



READER/MEMBER PROFILE

AGE & GENDER

Readership by Gender:

Male: 15,733
 Female: 8,762

Readership by Age and Gender*:

22-30 Male: 1,454	50-64 Male: 4,852
22-30 Female: 1,650	50-64 Female: 2,149
31-49 Male: 5,375	65+ Male: 3,221
31-49 Female: 4,048	65+ Female: 395

* No age provided for 1,351 members as of listing.

EXPERIENCE

Attorneys are classified by the number of years they have been admitted to the Bar. Most attorneys are admitted to practice within a year of their law school graduation. Most graduate law school in their mid to late twenties.

Attorneys admitted to the Bar:

Less than 6 Years: 4,377	19-24 Years: 2,742
6-12 Years: 4,330	25 or more Years: 8,560
13-18 Years: 2,640	Not yet admitted: 1,846

FIRM/ORGANIZATION

Over 80% of City Bar members work in a private practice or in a corporate legal department. The balance of our members work in non-profit organizations, academia, government, or the courts.

The New York City Bar

is the premier professional membership association for lawyers in the greater New York Metropolitan area. With over 24,000 attorney and law student members, we represent the broadest spectrum of the legal community, from senior partners at the nation's largest law firms to solo practitioners, to corporate counsel of the Fortune 500 to government attorneys and students.

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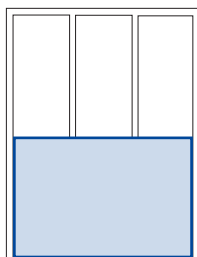
CONTACT

Siddiqa Mujaffar-Karim
 skarim@nycbar.org
 212.382.4742

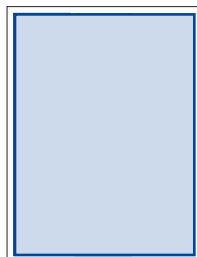


The 44th Street Calendar, with a circulation of approximately 25,000 attorneys, provides information about upcoming events and Continuing Legal Education programs at the New York City Bar Association. The New York City Bar Association holds over 300 programs and events per year. Advertising in the 44th Street Calendar allows your company to gain exposure to legal professionals who matter most to your business.

SIZE / LAYOUT



1/2-Page
4.75"(w) x 3.625"(h)



Full-Page
4.75"(w) x 7.75"(h)

RATES

Size	B&W		
	1x	5x	10x
Full page	\$ 2,500	\$ 2,400	\$ 2,300
1/2 page	\$ 1,500	\$ 1,400	\$ 1,300

Size	Color		
	1x	5x	10x
Full page	\$ 4,000	\$ 3,800	\$ 3,700
1/2 page	\$ 3,000	\$ 2,800	\$ 2,700

Requests for premium placement (inside front cover, placement next to a specific program, etc.) increase the rates by 20% if placement is granted. Special advertising packages and rates are available for those interested in advertising in 44th Street Calendar and 44th Street Notes Online (see page 3). For more information on special rates, please contact Siddliqa Mujaffar-Karim.

AD SCHEDULE

ISSUE MONTH	SPACE RESERVATION	ART DEADLINE	MAIL DATE
September	August 2	August 9	August 23
October	September 3	September 8	September 22
November	October 4	October 8	October 22
December	November 5	November 8	November 22
January	December 3	December 8	December 21
February	January 4	January 7	January 20
March	February 1	February 5	February 17
April	March 3	March 9	March 24
May	April 2	April 7	April 21
June	May 3	May 7	May 24

The newsletter is published monthly September through June. *Dates subject to change.*

AD REQUIREMENTS

- All ads are non-bleed, and accepted in Grayscale and CMYK; we are not responsible if color is not printed correctly.
- Ad Format: PDF ----- optimized for 133-line screen (e-mail delivery)
- All ads must be separate, individual files contained in folders with fonts, graphics and or text files.

Please send order, artwork, and payment to:

SIDDIIQA MUJAFFAR-KARIM
44th Street Notes Advertising
New York City Bar

42 West 44th Street | New York, NY 10036
Phone: (212) 382-4742
E-mail: skarim@nycbar.org

44th Street Notes Online is read by some of the most educated, affluent and influential readers in the New York Metropolitan area. Each month, September-June, a new issue is published online and an email highlighting that issue is sent to approximately 22,000 of our members. Advertising allows your company to gain exposure to legal professionals who matter most to your business.

SIZE / LAYOUT

TILE ADVERTISING



Email
170(w) x 170(h) pixels



Web
140(w) x 170(h) pixels

SKYSCRAPER



Web - all pages
140(w) x 500(h) pixels

LANDSCAPE



Web - section pages
510(w) x 100(h) pixels



Web - article pages
510(w) x 100(h) pixels

All advertisements appear above the fold. The current and past issues can be viewed at www.nybar.org/Publications/44thStreetNotes.htm

RATES

	1x	5x	10x
Tile Ad (email & web)	\$2,000	\$1,900	\$1,800
Skyscraper (web - all pages)	\$1,400	\$1,300	\$1,200
Landscape (web -- section & article pages)	\$1,000	\$950	\$900

AD SCHEDULE

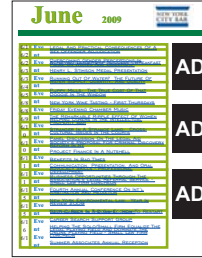
ISSUE MONTH	SPACE RESERVATION	ART DEADLINE	RELEASE DATE
September	August 2	August 9	August 23
October	September 3	September 8	September 22
November	October 4	October 8	October 22
December	November 5	November 8	November 22
January	December 3	December 8	December 21
February	January 4	January 7	January 20
March	February 1	February 5	February 17
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June	May 3	May 7	May 24

44th Street Notes Online is published monthly September through June. Dates subject to change.

E-MAIL & E-NEWSLETTER ADVERTISING

EVENT EMAILS

The New York City Bar hosts hundreds of events and programs each year. At the beginning of each month, 36,000 NYC attorneys and law students receive the monthly events email followed by three weekly event emails. Many attorneys refer back to these emails throughout the month or week to register for events.



Monthly



Weekly

	Ad Rate (per month)		
	1 Month (4 emails)	5 Months	10 Months
Ad Size 120(w) x 140(h) pixels	\$ 4,000	\$ 3,800	\$ 3,700

YOUNG LAWYERS CONNECT E-NEWSLETTER

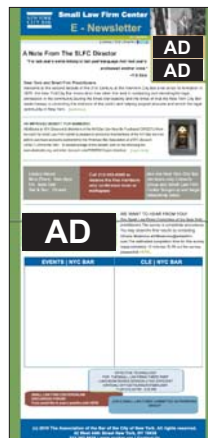
The Young Lawyers Connect E-Newsletter is sent to attorneys admitted 9 years or less and 40 years old and younger. Every month, September-June, this publication is sent to over 15,000 young attorneys, and to the Professional Development and Recruitment Staff at the largest NYC firms. In addition, this E-Newsletter is archived in the Young Lawyers Section of website.



	Ad Rate (Per Issue)		
	1x	5x	10x
Ad Size Standard 150(w) x 105(h) pixels	\$ 950	\$ 925	\$ 900
Ad Size Large 160(w) x 275(h) pixels	\$ 1,175	\$ 1,150	\$ 1,125

SMALL LAW FIRM E-NEWSLETTER

The Small Law Firm E-Newsletter offers access to over 7,000 solo practitioners and attorneys in small law firms. In addition, this E-newsletter is archived in the Small Law Firm Section of the website.



	Ad Rate (Per Issue)		
	1x	5x	10x
Ad Size Standard 130(w) x 80(h) pixels	\$ 750	\$ 725	\$ 700
Ad Size Large 170(w) x 70(h) pixels	\$ 975	\$ 950	\$ 925

AD REQUIREMENTS - E-MAILS AND E-NEWSLETTERS

All advertisements will link to the advertiser's website and a URL must be provided with artwork. Artwork must be submitted in gif or jpeg format in the appropriate pixel size and ads must be static.

WEBSITE ADVERTISING

CLE CALENDAR BANNER ADVERTISING

Banner advertising is available on the New York City Bar's Online Continuing Legal Education (CLE) Calendar. The ad appears on the main CLE Calendar, Program Detail Pages, and the Shopping Cart Pages and there is only one ad space available. The City Bar hosts over 150 Live CLE programs and 75 video replays per year and these pages receive over 75,000 hits per month.

URL: https://www.nycbar.org/CLE/month_at_aglance.php

Size 310(w) x 42(h) pixels **Rate** \$3,000 per month



CLE Calendar



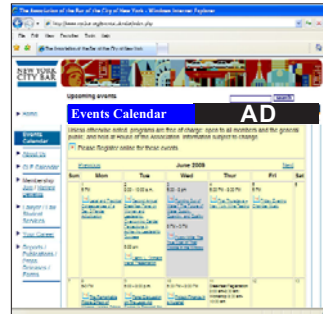
CLE Detail Page

EVENTS CALENDAR BANNER ADVERTISING

Banner advertising is available on the New York City Bar's Online Events Calendar. The ad appears on the main Events Calendar and Event Detail Pages and there is only one ad space available. The City Bar hosts over 200 non-CLE events per year and these pages receive over 35,000 hits per month.

URL: <http://www.nycbar.org/EventsCalendar/index.php>

Size 310(w) x 42(h) pixels **Rate** \$2,000 per month



Events Calendar



Event Detail Page

YOUNG LAWYERS CONNECT BANNER ADVERTISING

Banner advertising is available on the Young Lawyers Connect Homepage. This section of www.nycbar.org provides resources, upcoming programs, the YLC E-newsletter archive, and photos from First Thursdays events. Web traffic exceeds 1,000 unique visits per month.

URL: <http://www.nycbar.org/YLC/index.htm>

Size 110(w) x 115(h) pixels **Rate** \$1,000 per six-month run



SMALL LAW FIRM BANNER ADVERTISING

Banner advertising is available on the homepage of the Small Law Firm section of our website. This section is dedicated to the small law firm practitioner, with resources, member benefits, the E-newsletter archive and member postings page. Web traffic exceeds 1,000 unique visits per month.

URL: <http://www.nycbar.org/SmallFirmCenter/index.htm>

Size Small 110(w) x 115(h) pixels
Large 480(w) x 60(h) pixels

Rate \$1,000 per six-month run on the homepage; \$600 per six-month run on other pages of the Small Law Firm Center section.



AD REQUIREMENTS - WEB

All advertisements will link to the advertiser's website and a URL must be provided with artwork. Artwork must be submitted in gif or jpeg format in the appropriate pixel size. 44th Street Notes ads must be static. Artwork for other web pages can be static or rotate three images up to three times, and then remain static.

RESOURCE CENTER

The New York City Bar Resource Center is an online listing of products and services for the legal community. City Bar members and non-members visit this section of the website to connect with the companies and services they need. The Resource Center receives approximately 1,000 unique visits per month.

Companies are listed by category, with a 150-word description of their product or service, logo placement, and a link to their website. The annual fee to be listed in the Resource Center is \$750.

LIST RENTALS

You can also reach our 24,000+ members by renting our mailing list. The list can be rented in full, or in segments based on various demographics, subject to approval by the City Bar. List rentals do not include phone numbers or e-mail addresses.

SPONSORSHIPS

To build your brand's awareness and to market the strength of your products and services to a targeted client base, sponsor a New York City Bar event.

The City Bar holds over 300 programs a year. These programs are geared to a broad audience ranging from seasoned attorneys to recent law graduates, from litigation and corporate law to non-traditional practices of law. Attendance varies from 50 to 350+.

Programs available for sponsorship include:

- ☐ Professional Development Workshop Series
- ☐ Committee on Career Advancement and Management Programs
- ☐ Young Lawyers Connect, First Thursdays
- ☐ Law Student Events, including Summer Associates Reception
- ☐ Women in the Profession Programs
- ☐ Diversity Conference
- ☐ Small Law Firm Luncheon Series
- ☐ Small Law Firm Practice Management Symposium
- ☐ Continuing Legal Education Programs**

Depending on the event, sponsors receive:

- ☐ Company representatives at the event
- ☐ A sponsor table to distribute materials
- ☐ Space for signage at the event
- ☐ Recognition in the *44th Street Calendar* listings
- ☐ Name/logo included on marketing materials for that event
- ☐ Logo and link in emails
- ☐ Logo and link on website event listing
- ☐ Advertising space
- ☐ Recognition in *New York Law Journal* event advertisements

** All attorneys practicing in New York State are required to complete a certain number of continuing legal education credits. The City Bar holds over 150 live CLE programs a year, many of which are available for sponsorship.

All advertising rates are net. Acceptance of payment does not constitute approval of any materials submitted in connection with any advertisement, list rental or sponsorship. In the event that materials are not approved, the payment made to the Association with regard to the activity to which the materials pertain will be refunded. The Association reserves the right to refuse to run any advertisement or display or approve any materials that are in violation of law, the Association's by-laws, the New York Lawyers Rules of Professional Conduct, the New York Canons of Judicial Ethics, or otherwise deemed inappropriate, in the Association's sole discretion. Rates are as of January 2010 and are subject to change without notice.