

2023

MEDIA KIT



THE BAR ASSOCIATION OF
SAN FRANCISCO

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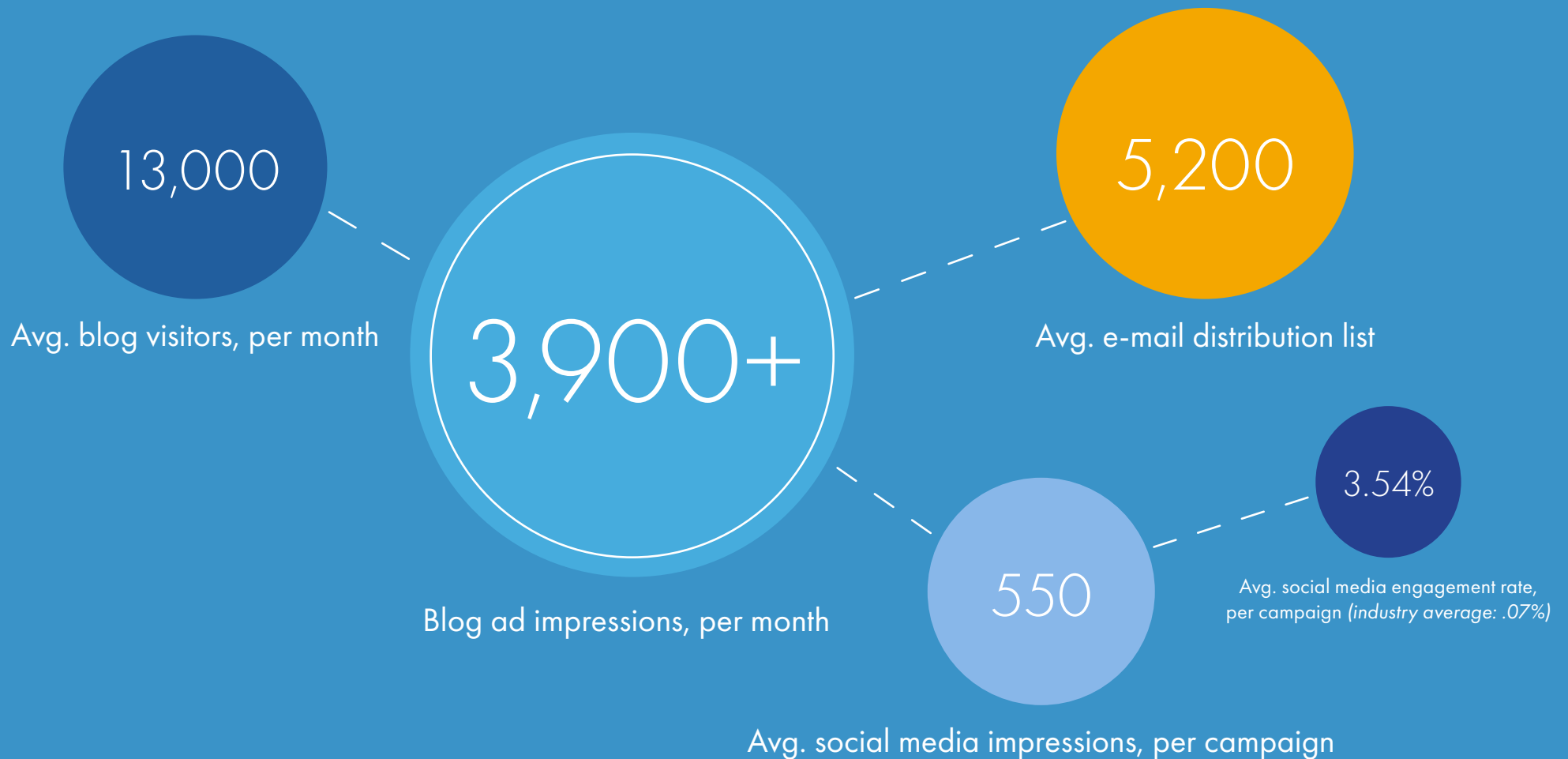
Since 1872, the Bar Association of San Francisco (BASF) has been providing San Francisco legal professionals with networking and pro bono opportunities in order to better serve our community.

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.

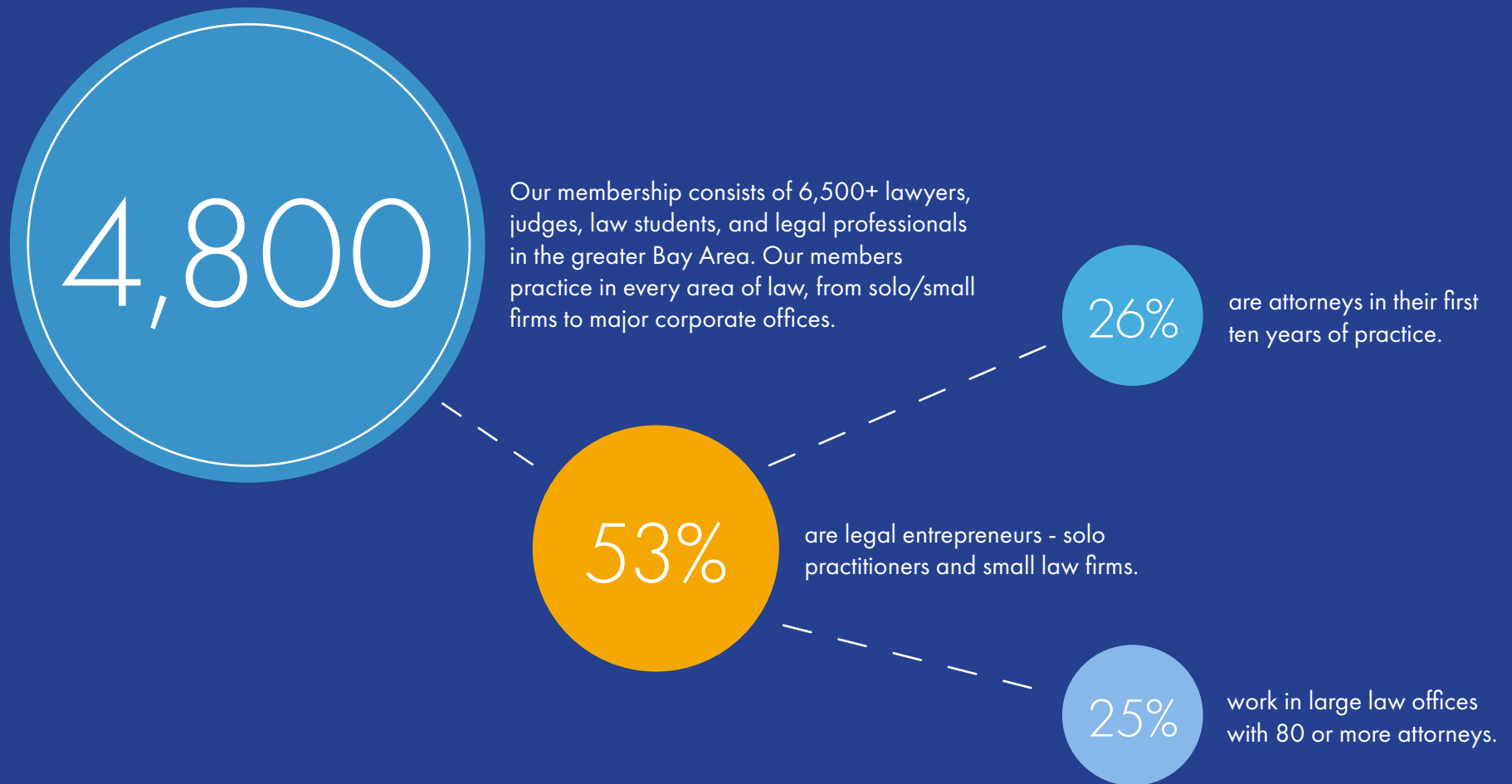
REACH

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 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					
Publication	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
SFAdM	Quarterly	TOC Premium Banner	728 x 90	\$600	3
SFAdM	Quarterly	TOC Premium Tile	300 x 250	\$400	2

IN THIS ISSUE

SAN FRANCISCO ATTORNEY

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The Honorable LaDoris Cordell joined BASF to explain how she sees the justice system should evolve.

[Read the Full Story](#)

BASF said farewell to outgoing Board members and welcomed in a new class, as well as recognizing a few members who have shined in 2021.

[Read the Full Story](#)

A Law Firm for All of California
Los Angeles • Sacramento • San Francisco • San Rafael • Walnut Creek

Prior Editions

- Fall 2021
- Summer 2021
- Spring 2021
- Winter 2020
- Fall 2020



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.

about you. Be present and participate in these conversations, and make sure you're contributing your voice, so I am a "no, thank you."

From a diverse standpoint as a law firm leader, Benton-Hayes expressed that she has to get comfortable with saying "no." She views saying "no" as an opportunity to support someone else in the legal community. After rejecting a request, she provided a relevant resource to address people and clients' immediate needs by connecting them with another colleague.

Ad

There are so many reasons to be a BASF member, so why are you? Join now! It's free! The last CLE "workshop" is available for a limited time. RENEW TODAY

Imposter syndrome: what do you do to get back to the truth?

Imposter syndrome is a psychological experience of perceiving oneself as incompetent, and worthy to deserve what they had achieved. Simply speaking, it is an internal experience that one feels they don't belong to where they are.

Rates					
Publication	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
SFAdM	Quarterly	Leaderboard	728 x 90	\$300	Unlimited
SFAdM	Quarterly	Medium Rectangle	300 x 250	\$375	Unlimited

Policy changes: Pat Search for Weapons

Earlier this year, the police department leaned on the task force guidance when it revised its policy on frisking people for weapons. The task force discovered that the police department's proposed General Order 5.03 used an incorrect legal standard. It would have allowed officers to conduct a pat-down for weapons if they reasonably believed the person was dangerous or may be carrying a weapon.

But the more restrictive "armed and dangerous" is the clear standard outlined by the seminal U.S. Supreme Court case Terry v. Ohio (1968) 392 U.S. 1, and California precedents. The task force prepared a detailed legal memo reviewed and signed by the BASF Board of Directors.

The armed or dangerous standard was far too permissive and completely contradicts California Criminal Jury Instructions, and Judge Thayer Smith's Director of Court Programs and a Task Force member. A voluntary student would see ahead of the "armed or dangerous" standard simply by carrying a sharp knife to class.

BASF Executive Director Yolanda Jackson wrote a cover letter delivering the legal memo—authored by Thayer and task force member Rebecca Young—to San Francisco Police Chief William Scott and the San Francisco Police Commissioners. The proposed policy threatened to undermine the Department's reform efforts designed to heal relations between police and the community—especially our nonwhite, Latinx, and Asian communities who are disproportionately stopped and frisked, she wrote.

The new police department policy rolled out in May adopted the bar's recommended "armed and dangerous" language. San Francisco Police must now be able to point to specific and articulable facts causing them to believe the suspect is armed and dangerous. In addition, police may only perform pat-downs when legally detaining someone. The policy clarifies that the purpose of a stop is to pursue an investigation without fear of harm, not to discover weapons or contraband.

How You're Ready For A Strong Start

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.

Rates					
Publication	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
BASF Bulletin	Monthly	Leaderboard	728 x 90	\$300	3
BASF Bulletin	Monthly	Medium Rectangle	300 x 250	\$375	4

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CLE BULLETIN

Bi-Weekly CLE Calendar E-Newsletter

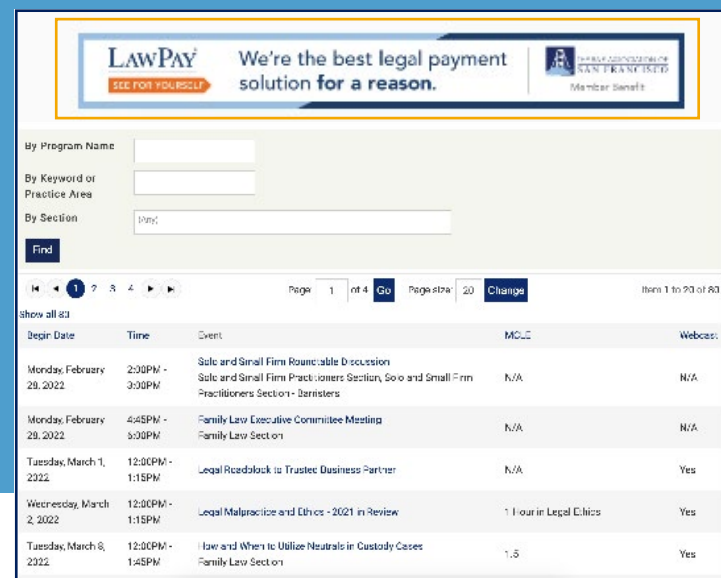
Sent on the second and fourth Tuesdays of each month, the CLE Planner announces upcoming Continuing Legal Education events - a highlight of BASF membership, and a vital resource for those in the legal profession.

Rates					
Channel	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
CLE Bulletin	Bi-weekly	Leaderboard	728 x 90	\$300	2
CLE Bulletin	Bi-weekly	Medium Rectangle	300 x 250	\$375	4

The screenshot displays the CLE Bulletin e-newsletter interface. At the top, it features the title 'CLE BULLETIN' and the subtitle 'YOUR DIGITAL GUIDE TO BASF PROGRAMS AND EVENTS'. Below this, there are sections for 'Click A Heading To Explore' with links like 'Featured on LinkedIn', 'Section Leader Spotlight', and 'Executive Committee Members Recruitment'. A 'STAY CONNECTED' section lists various roundtable discussions and meetings, such as 'Legal Ethics Committee Roundtable Discussion' and 'BASF's Legal Ethics Committee Meeting'. The bottom of the newsletter includes several advertisements, including 'LAWPAY', 'HIPAA 101', 'The Intersection Between Family and Appellate Law', 'Appellate Law Section Roundtable Discussion', 'Employment Practices Liability Insurance for Law Firms', and 'Civil Discovery Specialists'.

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.



The screenshot shows the LawPay website with a search bar and a list of events. The search bar includes fields for 'By Program Name', 'By Keyword or Practice Area', and 'By Section'. Below the search bar is a 'Find' button. The event list shows the following details:

Begin Date	Time	Event	MCLE	Webcast
Monday, February 28, 2022	2:30PM - 3:30PM	Solo and Small Firm Roundtable Discussion Solo and Small Firm Practitioners Section, Solo and Small Firm Practitioners Section - Baristers	N/A	N/A
Monday, February 28, 2022	4:45PM - 5:30PM	Family Law Executive Committee Meeting Family Law Section	N/A	N/A
Tuesday, March 1, 2022	12:00PM - 1:15PM	Legal Roadblock to Trustee Business Partner	N/A	Yes
Wednesday, March 2, 2022	12:00PM - 1:15PM	Legal Malpractice and Ethics - 2021 in Review	1 Hour in Legal Ethics	Yes
Tuesday, March 8, 2022	12:00PM - 1:45PM	How and When to Utilize Neutrals in Custody Cases Family Law Section	1.5	Yes

Rates					
Website	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
Event Calendar	As available	Leaderboard	728 x 90	\$700	2



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

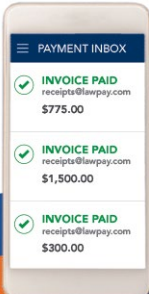
Blog Post with Social Promo

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			
Channel	Frequency	Rate (per insertion)	Positions Available
Sponsored Email	As available	\$1,500	Unlimited
Sponsored Blog Post	As available	\$1,500	Unlimited

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](#)





EMAIL

Event 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.

Rates					
Channel	Ad Type	Ad Size	Frequency	Rate (per insertion)	Positions Available
Email	Leaderboard	728 x 90	As available	\$750	1



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

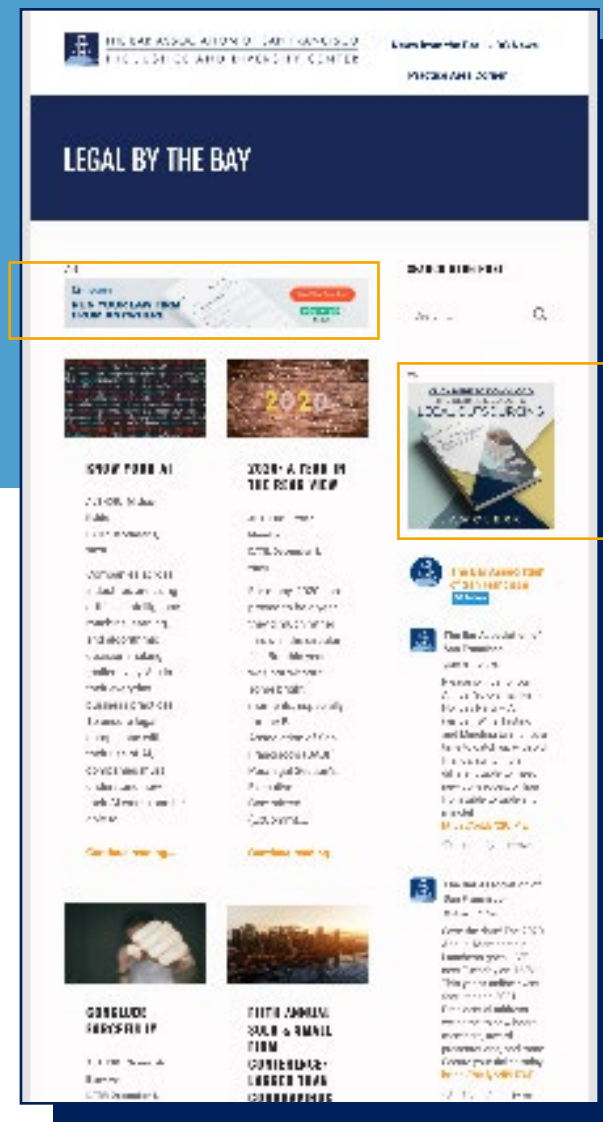
BLOG

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	Ad Size	Frequency	Rate (per month)	Positions Available
Blog	Leaderboard	728 x 90	Monthly	\$1,500	Unlimited
Blog	Medium Rectangle	300 x 250	Monthly	\$1,500	Unlimited
Blog	Half Page	300 x 600	Monthly	\$1,500	Unlimited





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@sfbbar.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.

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					
Channel	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
Online Directory	Annually	Leaderboard	728 x 90	\$1,200	3
Online Directory	Annually	Medium Rectangle	300 x 250	\$1,275	4



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.

