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 412-402-6620 / bknavish@acba.org.

**ACBA Event Sponsorships**

Get face-to-face marketing opportunities with Pittsburgh attorneys and judges at ACBA events. Develop relationships. Get face time. Close deals.

**Happy Hours · Holiday Parties · Golf Outings · Bench-Bar Conference · And more ...**

Events are constantly being developed. Sponsorship amounts and deliverables vary from event-to-event.

To find out what’s currently in the works, call 412-402-6620 or email bknavish@acba.org.

**More Bang for Your Buck**

Event sponsorships are most effective when coupled with a Lawyers Journal advertising package. A lawyer who meets you at an event will be reminded of you again after-the-fact when they see your ad in the Lawyers Journal. It’s like handing out a business card once again.

**General Advertisement Specifications**

The following are general specifications for electronic files to be provided for advertisements. All advertisements must be provided in one of these four listed formats:

- **PDF** - If sending a PDF file, all fonts must be embedded to ensure proper reproduction. All artwork/photos must have an original DPI of 300 or higher.
- **EPS** - All fonts changed to outlines, document color mode set to CMYK and placed artwork/photos must have an original DPI of 300 or higher with no scaling.
- **JPEG/TIFF** - DPI of 300 or higher. Color mode set to CMYK, B&W art set to grayscale.

If these specs are not followed – or a file type not listed above is provided – every effort will be made to produce the ad at a high quality, but is not guaranteed. All specific questions regarding artwork files should be directed to the ACBA Graphic Artist, 412-402-6685.

**NOTE:** Microsoft Publisher files cannot be used and will not be accepted.
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 the ACBA 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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**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>26x</th>
<th>Yearly contracts for daily insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>$450</td>
<td>$370</td>
<td>$350</td>
<td>$330</td>
<td>28%</td>
</tr>
<tr>
<td>Jr. Page</td>
<td>$730</td>
<td>$675</td>
<td>$640</td>
<td>$610</td>
<td>35%</td>
</tr>
<tr>
<td>Page</td>
<td>$1255</td>
<td>$1130</td>
<td>$1065</td>
<td>$1000</td>
<td>35%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1505</td>
<td>$1385</td>
<td>$1280</td>
<td>$1130</td>
<td>35%</td>
</tr>
</tbody>
</table>

**Color Charges**

- 1 Additional Color: Add $250
- 2 Additional Colors: Add $475
- Full Color: Add $625

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**Classified Ad Rates**

- $60 per word

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**New Advertiser Special:** Get one complimentary ad 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.

**Purchasing a native advertising package with the ACBA increases the chance that your target audience will read and digest your message.”**

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**Legal Journal Ad Sizes**

- ½ Page $740
- ¼ Page $735
- 1/8 Page $95
- Column $75
- Column short $55
- Column short $45

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**The 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.

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

**Discounts**

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

**Color Charges**

- 1 Additional Color: Add $250
- 2 Additional Colors: Add $475
- Full Color: Add $625

**Classified Ad Rates**

- $60 per word

---

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

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**The Pittsburgh Legal Journal (Ad Sizes)**

- Full Page $740
- Half Page $375
- Column $95
- Column short $75
- Column short $55
- Column short $45

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**Don’t have an ad? The ACBA offers graphic design services.”**

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**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.