# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>who we are</td>
<td>3</td>
</tr>
<tr>
<td>reach</td>
<td>4</td>
</tr>
<tr>
<td>demographics</td>
<td>5</td>
</tr>
<tr>
<td>advertising opportunities</td>
<td>6</td>
</tr>
<tr>
<td>special rates and contacts</td>
<td>15</td>
</tr>
<tr>
<td>terms and conditions</td>
<td>16</td>
</tr>
</tbody>
</table>
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.
OUR AUDIENCE practices in one of the nation’s most affluent legal markets and is active in almost every area of law.

- Avg. blog visitors, per month: 13,000
- Blog ad impressions, per month: 3,900+
- Avg. e-mail distribution list: 5,200
- Avg. social media impressions, per campaign: 550
- Avg. social media engagement rate, per campaign (industry average: .07%): 3.54%
Our membership consists of 6,500+ lawyers, judges, law students, and legal professionals in the greater Bay Area. Our members practice in every area of law, from solo/small firms to major corporate offices.

- **26%** are attorneys in their first ten years of practice.
- **53%** are legal entrepreneurs - solo practitioners and small law firms.
- **25%** work in large law offices with 80 or more attorneys.

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 Digital Magazine 
Premium - Table of Contents

Quarterly Digital Magazine E-Newsletter

San Francisco Attorney magazine (SFAdM) is the award-winning, quarterly magazine of the Bar Association of San Francisco (BASF). Now a digital publication, SFAdM is the only magazine tailored to the Bay Area legal community. Ads placed here will go out in the initial email announcing SFAdM is live.

### Rates

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
<th>Ad Type</th>
<th>Ad Size</th>
<th>Rate (per insertion)</th>
<th>Positions Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFAdM</td>
<td>Quarterly</td>
<td>TOC Premium Banner</td>
<td>728 x 90</td>
<td>$600</td>
<td>3</td>
</tr>
<tr>
<td>SFAdM</td>
<td>Quarterly</td>
<td>TOC Premium Tile</td>
<td>300 x 250</td>
<td>$400</td>
<td>2</td>
</tr>
</tbody>
</table>

Contact: Mike Walker, National Advertising Manager at 925-648-3101 or mike@rwwcompany.com
SAN FRANCISCO ATTORNEY DIGITAL MAGAZINE
Quarterly Digital Magazine E-Newsletter

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

### Rates

<table>
<thead>
<tr>
<th>Publication</th>
<th>Frequency</th>
<th>Ad Type</th>
<th>Ad Size</th>
<th>Rate (per insertion)</th>
<th>Positions Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFAdM</td>
<td>Quarterly</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$300</td>
<td>Unlimited</td>
</tr>
<tr>
<td>SFAdM</td>
<td>Quarterly</td>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>$375</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

CONTACT: Mike Walker, National Advertising Manager at 925-648-3101 or mike@rwwcompany.com
BASF BULLETIN
Monthly E-Newsletter

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

<table>
<thead>
<tr>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Publication</strong></td>
</tr>
<tr>
<td>BASF Bulletin</td>
</tr>
<tr>
<td>BASF Bulletin</td>
</tr>
</tbody>
</table>
# CLE BULLETIN

**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

<table>
<thead>
<tr>
<th>Channel</th>
<th>Frequency</th>
<th>Ad Type</th>
<th>Ad Size</th>
<th>Rate (per insertion)</th>
<th>Positions Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLE Bulletin</td>
<td>Bi-weekly</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$300</td>
<td>2</td>
</tr>
<tr>
<td>CLE Bulletin</td>
<td>Bi-weekly</td>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>$375</td>
<td>4</td>
</tr>
</tbody>
</table>

**LawPay**: We’re the best legal payment solution for a reason.

- **CLE Bulletin**
  - Bi-weekly Leaderboard
  - Bi-weekly Medium Rectangle

- **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.

CONTACT: Mike Walker, National Advertising Manager at 925-648-3101 or mike@rwwcompany.com
**EVENT CALENDAR**

A frequently visited webpage among BASF Members, with over 200 in-person and online seminars offered for professional growth and approved for MCLE credit.

**ADVERTISING OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Event Calendar</th>
<th>Frequency</th>
<th>Ad Type</th>
<th>Ad Size</th>
<th>Rate (per insertion)</th>
<th>Positions Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Calendar</td>
<td>As available</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td><strong>$700</strong></td>
<td>2</td>
</tr>
</tbody>
</table>
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 with Social Promo

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.

Rates

<table>
<thead>
<tr>
<th>Channel</th>
<th>Frequency</th>
<th>Rate (per insertion)</th>
<th>Positions Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Email</td>
<td>As available</td>
<td>$1,500</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Sponsored Blog Post</td>
<td>As available</td>
<td>$1,500</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

CONTACT: Mike Walker, National Advertising Manager at 925-648-3101 or mike@rwwcompany.com
Email Confirmation Email Ad

BASF offers more than 300 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.

<table>
<thead>
<tr>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>

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!
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.

<table>
<thead>
<tr>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
</tr>
<tr>
<td>Blog</td>
</tr>
<tr>
<td>Blog</td>
</tr>
<tr>
<td>Blog</td>
</tr>
</tbody>
</table>
BASF DIRECTORY LISTINGS

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.
# BASF DIRECTORY ADS

## 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 frequently visited online Directory provides a the breadth of exposure.

## ADVERTISING OPPORTUNITIES

Ads will be placed on the following pages:
- ROE and ADR directory page
- ROE and ADR become a lister page
- Individual listings within ROE and ADR
- Create a listing profile

## Rates

<table>
<thead>
<tr>
<th>Channel</th>
<th>Frequency</th>
<th>Ad Type</th>
<th>Ad Size</th>
<th>Rate (per insertion)</th>
<th>Positions Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Directory</td>
<td>Annually</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$1,200</td>
<td>3</td>
</tr>
<tr>
<td>Online Directory</td>
<td>Annually</td>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>$1,275</td>
<td>4</td>
</tr>
</tbody>
</table>

CONTACT: Mike Walker, National Advertising Manager at 925-648-3101 or mike@rwwcompany.com
25% OFF
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.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 theretrom 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.