Looking to target market to Pittsburgh-area attorneys? Partnering with the Allegheny County Bar Association is the best way to get your product or service in front of the Pittsburgh legal community.

Attorneys comprise one of the largest – and most successful – professional demographics in the Pittsburgh region. The vast majority of Western Pennsylvania legal professionals – nearly 6,000 lawyers and judges – are members of the ACBA. Our ACBA partners have the opportunity to not only connect with these lawyers, but to do so through the region’s most trusted legal source: the Allegheny County Bar Association.

**ACBA Advertising**

ACBA publications reach nearly 6,000 Pittsburgh-area legal professionals, both in hard copy and digital format. These publications are considered “must reads” by Pittsburgh-area attorneys and judges, and they are delivered directly to Pittsburgh-area lawyers. They also arrive in local law offices, law libraries and online at www.ACBA.org.

**ACBA Native Advertising**

Native Advertising is modern advertising. You become “part of the story” by offering valuable substantive content that is shared in the ACBA Sidebar E-newsletter and on ACBA social media channels.

**ACBA Event Sponsorships**

Sponsoring ACBA events – happy hours to holiday parties and everything in between – is a great way to get face-to-face marketing opportunities with your target market: Pittsburgh lawyers.

For more information or to get started, contact 412-261-6255.
ACBA Native Advertising

“Native Advertising” is modern advertising. The concept is to organically blend your message into the content your audience is intentionally consuming.

**You become part of the story.** Purchasing a native advertising package with the ACBA increases the chance that your target audience will read and digest the information you are trying to share about your organization.

ACBA Native Advertising Packages include:

**ACBA Sidebar e-newsletter**

The official e-newsletter of the ACBA, the Sidebar is emailed to every ACBA member* every Thursday. It contains news about upcoming events and other happenings in the Pittsburgh legal community. And now, it can contain a news blur about your organization.

ACBA Social Media

The news blur about your organization will also be posted on the ACBA’s social media channels: Facebook (1,085+ followers), Twitter (1,325+ followers) and LinkedIn (530+ connections).

What’s it look like?

**Title Designation and Link**

“This edition of the ACBA Sidebar presented by [Your Company Here].” The link can take visitors to any online destination you desire.

**ACBA Sidebar Blurb**

The ACBA will write an article of up to 100 words about your organization and publish it in the “Partner News” section of the Sidebar. You provide the source material and get to review and approve the final product.

**Inventory Exclusivity**

Only one partner can purchase a Native Advertising Package in any given week. This grants you exclusivity and ensures your message does not get buried.

**Cost**

- Native Advertising Package – $750
- Native Advertising Package in conjunction with a larger partnership – $500

*Not delivered to small number of attorneys who have opted out of email communications. The Sidebar is published every-other Thursday during the summer.

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**LAWYERS JOURNAL**

Our flagship publication, the Lawyers Journal is the best way to target the entire Pittsburgh legal community. A distinctive, widely-read legal newspaper, the Lawyers Journal is distributed every-other week to every member of the ACBA. Along with essential features, interviews and scholarly articles of interest to the Pittsburgh legal community, the Lawyers Journal is both a newspaper and a periodical reference work.

The publication is available both in print and online, meaning the content – and ads – are not only viewed at the time of publication, but also months or years later when attorneys read the publication’s archives for research purposes.

**New Advertiser Special:** Get one complimentary ad for when you purchase an advertising agreement of at least 6 ads.

**Audience:** Approximately 6,000 attorneys receive this publication as part of their ACBA membership.

**Display Advertising Rates for the Lawyers Journal**

<table>
<thead>
<tr>
<th>Ad Dimensions (width x height)</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>Ad Dimensions (width x height)</th>
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<td>$37</td>
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<td>$1355</td>
<td>$1080</td>
<td>$1130</td>
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</tbody>
</table>

**Color Charges**

- Eighth and Fourth sizes: 1 Additional Color: Add $125 | 2 Additional Colors: Add $275 | Full Color: Add $375
- Half, Junior, Full and Back Cover sizes: 1 Additional Color: Add $250 | 2 Additional Colors: Add $475 | Full Color: Add $625

**Lawyers Market**

- $95 per word (phone numbers, email and website addresses are considered two words)

**General Considerations**

- Space reservation must be made 25 days prior to publication date
- Artwork must be received 17 days prior to publication date
- 15% Commission to all recognized agencies
- Special Positioning: 15% Extra Fee
- Don’t have an ad? The ACBA offers graphic design services.

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**Display Advertising Rates for the Lawyers Journal**

- Yearly contracts for daily insertions: 35%
- 3 or more insertions of a display ad: 20%
- Monthly contracts for daily insertions: 25%

**Classified Ad Rates**

- 60¢ per word

**Pittsburgh Legal Journal Display Ad Sizes**

- Full Page
- Half Page
- 3 Column tall
- 2 Column tall
- 3 Column short
- 2 Column short

- Nearly 700 attorneys, secretaries and paralegals pay for subscriptions to this publication.

**Audience:** Nearly 700 attorneys, secretaries and paralegals pay for subscriptions to this publication.

**Discount**

- Nearly 700 attorneys, secretaries and paralegals pay for subscriptions to this publication.

**Discounts**

- Nearly 700 attorneys, secretaries and paralegals pay for subscriptions to this publication.

**Color Charges**

- Nearly 700 attorneys, secretaries and paralegals pay for subscriptions to this publication.

**Classified Ad Rates**

- Nearly 700 attorneys, secretaries and paralegals pay for subscriptions to this publication.

**Pittsburgh Legal Journal Display Ad Sizes**

- Nearly 700 attorneys, secretaries and paralegals pay for subscriptions to this publication.

**Pittsburgh Legal Journal**

The Pittsburgh Legal Journal is the official legal journal for both the Allegheny County Court of Common Pleas and the United States District Court for the Western District of Pennsylvania. The PLJ is published every business day of the year. It is the only comprehensive source for trial lists, sheriff sale listings and other important legal notices. Since the PLJ is the official, exclusive source for this information, it is literally a must-read for certain attorneys and firms.