

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 5,500 lawyers and judges – are members of the ACBA. Our ACBA business 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 5,500 Pittsburgh-area legal professionals, both in hard copy and digital formats. 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 Brian Knavish, the ACBA's Director of Marketing, Media Relations and Strategic Partnerships:

- 412-402-6620 / bknavish@acba.org
- www.ACBA.org/Partnerships

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.

Terms/Payment

The Allegheny County Bar Association will accept all advertising that keeps within our publications' standards of ethics and legality so long as the advertisement is not derogatory or demeaning and is in good taste. First time advertisers must submit payment for their first ad run with completed contract. Cancellations are not accepted after publishing date closes. Need help with a design? \$100 to create an ad to well-defined specs, plus one free revision. For additional revisions – or for ads that involve an extraordinary amount of design work – the rate is an additional \$50/hour. For clients who need help conceptualizing the ad, the hourly rate is applied at the start of the project, with a minimum fee of \$100.

ALLEGHENY COUNTY BAR ASSOCIATION

400 Koppers Building, 436 Seventh Avenue, Pittsburgh, PA 15219
412-261-6161 | www.ACBA.org

Make your case to the Pittsburgh Legal Community



**ALLEGHENY COUNTY
BAR ASSOCIATION**

Serving the Pittsburgh Legal Community

www.ACBA.org/Partnerships

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 blurb about your organization.

ACBA Social Media

The news blurb about your organization will also be posted on the ACBA's social media channels: Facebook (1,500+ followers), Twitter (1,650+ followers) and LinkedIn (820+ 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.

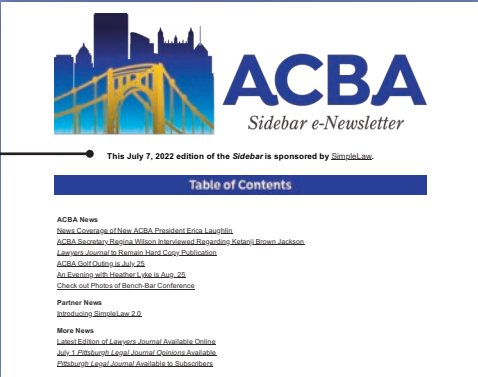
Inventory Exclusivity

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.*



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 5,500 attorneys receive this publication as part of their ACBA membership.

Display Advertising Rates for the *Lawyers Journal*

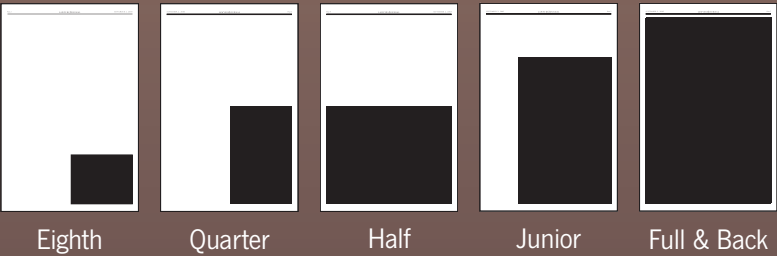
	1x	6x	12x	26x	Ad Dimensions (width x height)
Eighth Page	\$320	\$290	\$270	\$230	5" x 4"
Quarter Page	\$425	\$380	\$360	\$320	5" x 8"
Half Page	\$755	\$680	\$645	\$575	10.25" x 8"
Junior Page	\$1140	\$1040	\$980	\$880	7.625" x 12"
Full Page	\$1355	\$1230	\$1165	\$1100	10.25" x 15.25"
Back Cover	\$1605	\$1455	\$1380	\$1230	10.25" x 15.25"

Color Charges (Additional charge for color ads, per ad run)
Eighth: \$250 | Quarter: \$375 | Half: \$500 | Junior: \$625 | Full: \$650 | Back Cover \$675

Lawyers’ Mart Classified Ads
95¢ per word (Phone numbers, email and website addresses are considered two words)

General Considerations
15% Commission to All Recognized Agencies | Special Positioning: 15% Extra Fee
Don’t have an ad? The ACBA offers graphic design services.

Lawyers Journal Display Ad Sizes



TARGET MARKETING

Approved ACBA partners can **target market** attorneys of specific practice areas via stand-alone marketing emails sent from the ACBA to select practice groups. That’s a targeted, graphic email regarding your organization sent by the ACBA to your practice area of interest.

Details

- The ACBA will first vet the product or service to ensure it would be of value to ACBA members.

- Once approved, you pick the practice area(s) you’re interested in.

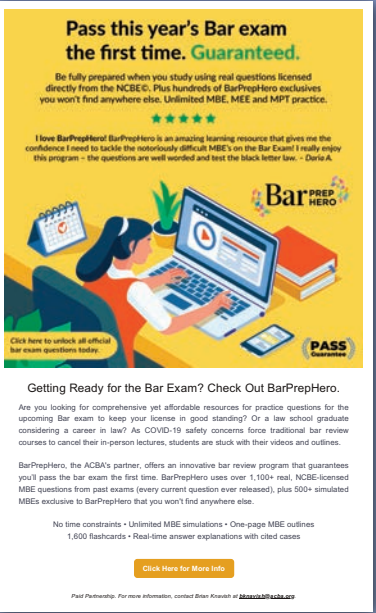
- Provide us a custom-designed, HTML marketing graphic or we can design one for you.

- Provide us with your preferred email dates and times.

- The ACBA Marketing Director will send your marketing email to the Practice Area of your choosing.

- Availability is very limited. Only one Target Marketing email opportunity is available per Practice Area every six months.

- Price is \$1,000 for one Target Marketing e-blast or \$500 per Target Marketing e-blast if multiple are purchased, or in conjunction with a larger partnership.



Available Practice Areas

- ADR and Mediation
- Appellate Practice
- Arts and the Law
- Bankruptcy and Commercial Law
- Civil Litigation
- Collaborative Law
- Construction Law
- Corporate, Banking and Business Law
- Criminal Litigation
- Elder Law
- Environment and Energy Law
- Family Law
- Federal Court Practice
- Health Law
- Immigration Law
- Labor and Employment Law
- Managing Partners
- Medical Marijuana and Hemp Law
- Military and Veterans Affairs
- Nonprofit Law
- Probate and Trust Law
- Real Property Law
- School and Municipal Law
- Social Security Practitioners
- Sole and Small Firm Practitioners
- Sports Law
- Taxation
- Workers’ Compensation