



Advertising Media Kit 2026

The NYSBA's mission is to be the leading voice for the legal profession by advancing the professional success of our members, equal access to justice, and the rule of law.



Advertise with NYSBA

Founded in 1876, the New York State Bar Association (NYSBA) is one of the largest voluntary state bar associations in the U.S. NYSBA represents more than 55,000 members with a mission to shape the development of the law, educate and inform the public, and respond to the demands of our ever-changing, diverse legal profession.

In 2026, the New York State Bar Association will mark a historic milestone—its 150th anniversary. For a century and a half, NYSBA has stood as a pillar of the legal profession, championing the attorneys who serve our state, our nation, and our world. Advertising in NYSBA's member resources puts your organization in front of one of the largest legal markets in the country, particularly during a highly visible year.

Advertising in the NYSBA's member resources puts your organization in front of one of the largest legal markets in the country. Our more than 50,000 members reflect many areas of the law, including real property, litigation, corporate law, trusts and estates law, business law, and general practice.

MORE THAN 26 SECTION PUBLICATIONS, INCLUDING

Publication	Distribution
Prospective (Young Lawyers Section)	6935
Trust and Estates Law Section Journal	4758
NY Real Property Law Journal	4104
NY Business Law Journal	3449
Elder and Special Needs Law Journal	2766
Family Law Review	2440
Deconstruction	1844
International Law Practicum	1654
New York Dispute Resolution Lawyer	1688
Labor and Employment Law Journal	1741

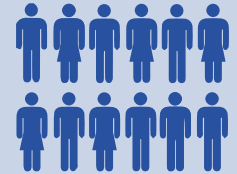
NYSBA Highlights



55,000
MEMBERS



MORE THAN 120 THOUSAND
unique website visitors per month

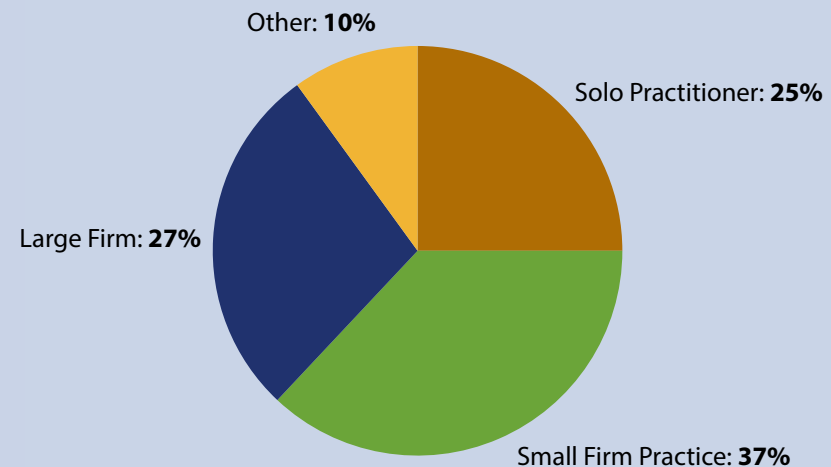


MORE THAN 5 MILLION
pageviews per year

MORE THAN 50,000
NYSBA Journal print distribution



MEMBERSHIP BREAKDOWN



The NYSBA Journal

Publication Frequency: Quarterly (Winter, Spring, Summer, Fall)

Total Readership: Mailed to 34,000 Members. Digital edition e-mailed to 39,000 members. Posted to News Center of website.

The NYSBA Journal brings NYSBA members in-depth analysis of timely topics, the latest state bar-related news, member spotlight features, and selected coverage of leadership events, programs, activities, and award presentations.

Rates

Size (4-Color Only)	1x	2x	4x
Cover 4	\$5,100	\$4,845	\$4,335
Cover 3	\$4,600	\$4,370	\$3,910
Cover 2	\$4,900	\$4,655	\$4,165
2-Page Spread	\$9,500	\$9,025	\$8,075
Full Page	\$4,500	\$4,275	\$3,825
2/3 Page (Opposite TOC)	\$5,100	\$4,845	\$4,335
1/2 Page	\$3,600	\$3,420	\$3,060
1/4 Page	\$2,500	\$2,375	\$2,125

Congratulatory/Firm Announcements	1x
Full Page	\$4,225
Half Page	\$3,375

Reserved exclusively for milestones, celebrations, and firm announcements. NYSBA membership required.



Issue	Publication Date	Advertising Closing Date
Winter	December 31, 2025	November 26, 2025
Spring	April 2, 2026	February 25, 2026
Summer	July 2, 2026	May 27, 2026
Fall	October 1, 2026	August 26, 2026

New York State Bar Association Section Publications

The NYSBA publishes 26 section-specific print and digital publications providing members with valuable insights in their specific practice areas. If you would like more information about a specific section publication, please contact Nicola Tate (ntate@associationmediagroup.com).

Publication	Approximate Distribution	Publication Frequency	Print/Online	Publication	Approximate Distribution	Publication Frequency	Print/Online
Antitrust Law Section Symposium	597	1x per year	Online	Health Law Journal	1,006	3x per year	Print and Online
NY Business Law Journal	3,449	2x per year	Print and Online	Bright Ideas - Intellectual Property Law	1,623	2x per year	Print and Online
Commercial and Federal Litigation Newsletter	2,290	3x per year	Print and Online	New York International Law Review	1,654	2x per year	Print and Online
NYLitigator	1,800	2x per year	Online	International Law Practicum	1,654	2x per year	Print and Online
Government, Law, and Policy Journal	1,454	TBD	TBD	Labor and Employment Law Journal	1,741	2x per year	Print and Online
Inside - Corporate Counsel	1,913	2x per year	Print and Online	Municipal Lawyer - Local and State Government	1,454	2x per year	Print and Online
New York Criminal Justice Section Reporter	1,581	3x per year	Print and Online	N.Y. Real Property Law Journal	4,104	3x per year	Print and Online
New York Dispute Resolution Lawyer	1,688	2x per year	Online	Deconstruction - Tort, Insurance and Compensation Law	1,884	2x per year	Online
Elder and Special Needs Law Journal	2,766	4x per year	Print and Online	Torts, Insurance & Compensation Law Section Journal	1,884	2x per year	Print and Online
Entertainment, Arts, and Sports Law Journal	1,635	3x per year	Print and Online	Trial Lawyers Section Digest	2,030	TBD	Print and Online
The New York Environmental Lawyer	1,151	3x per year	Online	Trusts and Estates Law Section Journal	4,758	4x per year	Print and Online
Family Law Review	2,440	3x per year	Print and Online	Women in Law Connect	2,098	2x per year	Online
One on One - General Practice	1,402	2x per year	Print and Online	Perspective - Young Lawyers Section	3,136	2x per year	Online

Full Page	Half Page
\$1,700	\$1,300

Include a banner advertisement in the e-alert that alerts subscribers to the latest issue for an additional \$400.

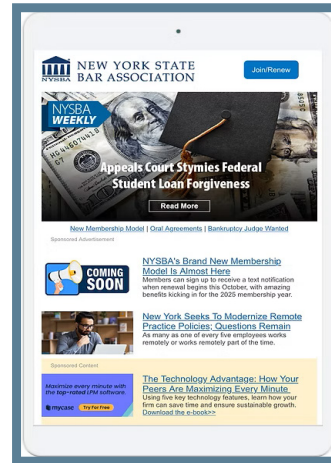


Email Newsletters

NYSBA Weekly

Delivered every Wednesday to over 39,000 opt-in NYSBA members, and with a 30% open rate, the NYSBA Weekly is an e-digest of original legal news, best practices, case studies, analysis, and more.

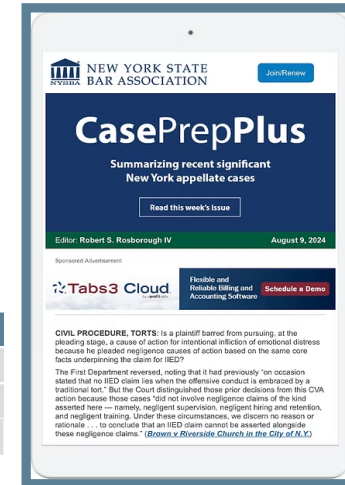
Placement	1 Month	3 Months
Top Banner 600x90	\$3,800	\$9,000
Middle Banner 600x90	\$2,660	\$6,300
Sponsored Content	\$3,800	\$9,000



CasePrepPlus

Delivered every Friday to more than 39,000 New York attorneys, the CasePrepPlus E-Newsletter summarizes the most significant decisions released from New York's appellate courts. With a 45% open rate, the CasePrepPlus E-Newsletter serves as an incredibly valuable time-saving service for subscribers.

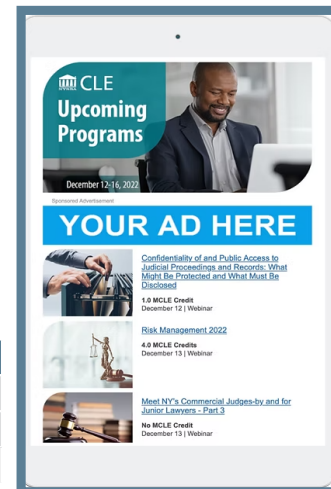
Placement	1 Month	3 Months
Top Banner 600x90	\$3,800	\$9,000
Middle Banner 600x90	\$2,660	\$6,300
Sponsored Content	\$3,800	\$9,000



CLE E-Newsletter

Delivered every Monday to more than 112,000 legal professionals, the CLE E-Newsletter showcases upcoming events, key programming, sponsored webinars, and section meetings. The average open rate exceeds 20%.

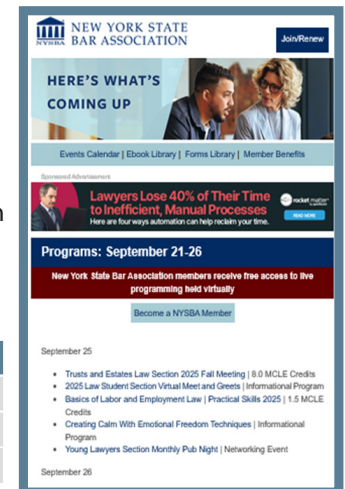
Placement	1 Month	3 Months
Top Banner 600x90	\$3,800	\$9,000
Middle Banner 600x90	\$2,660	\$6,300
Sponsored Content	\$3,800	\$9,000



At a Glance

Delivered twice per month to more than 119,000 subscribers, the At a Glance enewsletter sums up new product announcements, NYSBA Section activities, program highlights, and more.

Placement	1 Month	3 Months
Top Banner 600x90	\$3,800	\$9,000
Middle Banner 600x90	\$2,660	\$6,300
Sponsored Content	\$3,800	\$9,000

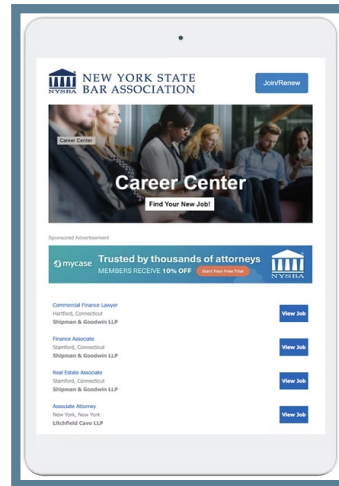


Email Newsletters

Career Center E-Newsletter

Published every other Monday, the Career Center E-newsletter showcases open positions posted on the NYSBA Career Center. It averages a 46% open rate with more than 36,000 recipients.

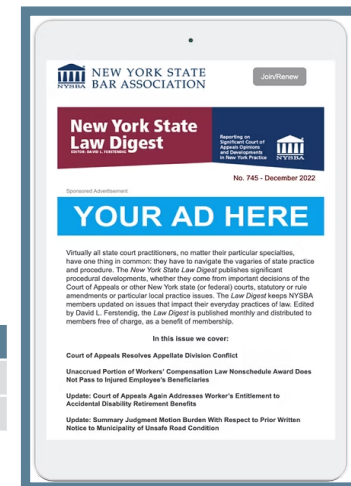
Placement	1 Month	3 Months
Top Banner 600x90	\$3,800	\$9,000
Middle Banner 600x90	\$2,660	\$6,300



New York Law Digest E-Newsletter

Delivered during the 1st week of each month, the New York Law Digest publishes significant procedural developments coming from important decisions of the Court of Appeals and other NY and Federal courts. The distribution exceeds 39,000 with a 31% average open rate.

Placement	1 Month	3 Months
Top Banner 600x90	\$3,800	\$9,000
Middle Banner 600x90	\$2,660	\$6,300



Section E-Newsletter

Delivered every other Monday to more than 18,000 legal professionals, the Section E-Newsletter provides an overview of all 26 active NYSBA sections' events and news. The average open rate exceeds 29%.

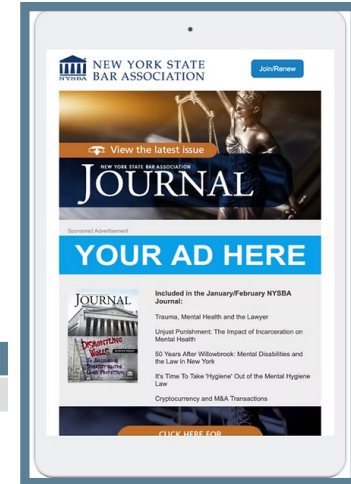
Placement	1 Month	3 Months
Top Banner 600x90	\$3,800	\$9,000
Middle Banner 600x90	\$2,660	\$6,300



NYSBA Journal E-Alert

One week prior to the print version of the NYSBA Journal arriving in members' mailboxes, the NYSBA Journal E-Alert is emailed to 39,000 members alerting them to the availability of the digital version of the journal and highlighting key content. The E-Alert has an average open rate of 26%.

	1 Issue	4 Issues
600x90	\$1,500	\$4,000

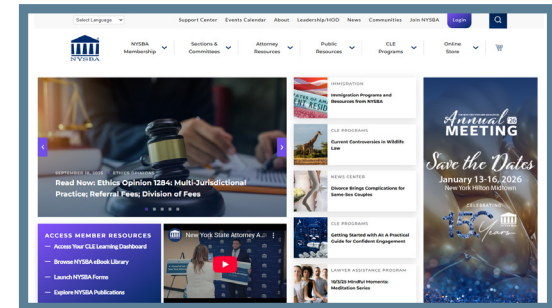


Website Advertising

NYSBA.org Website Banners

Banner advertising slots run throughout the NYSBA website with both 728x90 and 300x250 banner ad sizes.

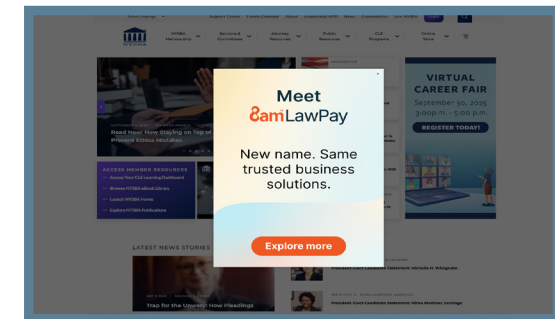
	1 Month	3 Months
Banner Advertising (728x90 and 300x250)	\$1,600	\$3,600



NYSBA.org Pop-Up Banner

Stand out from the crowd by reserving a homepage pop-up banner. These banners are highly restricted and run on Wednesday's and Thursday's on the 2nd and 4th week of each month. These pop-up banners load on the home page for every visitor.

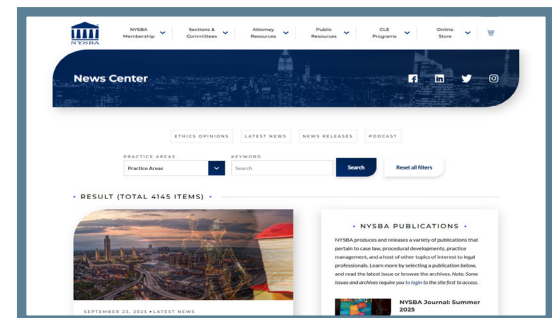
	1 Week	2 Weeks
Pop-Up Banner (600x800)	\$2,000	\$3,000



NYSBA.org Sponsored Content

Share your original content with NYSBA members in the NYSBA News Center. The NYSBA News Center features articles, analysis, and tips relating to the practice of law in New York state. Your sponsored post can appear in tandem with native content of the NYSBA News Center. Please note that promotion of CLE, books, pamphlets, and forms is prohibited.

\$2,500 per Sponsored Post



Webinar Opportunities

2025 saw large increases in live CLE registrations, on-demand programming and CLE certificate issuances. Live webinar registrations increased 120% to more than 16,000 registrations with more than 9,300 certificates issued. Additionally, more than 16,800 on-demand certificates were issued in 2025. Take advantage of this increased demand by sponsoring a NYSBA-produced CLE program or reserve a Sponsor Presented Membership Program webinar, which allows for product demonstrations and informational style programming. Please note that webinar dates are extremely limited.

What is Included?

Sponsored CLE Program:

- Mention on PowerPoint slide prior to program starting.
- Acknowledgment at end of program by NYSBA staff.
- Sponsor acknowledgement in CLE Weekly marketing emails sent Monday and Friday each week.
- Logo inclusions with linking URL in emails promoting the webinar.
- Logo inclusion on the event details page.
- Sponsor acknowledgement included in any social media posts pre-program (Facebook, Twitter, LinkedIn, Instagram).
- Registration list for the live event including registrant name and company.

Sponsor Presented Membership Program:

- Select from 30, 60 or 90-minute sessions to be delivered online/in-person.
- Sponsor to provide completed slide deck 4 weeks prior to scheduled event. Content may be a product demo or informational. No attorney required for the panel.
- Sponsor to provide program title, description, and speaker list immediately to be added to the upcoming webinar list and open registration.
- Logo inclusion on all applicable slides as the sponsor and creator of CLE program.
- Event will be added to the overall events calendar for NYSBA.
- Logo inclusion on the event details page.
- Sponsor included in any social media posts pre-program (Facebook, Twitter, LinkedIn, Instagram).
- Registration list for the live event including registrant name and company.

	1x	3x
NYSBA CLE Webinar Sponsorship	\$1,500	\$4,000
Sponsor Presented Membership Program	\$3,500	\$9,000

Member E-Blasts and Sponsored Social Media

Connect with NYSBA members and constituents via segmented e-blast opportunities and sponsored social media posts.

Member E-Blasts

NYSBA offers segmented e-blast opportunities to target members with your customized marketing message in a limited quantity throughout the year. Sent the third Thursday and first Saturday of every month (except January), you may select from specific member sections, practice setting role and firm size.

Rates

- \$1,000 to send to a single refinement (single section, practicing setting, or firm size).
- \$1,500 to select up to three sections, practicing settings, firm sizes, or any combination.
- \$5,000 to distribute to the entire database

Sponsored Social Media

Post insightful resources and/or products and services across the NYSBA social media channels. This opportunity is available for just one company per month and posts will be made on the first week and repeated the third week of the month.

Posts should be educational in nature linking to case studies, white papers, blogs or other educational content on your website. Please note that promotion of CLE programming or any forms, books, or pamphlets available from the NYSBA will not be accepted.

Sponsors will have access to post-campaign analytics, as is relevant, including likes, comments, shares, link clicks, interaction rate, video views, organic views, 30-second views.

\$2,000 per month.



41.5k followers



19.3k followers



13.5k followers



7.6k followers

Print Advertising Specifications and Deliverables

All artwork should be submitted as a print-ready PDF (Press-Ready PDF, PDF /X) and all images and fonts must be embedded. Images should be 300 dpi. Do not include printer's marks (crop marks, registration marks) in the file. Do not include the bleed with fractional ads unless specified.

Color ads must use CMYK color only. Black & white ads should use black only (not 4-color) and images should be grayscale. Exact color matches are not guaranteed. If color match is strictly required please contact us to discuss.

Do you need help building your ad? Our team can help. Contact Nicola Tate to find out more.

The NYSBA Journal

Publication Trim: 8 x 10.875 inches (Do not build ad to this size). For bleed extend artwork 1/8" beyond all four edges. Keep all text elements at least 3/8" inside all edges.

Size	Width & Height (in inches)
Cover 4 (back cover)	8 x 7.875 (bleed: 8.25 x 8.125)
Full Page, Inside Back Cover, Inside Front Cover	7 x 9.875 (bleed 8.25 x 11.125)
Two Page Spread	16 x 10.875 (bleed: 16.25 x 11.125)
1/2 Page Horizontal	7 x 4.83 (no bleed)
1/2 Page Vertical	3.38 x 9.67 (no bleed)
1/4 Page Horizontal	7 x 2.42 (no bleed)
1/4 Page Vertical	3.38 x 4.83 (no bleed)
Marketplace Ad Display Specs	2.22 x 4.44 (no bleed)

Classified line advertising is available within the State Bar News section of the NYSBA Bar Journal. There are Lawyer-to-Lawyer Referral, Lawyer Resource Directory, or General Classified sections available. \$200 minimum (includes 50 words), \$1 per additional word, members receive a \$50 discount. Payment must be made prior to publication.

NYSBA Section Publications

Size	Width & Height (in inches)
Full Page	7.5 x 10 (no bleed)
Half Page Vertical	3.5 x 9.5 (no bleed)
Half Page Horizontal	7.5 x 4.75 (no bleed)
Back Page	7.5 x 6.5 (no bleed)

Digital Advertising Specifications and Deliverables

NYSBA Website

Standard Site Banners:

- 728x90 and 300x250
- GIF or JPG
- Destination URL
- No 3rd party banners are accepted
- All banners with light colored backgrounds must include a dark border of at least 1 pixel

Homepage Pop Up:

- 600 x 800
- PNG only
- Destination URL

NYSBA.org Sponsored Content:

- Content must be submitted as a Microsoft Word document
- Headline: Maximum 10 words
- Introduction: Maximum 20 words
- Text: Maximum 1,000 words
 - Please provide URLs next to any linked words that are included in the main text

E - Newsletters

NYSBA Weekly, CLE E-newsletter, Career Center E-newsletter, Section E-newsletters, CasePrepPlus, New York Law Digest E-newsletter, and the NYSBA Journal E-Alert all require the following:

- 600x90
- PNG only
- 50kb maximum file size
- Destination URL

Member E-Blasts

- All materials subject to review and approval by NYSBA
- Header image 600 pixels wide. PNG only.
- HTML code may be submitted.
 - Template is 640 pixels wide.
 - Must have padding of 10 pixels on all sides
 - Plain HTML code with div tags (not tables) preferred.
 - Do not include CSS, MSO code.
 - Text: Maximum 1,000 words. Please research best practices based on your goals. We can help.
 - Please provide URLs next to any linked words that are included in the main text

Sponsored Social Media

All materials subject to review and approval by the NYSBA

LinkedIn:

- Two images must be provided, 552x228 and 1200x1200
- Destination URL
- You may provide video content.
 - Must be between 30 and 90 seconds.
 - While most common video formats are accepted, MP4 H.264 codec is recommended for maximum viewability.
 - 1080p resolution is recommended.
 - Videos autoplay on mute and captions may be helpful.
 - Maximum file size 5GB.
 - Destination URL

Facebook:

- Two images must be provided, 1200x628 and 1200x1200
- Destination URL
- You may provide video content
 - Must be between 30 and 90 seconds
 - MP4 or MOV files recommended
 - 720p minimum resolution
 - Videos autoplay on mute and captions may be helpful
 - Maximum file size 4GB
 - Destination URL

X:

- 280 character limit
- Image sizes may vary, but landscape orientation is recommended

Instagram:

- Images should be either 1080x1080, 1080x1350 or 1080x566
- Short captions are recommended and 3-5 hashtags can assist in interactions
- You may provide video content
 - Must be between 30 and 60 seconds
 - MP4 or MOV files recommended
 - A cover photo is recommended and size required is 420x654
 - 720p minimum resolution
 - Maximum file size 650 MB
 - Destination URL

General Information

NYSBA Advertising Policy

All advertisements must be approved by the NYSBA. Acceptance of advertising by the NYSBA does not indicate or imply endorsement. The NYSBA, in its sole discretion, retains the right to decline or discontinue any submitted advertisement, sponsorship, or education program. The NYSBA reserves the right to insert the word “advertisement”, “sponsored”, or “sponsored content” on any advertisement, sponsorship media, or educational program. In the event of a rejection or discontinuation of an advertisement, sponsorship, or education program a refund will be provided, either in full if rejected prior to fulfillment, or pro-rated if discontinued during the contracted period.

Advertising and Sponsorship Reservations

ntate@associationmediagroup.com

804-469-0324

Billing Questions

billing@associationmediagroup.com

Creative Services

adsupport@associationmediagroup.com