

ACBA TARGET MARKETING

Get Your Message in Front
of Lawyers from Specific
Practice Areas



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 per quarter.
- Price ranges from \$500 to \$1,500 for one Target Marketing e-blast (depending on the group). Price is discounted if multiple e-blasts 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 Practitioners
Workers' Compensation

For more information, contact ACBA Marketing, Media Relations and Strategic Partnerships Director Brian Knavish at 412-402-6620 or bknavish@acba.org.

Some restrictions apply. Get additional information from the ACBA.