

2021

MEDIA KIT



THE BAR ASSOCIATION OF
SAN FRANCISCO

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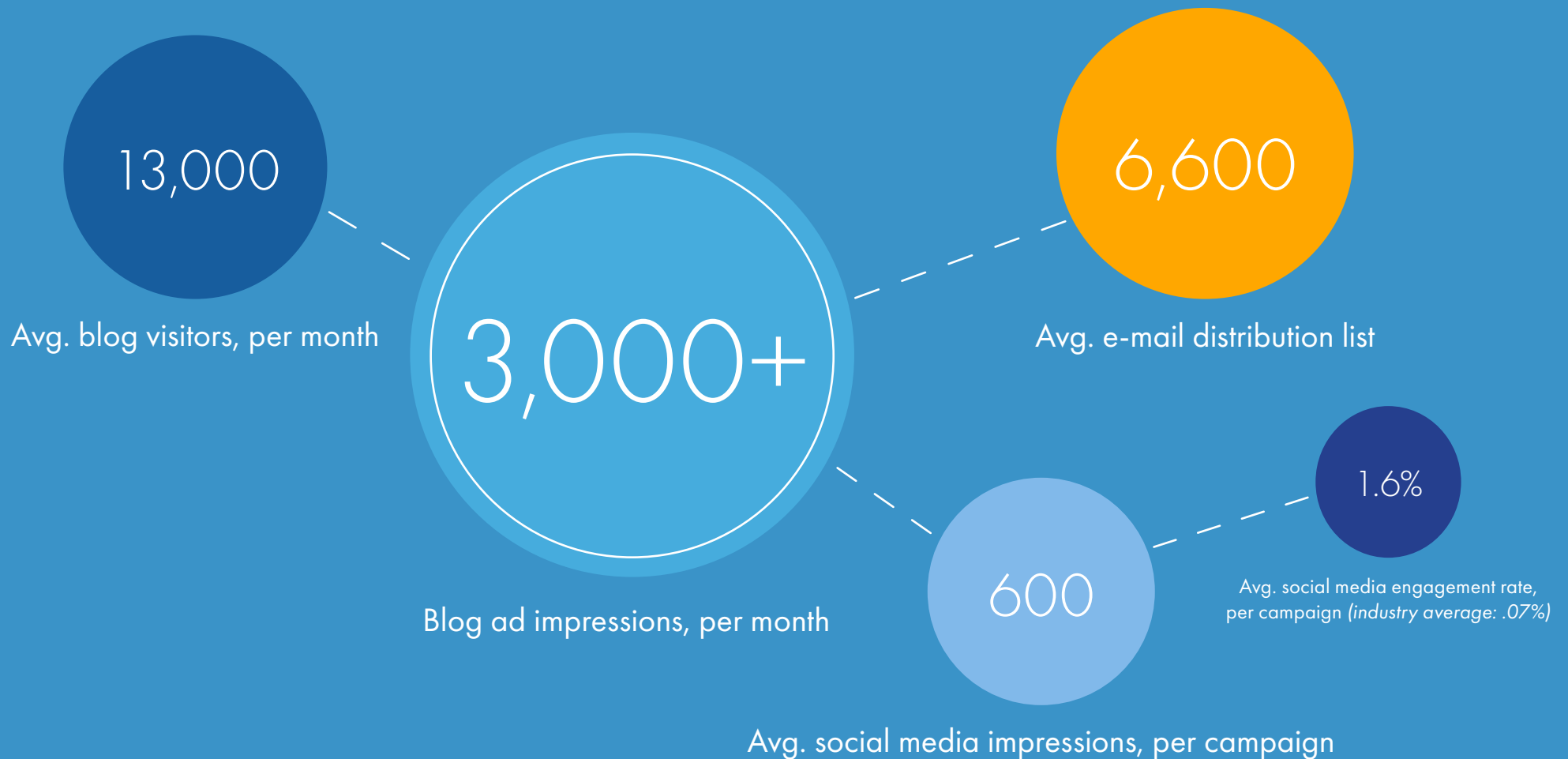
Since 1872, the Bar Association of San Francisco (BASF) has been providing San Francisco legal professionals with networking and pro bono opportunities in order to better serve our community.

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

In this new year, more than ever, accessibility and flexibility are key elements of any marketing strategy. Our newly expanded range of digital advertising opportunities puts you in front of leaders and decision makers in the Bay Area's legal marketplace – online, all the time.

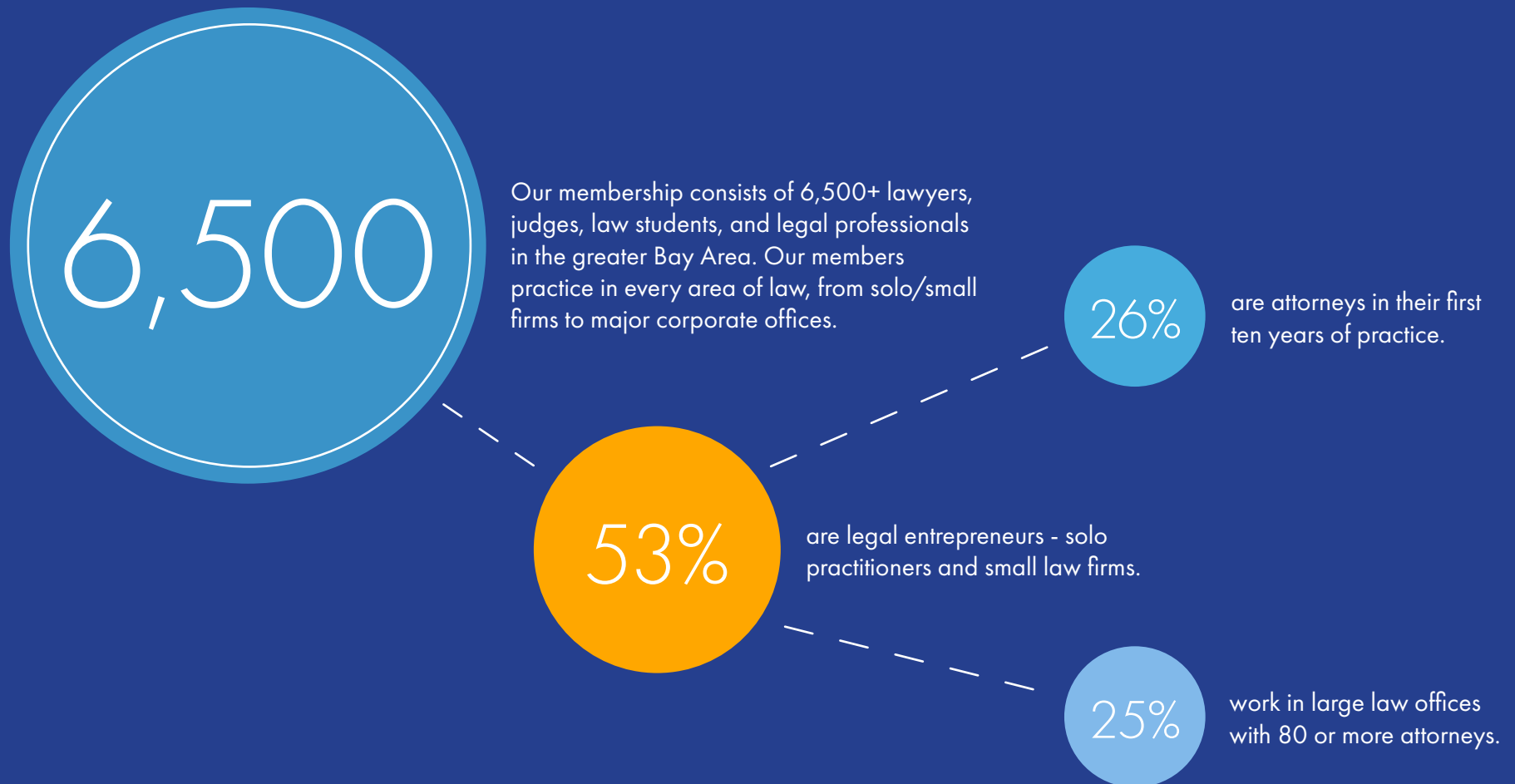
REACH

OUR AUDIENCE practices in one of the nation's most affluent legal markets and is active in almost every area of law.



DEMOGRAPHICS

OUR CONTENT comes from a diverse field of creators and writers from the legal profession and beyond. We offer a quality of writing and depth of exposure unmatched by daily legal newspapers or blogs.



SAN FRANCISCO ATTORNEY

Quarterly Digital Magazine E-Newsletter


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

BASF BULLETIN

Monthly E-Newsletter


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

Rates			
Publication	Frequency	Ad Type	Rate (per insertion)
SFAM	Quarterly	Leaderboard	\$300
SFAM	Quarterly	Medium Rectangle	\$375
BASF Bulletin	Monthly	Leaderboard	\$300
BASF Bulletin	Monthly	Medium Rectangle	\$375



BULLETIN
THE BAR ASSOCIATION OF SAN FRANCISCO

Your Digital BASF Bulletin for December




This edition of the BASF Bulletin is digital-only. Check out a digital flipbook of the Bulletin at the link below, or keep reading for BASF highlights, members in the news, and more!


[BASF Bulletin Digital Flipbook](#)

Stay up to date on BASF events.

While the shuffles-in place is in effect, our most up to date event information is online. For information and to register, visit www.sfbasf.org/calendar



Seven Attorneys to Be Honored at Bar's Annual Membership Luncheon



2020 Annual Membership Luncheon & Installation of Officers

Four attorneys will be honored with Awards of Merit by the Bar Association of San Francisco (BASF) for their dedication to the organization in 2020. In addition, three members will be honored with Outstanding Barristers Awards.

William M. Balin, Attorney at Law; Shannon C. Calamia, Perkins Cole; Christine L. Richardson, Pillsbury; and David W. Rizk, Office of the Federal Public Defender are all being recognized with Awards of Merit by BASF. Valerie Brender, Rukin Hyland & Riggins; Anna Liu, Steven Adair MacDonald; and Sean McHenry, McHenry Law Firm are all being recognized as 2020 Outstanding Barristers.

The awards will be presented at the Bar Association of San Francisco's Annual Membership Luncheon and Installation of Officers on December 8, 2020.

For more information, and to register for the event, visit our [newsroom](#).

See pages 12-14 for art requirements and submission guidelines.

BULLETPOINTS

Bi-Weekly E-Newsletter

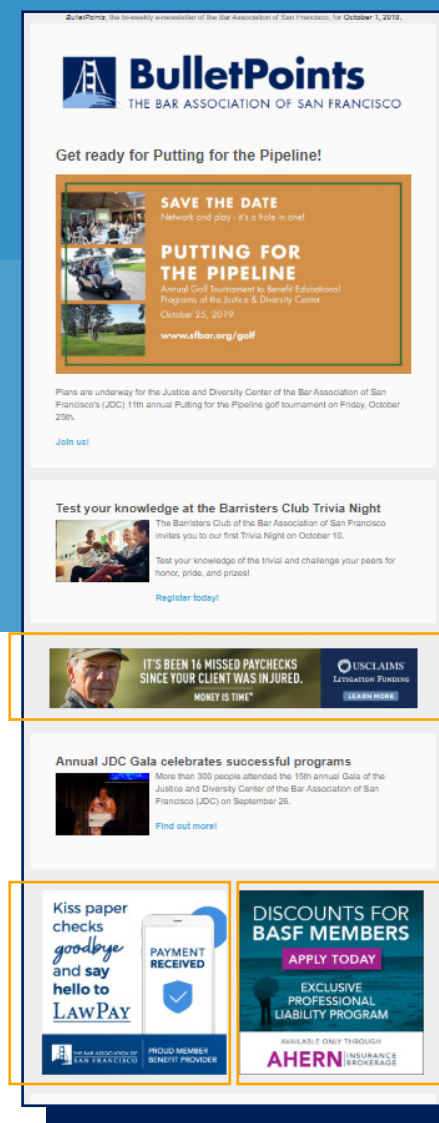
Sent on the first and third Tuesday of each month, BulletPoints keeps BASF's members up to date. Contains relevant legal news, upcoming events, press releases, sponsored blog posts, and more!

CLE PLANNER

Bi-Weekly CLE Calendar E-Newsletter

Sent on the second and fourth Tuesdays of each month, the CLE Planner announces upcoming Continuing Legal Education events - a highlight of BASF membership, and a vital resource for those in the legal profession.

Rates			
Channel	Frequency	Ad Type	Rate (per insertion)
BulletPoints	Bi-weekly	Leaderboard	\$300
BulletPoints	Bi-weekly	Medium Rectangle	\$375
CLE Planner	Bi-weekly	Leaderboard	\$300
CLE Planner	Bi-weekly	Medium Rectangle	\$375



See pages 12-14 for art requirements and submission guidelines.



SPONSORED CONTENT

Email

Reach your audience in the most direct way possible - a targeted email. Whether it's a one time send, or a campaign, a membership-wide email puts you front and center

SPONSORED CONTENT

Blog Post

Push your content to 13,000+ average monthly viewers on our blog, Legal by the Bay. A sponsored blog post gives you the flexibility and credibility you need to grab your audience. The post is amplified via our social media channels, and can be included in our BulletPoints e-newsletter.

Rates

Channel	Frequency	Rate (per insertion)
Sponsored Email	As available	\$3,150
Sponsored Blog Post	As available	\$1,000

LAWPAY
AN AFFINIPAY SOLUTION

THE BAR ASSOCIATION OF
SAN FRANCISCO

Kiss paper checks goodbye

San Francisco attorneys deserve a better payments solution

You deserve a payment solution that shows up for you when you need it, and doesn't leave you waiting for weeks. With LawPay, your clients can pay you online via credit card, debit card, and even eCheck payments—anytime, anywhere. Meanwhile, your earned and unearned fees are correctly separated, and your IOLTA account is always protected from third party debiting.

See how much better off you'll be with LawPay by scheduling a demo today.

[SCHEDULE A DEMO](#)

See page 15 for art requirements and submission guidelines.

EMAIL

Event Confirmation Email Ad

BASF offers more than 250 online and on-demand seminars to keep our audience on top of developments in their area of practice and the business of managing a law practice. The Bar Association of San Francisco is a State Bar of California certified provider of continuing legal education, and our programs have been approved for Minimum Continuing Legal Education (MCLE) hours and Legal Specialization credit.

Each event registers an average of 35 attendees, who each receive up to three confirmation emails in the weeks leading up to their seminar or conference. Per year, we garner over 26,000 targeted impressions.

Rates			
Channel	Ad Type	Frequency	Rate (per insertion)
Email	Leaderboard	As available	\$750



Dear Jordan,

Thank you for registering to attend the BASF Annual Membership Luncheon on Tuesday, December 8th, 2020.

Due to social distancing guidelines currently in place, the Annual Membership Luncheon will be a virtual event, hosted via Remo Conference.

[Click to Access Event.](#)

- We recommend using a computer, if possible.
- Please use Google Chrome, Safari, or Mozilla Firefox (Do NOT use Internet Explorer or Microsoft Edge).
- Test your Internet Speed: <https://www.speedtest.net/>
- Select "Join Event Now!/Save Me a Spot!"
- Register with your Name, Email Address, and Password
- Test your Audio and Visual Connections - make sure your Camera and Microphone are on

Double-click to join a table and chat with other attendees!

The amount of people who can be "seated" at a table or sofa at a time is limited to the amount of seats show.

(Please note that the table on the first floor labeled "Past Presidents" is reserved for Past Presidents of BASF.)

See a colleague you want to chat with at a full table? Send them a message to meet elsewhere.

Thanks and see you there!

mycase

RUN YOUR LAW FIRM
FROM ANYWHERE

Start Your Free Trial

mycase

BLOG

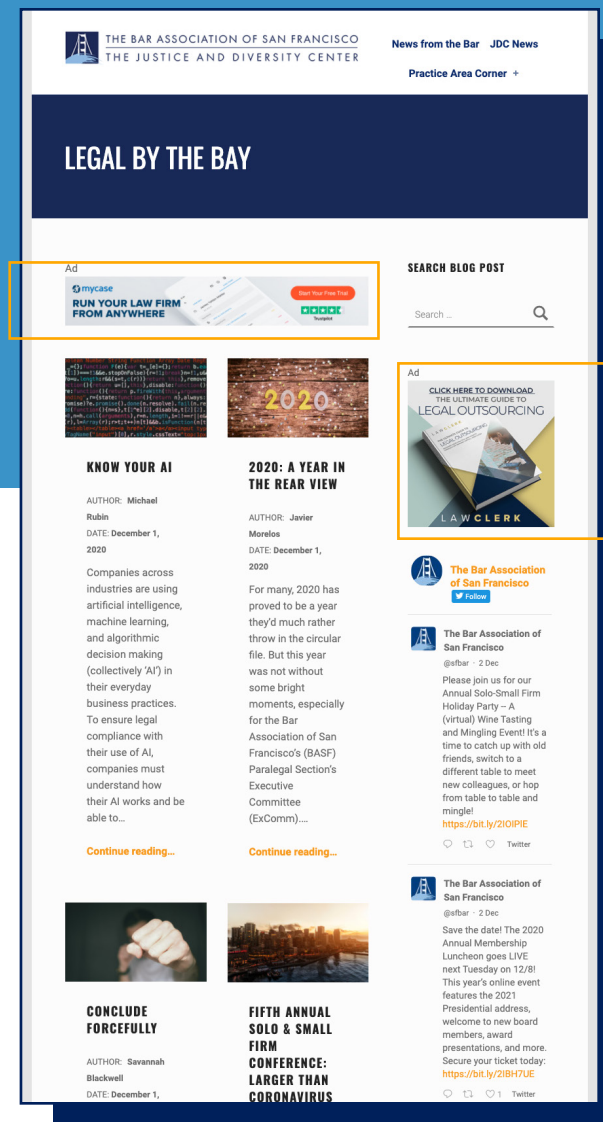
Digital Ads

BASF's Legal by the Bay blog is the hub of all our publications. Our audience is driven from all our channels to this blog - emails, e-newsletters, and social media all lead here.

Position your content alongside top legal tips, updates from the Bar Association and its non-profit the Justice and Diversity Center, and recurring columns from leaders in the Bay Area legal market.

Rates

Channel	Ad Type	Frequency	Rate (per month)
Blog	Leaderboard	Monthly	\$1,500
Blog	Medium Rectangle	Monthly	\$1,500
Blog	Half Page	Monthly	\$1,500



See page 12-14 for art requirements and submission guidelines.

BASF DIRECTORY

Annual Directory

The BASF Directory is a premier online resource for finding expert witnesses, mediators, arbitrators, and special masters. With listings from the Bay Area and beyond, this Directory includes the Register of Experts & Consultants and the Alternative Dispute Resolution Directory - giving you the breadth of exposure to a community searching for your expertise. Learn more below:

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 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 an online marketing effort. Basic listings start at only \$150.



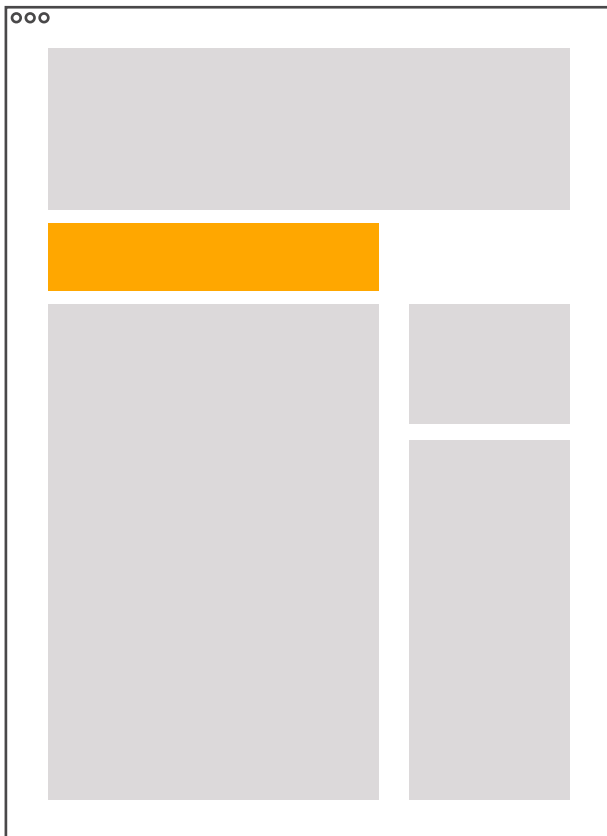
Interested in purchasing a listing?

Contact ctucker@sfbar.org to learn more.

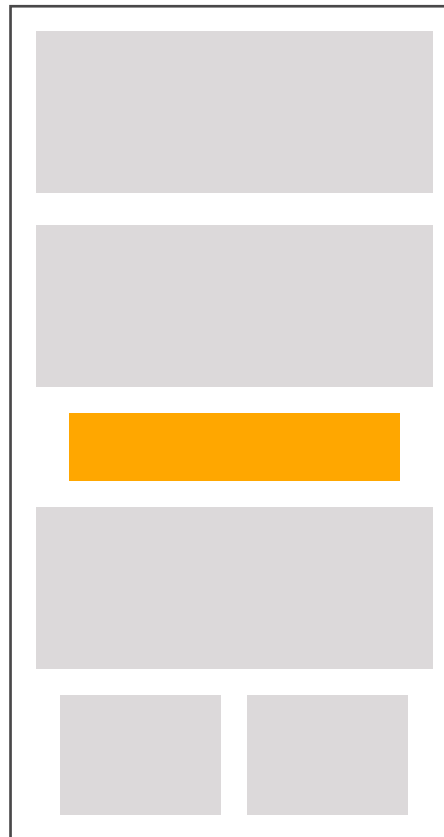


AD SPECS **LEADERBOARD**

BLOG



EMAIL



Make your impact as soon as viewers open the page. This high-visibility ad sits at the top of content on every blog page, between articles on emails and e-newsletters, and at the bottom of event confirmation emails.

Ad Size: **728x90**

Resolution: **72dpi**

File Size: **100K**

Delivery Method: **JPEG, PNG**

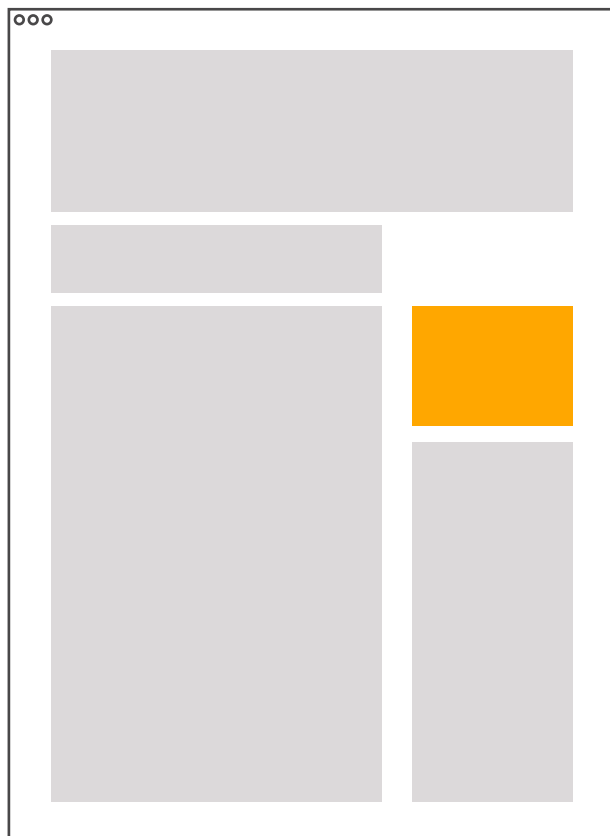
Lead Time: **10 business days**

Art submission:

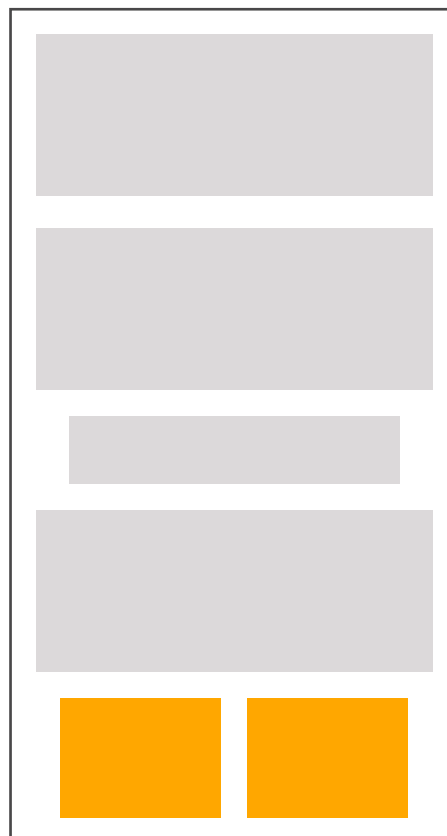
Please email final artwork and preferred hyperlink to mike@rwwcompany.com.

AD SPECS **MEDIUM RECTANGLE**

BLOG



EMAIL



Make a lasting impression with an ad that runs on the sidebar of every blog page, and between stories on e-newsletters and emails.

Ad Size: **300x250**

Resolution: **72dpi**

File Size: **100K**

Delivery Method: **JPEG, PNG**

Lead Time: **10 business days**

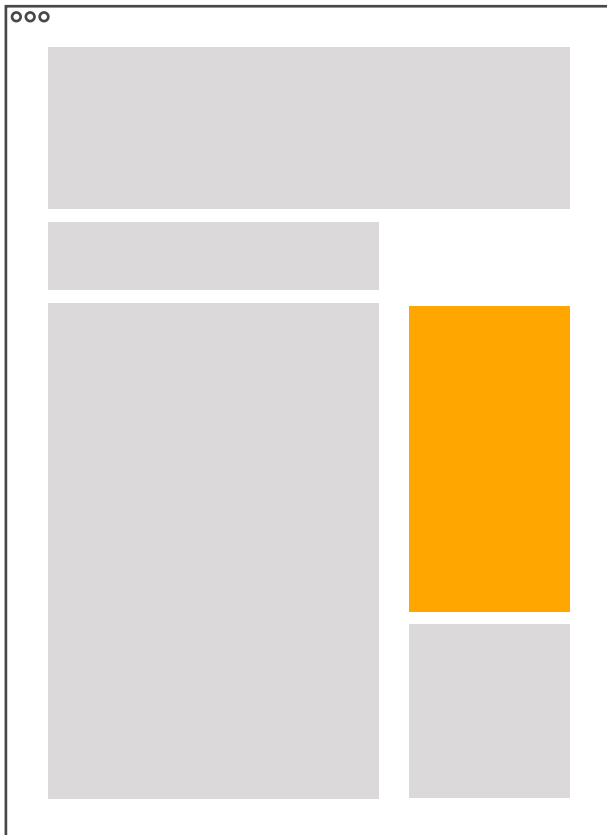
Art submission:

Please email final artwork and preferred hyperlink to mike@rwwcompany.com.



AD SPECS **HALF PAGE**

BLOG



Go big and bold with a half-page ad that runs in the sidebar on the blog. With enough space to deliver your full message, you can make your mark on every page.

Ad Size: **300x600**

Resolution: **72dpi**

File Size: **100K**

Delivery Method: **JPEG, PNG**

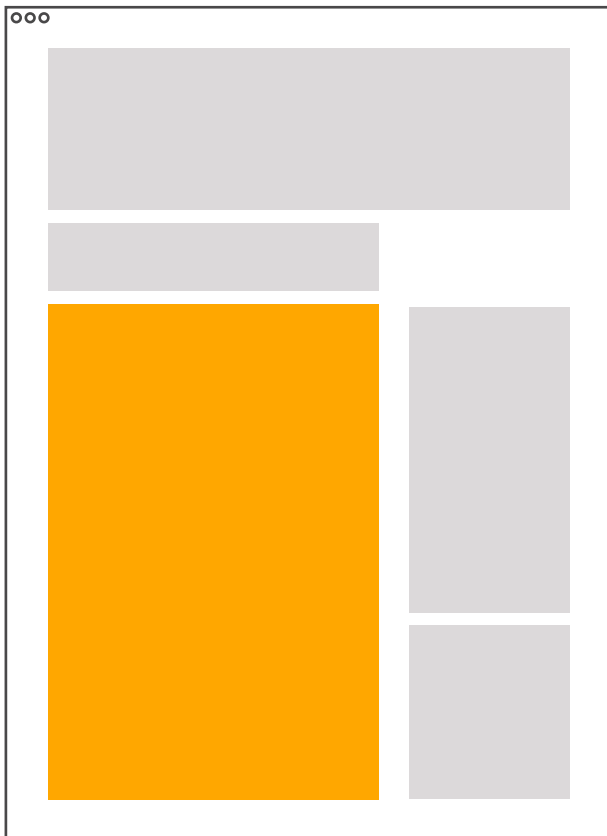
Lead Time: **10 business days**

Art submission:

Please email final artwork and preferred hyperlink to mike@rwwcompany.com.

AD SPECS **SPONSORED CONTENT**

BLOG



EMAIL



Reach the Bay Area legal community directly. Whether it's an email or a blog post, getting your message, your way, in front of practicing legal professionals has never been easier.

Blog post requirements

- 500 – 750 words
- 2 links maximum
- 2 photos maximum (featured, in-copy)*
- All email content must be approved 10 business days prior to publication

Email requirements

- Fully linked and formatted HTML document
- All images must be hosted by client
- All email content must be approved 10 business days prior to publication

* Featured image dimensions - 1140x760
In-copy image dimension - 300x250



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

NONPROFIT ORGANIZATIONS

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

ADVERTISING AGENCIES

Advertising agencies receive a 25% discount off current rates.

BASF LEADER CIRCLE FIRM

Leader Circle firms receive a 25% discount off current rates. Check www.sfbbar.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.

