.

DEMOGRAPHICS

7,000

Our membership consists of 7,000+ lawyers, judges, law students and legal professionals in the Bay Area.

53%

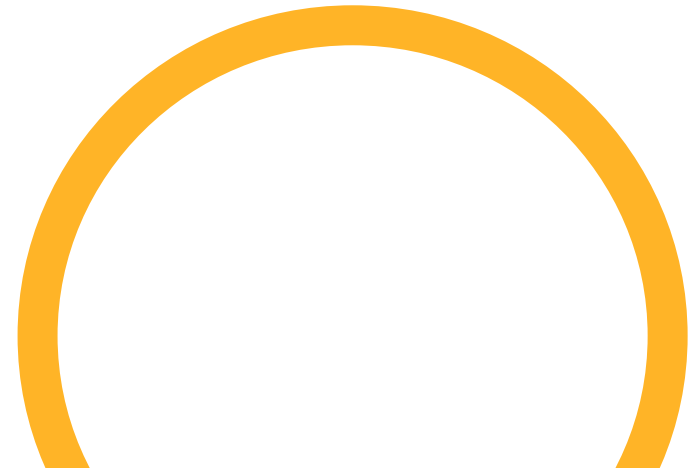
are legal entrepreneurs - solo practitioners and small law firms.

26%

are attorneys in their first ten years of practice.

24%

work in large law offices with 80 or more attorneys.



SAN FRANCISCO ATTORNEY: Quarterly Magazine

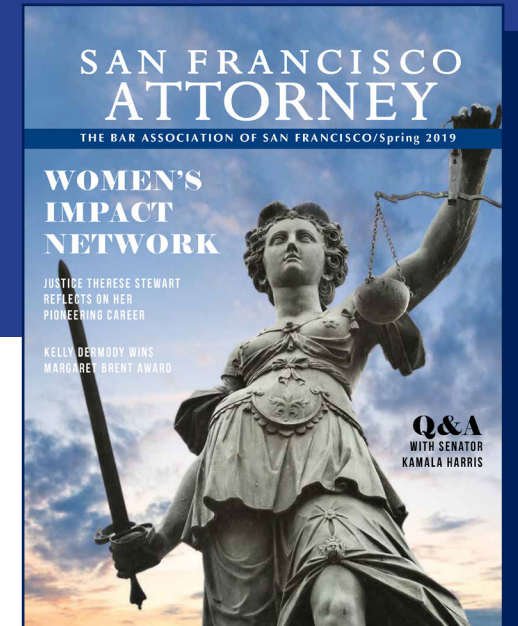
San Francisco Attorney magazine (SFAM) is the award-winning, quarterly magazine of the Bar Association of San Francisco (BASF). SFAM is the only magazine tailored to the Bay Area legal community.

SFAM - inside pages

Size	Dimensions	1x	2x	4x
Full page	7.375 x 9.25	\$5,180	\$4,670	\$3,890
1/2 page (landscape)	7.375 x 4.5	\$3,080	\$2,730	\$2,310
1/4 page (portrait)	3.5 x 4.5	\$2,090	\$1,880	\$1,570

SFAM Covers - full pages only

Placement	1x	2x	4x
Inside Front Cover	\$6,510	\$5,850	\$4,880
Inside Back Cover	\$5,730	\$5,160	\$4,300
Back Cover	\$6,510	\$5,850	\$4,880



See page 13 for art requirements
and submission guidelines.



BASF BULLETIN: 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	\$3,580	\$3,220	\$2,680	\$1,940
1/2 page (landscape)	10.375 x 7.25	\$2,200	\$1,980	\$1,650	\$1,480
1/4 page (portrait)	5 x 7.25	\$1,380	\$1,230	\$1,030	\$920
1/4 page (landscape)	10.375 x 2.25	\$1,380	\$1,230	\$1,030	\$920
1/8 page (landscape)	5 x 3.5	\$710	\$640	\$540	\$480

See page 14 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, comprised of the Register of Experts & Consultants and the Alternative Dispute Resolution directory, puts essential information at attorneys' fingertips.

BASF Directory		
Size/ Placement	Dimensions	Cost
Full page (tabbed divider)	7.25 x 10	\$4,630
1/2 page (landscape)	3.5 x 10	\$2,750
1/2 page (portrait)	7.25 x 4.875	\$2,750
1/4 page (portrait)	3.5 x 4.875	\$1,930
Cover - inside front	8.375 x 10.75	\$6,340
Cover - inside back	8.375 x 10.75	\$6,060
Cover - outside back	8.375 x 10.75	\$6,880
Full page - page 1	7.25 x 10	\$5,510



See page 15 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 \$449. 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.

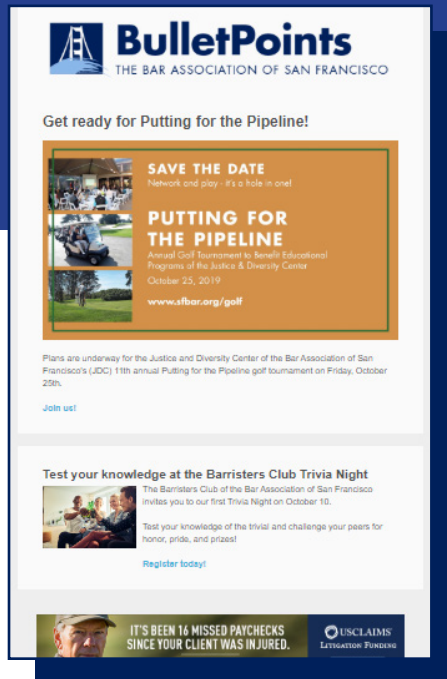
Help develop your ADR practice and give yourself the prominence and competitive edge you've earned with a combined print and online marketing effort. Basic listings start at only \$150.



Interested in purchasing a listing?

Contact ctucker@sfbar.org to learn more.

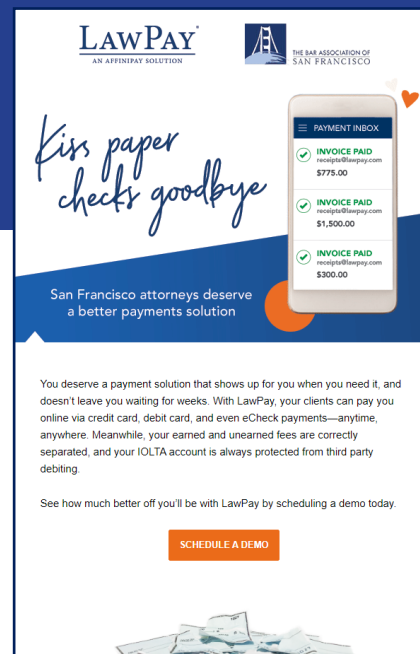
DIGITAL ADS: Email and blog



BulletPoints

E-newsletter sent first and third Tuesday of every month

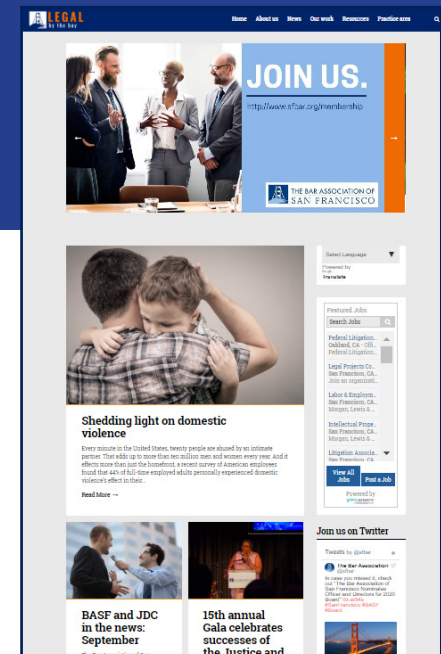
Local legal news and upcoming events



Sponsored Mailing

Content provided by advertiser

Exclusive dedicated mailing, sent to entire membership on behalf of the advertiser. Content must be approved.



Legal by the Bay

Blog

Local legal news, articles on legal practice and professional development, and upcoming events.

See next page for pricing.

DIGITAL ADS: Email and blog

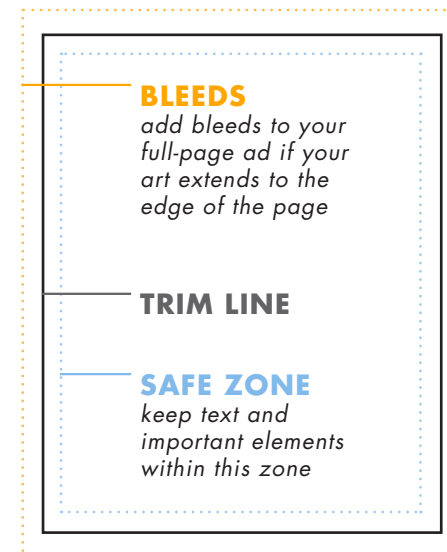
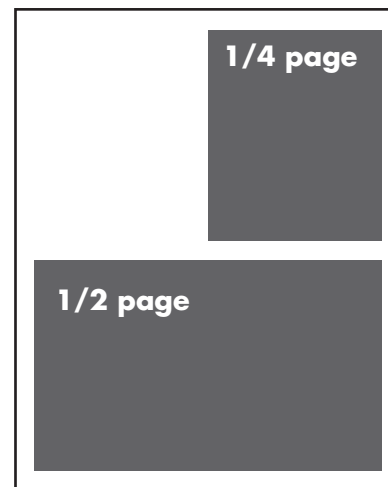
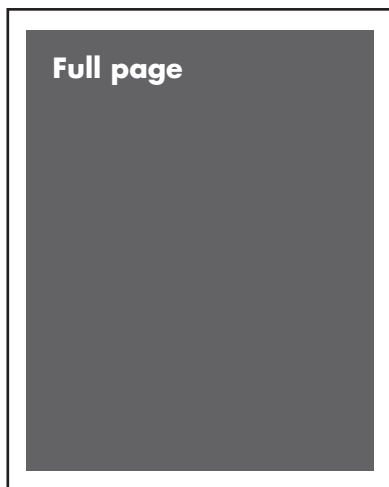
BASF offers tile and banner ads in its bi-monthly e-newsletters that are sent to the entire membership. Dedicated, sponsored content mailings are also available on a limited basis.

Digital Ads							
Placement	Channel	Frequency	Dimensions	1x	3 months (per ad cost)	6 months (per ad cost)	12 months (per ad cost)
BulletPoints - tile ad	e-newsletter	bi-monthly	300 x 300 px	\$720	\$650	\$540	\$425
BulletPoints - banner ad	e-newsletter	bi-monthly	620 x 100 px	\$560	\$490	\$410	\$330
Sponsored mailing to membership	email	based on availability	n/a	\$3,150	n/a	n/a	n/a
Sponsored content - blog post Includes social media amplification over 90 days	blog	based on availability	n/a	\$995	n/a	n/a	n/a

Interested in a custom digital advertising package, tailored to your needs? Contact Mike Walker at **925-648-3101** or mike@rwwcompany.com.

See page 16 for art requirements and submission guidelines.

SAN FRANCISCO ATTORNEY: Quarterly Magazine

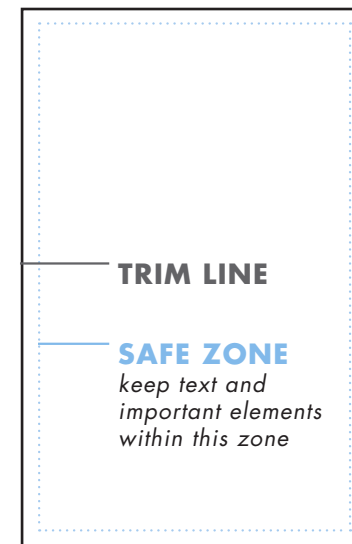
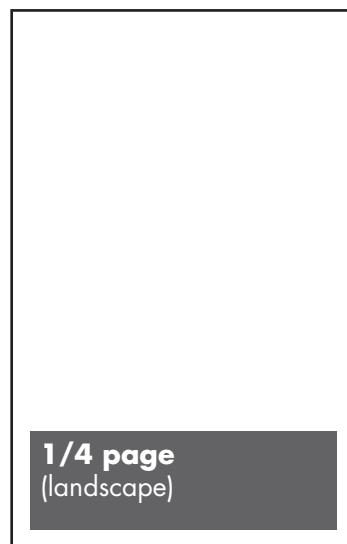
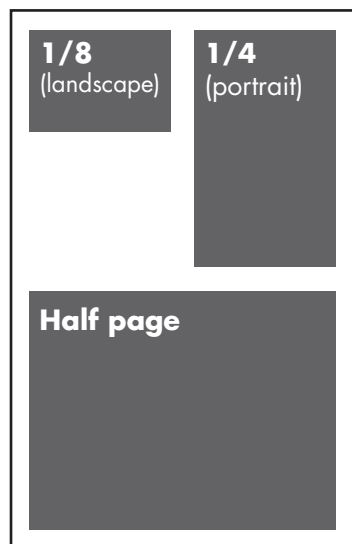


Size	Dimensions	Dimensions - safe zone	Dimensions with bleeds
Full page	7.375 x 9.25	7 x 9	8.625 x 10.75
1/2 page (landscape)	7.375 x 4.5	7 x 4.25	not available
1/4 page (portrait)	3.5 x 4.5	3.25 x 4.25	not available

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 Mike Walker

BASF BULLETIN: Monthly Newspaper



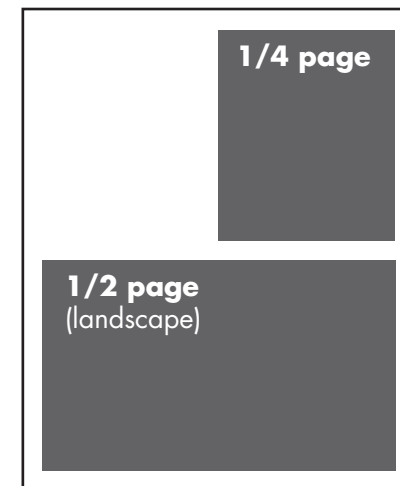
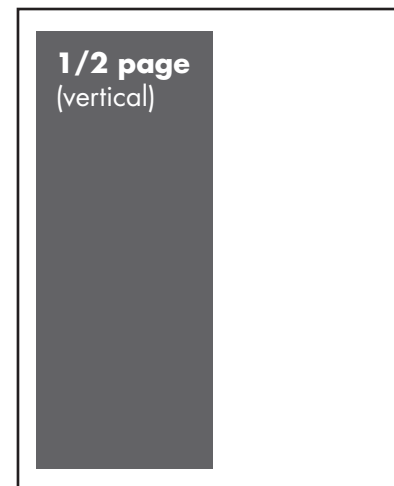
Size	Dimensions	Dimensions - safe zone	Dimensions with bleeds
Full page - back cover only	10.375 x 16.5	10.125 x 16.25	not available
1/2 page (landscape)	10.375 x 7.25	10.125 x 7	not available
1/4 page (portrait)	5 x 7.25	4.75 x 7	not available
1/4 page (landscape)	10.375 x 2.25	10.125 x 2	not available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

Preferred file types:

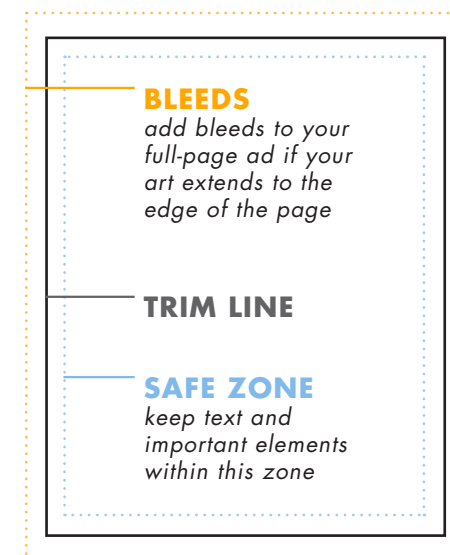
- High-resolution pdf (submit a print-ready Adobe PDF/X1-a file for best results)
- High-resolution tif (must be 300dpi or higher)
- Other file types may be acceptable - please contact Mike Walker



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: Email and blog



Size	Dimensions
e-newsletter tile ad	300 x 300 px
e-newsletter banner ad	620 x 100 px

Preferred file types:

- Accepted image file types: **.jpg, .png, .gif**
- Please submit artwork at web resolution: **72dpi**

Sponsored content:

Blog post and social media requirements

- 500 – 750 words
- 2 links maximum
- 2 photos maximum (featured, in-copy)*
- All content must be approved prior to publication

Email requirements

- Fully formatted HTML document (**.html, .aspx**)
- All images must be hosted by client
- All email content must be approved 4 weeks prior to publication

Art submission:

Please email final artwork and link to your preferred website/landing page to mike@rwwcompany.com.

* Featured image dimensions - 1024 x 570 px | In-copy image dimension - 300 x 300 px max

25% OFF
25% OFF
25% OFF
25% OFF

NONPROFIT ORGANIZATIONS

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

ADVERTISING AGENCIES

Advertising agencies receive 25% discount off current rates.

BASF LEADER CIRCLE FIRM

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

ADVERTISING INQUIRIES AND PURCHASES

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

ART SUBMISSIONS, AND QUESTIONS ABOUT SPECIFICATIONS

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

DESIGN SERVICES

Design services are available at \$125/hour.

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

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.

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 \$125.00/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.

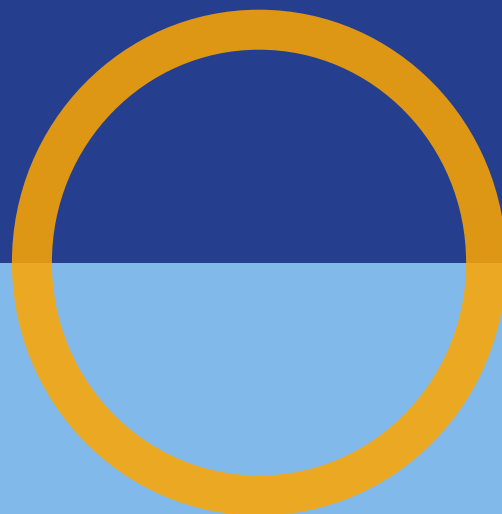
Frequency discounts are based on calendar year. Cancellation of space reservation by the advertiser or its agent will result in an adjustment of the rate based on past and subsequent insertions to reflect actual space used at earned frequency or volume rate.

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.



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