



MEDIA KIT

NEW YORK
CITY BAR

READER/MEMBER PROFILE

AGE & GENDER

Readership by Gender:

Female: 8,438

Male: 15,781

Readership by Age and Gender*:

22-30 Male: 1,404

22-30 Female: 1,517

50-64 Male: 5,005

50-64 Female: 2,090

31-49 Male: 5,494

31-49 Female: 3,995

65+ Male: 3,085

65+ Female: 357

* No age provided for 1,272 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 at 24-25 years of age.

Attorneys admitted to the Bar:

Less than 6 Years: 4,144

6-12 Years: 3,730

13-18 Years: 2,730

19-24 Years: 2,882

25 or more Years: 8,295

Not yet admitted: 2,438

FIRM/ORGANIZATION

75% of City Bar members work in a law firm or in a corporate legal department. The balance of our members work in the following segments: District Attorney's Office, US Attorney's Office, Judges, Academia, Non-Profit, and Government.

SALARY*

The average starting salary for large New York City law firms is about \$160,000. Partners in the top 100 law firms make an average yearly salary of \$2 Million.

*Statistics obtained from the National Law Journal, NLJ 250. November 11, 2008.

The **New York City Bar** is the premier professional membership association for lawyers in the greater New York Metropolitan area. With over 23,000 member attorneys, we represent the broadest spectrum of the legal community, from senior partners at the world's largest law firms to solo practitioners, to corporate counsel of the Fortune 500 to government attorneys and students.

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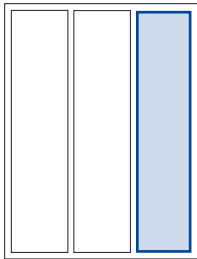
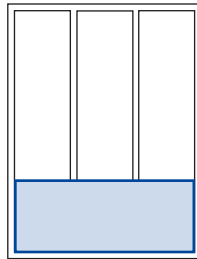
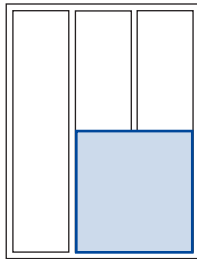
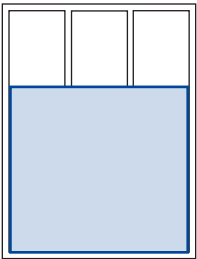
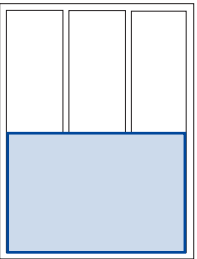
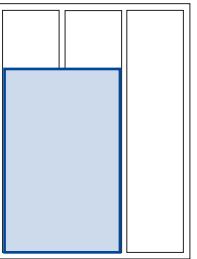
CONTACT

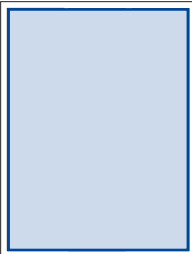
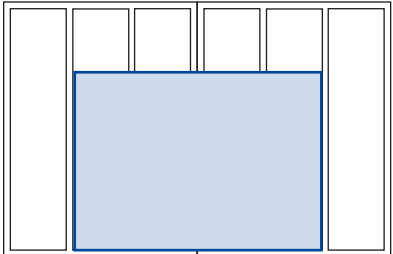
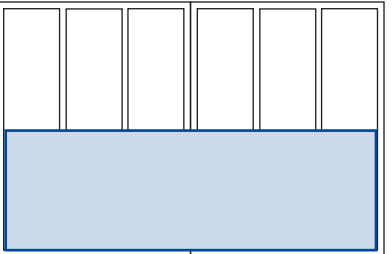
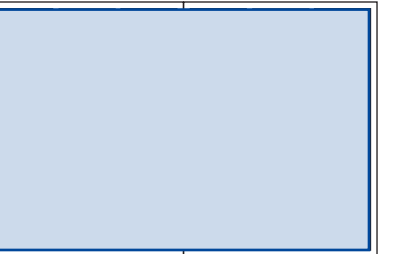
Alison Fidler
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Our monthly newsletter, 44th Street Notes is read by some of the most educated, affluent and influential readers in the New York Metropolitan area. 44th Street Notes has a circulation of approximately 25,000 - one of the largest circulations in New York City, compared to other New York legal publications. Advertising and sponsorship allow you to gain exposure to legal professionals who matter most to your business. In addition to our circulation, each issue is posted on our website. All ads in the online version of the Notes can become active links at no extra cost.

SIZE / LAYOUT

					
1/3-Page Vertical 2 ³ / ₈ " W x 9 ⁷ / ₈ " H	1/3-Page Horizontal 7 ¹ / ₂ " W x 3 ¹ / ₄ " H	1/3-Page Square Island 5" W x 5" H	2/3-Page Horizontal 7 ¹ / ₂ " W x 6" H	1/2-Page Horizontal 7 ¹ / ₂ " W x 5" H	1/2-Page Island 5" W x 7" H

			
Full-Page 7 ¹ / ₂ " W x 9 ⁷ / ₈ " H	Junior Centerfold Spread w/ gutter bleed 10 ⁷ / ₈ " W x 7 ¹ / ₂ " H	1/2-Page Centerfold Spread w/ gutter bleed 16" W x 5" H	Full-Page Centerfold Spread w/ gutter bleed 16" W x 9 ⁷ / ₈ " H

RATES

Size (any layout)	B&W rate		
	1x	5x	10x
Full page	\$ 2,500	\$ 2,400	\$ 2,300
2/3 page	\$ 2,250	\$ 2,150	\$ 2,050
1/2 page	\$ 1,500	\$ 1,400	\$ 1,300
1/3 page	\$ 1,150	\$ 1,050	\$ 1,000
Full page Centerfold Spread	\$ 8,000	\$ 7,850	\$ 7,700
1/2 page Centerfold Spread	\$ 5,000	\$ 4,850	\$ 4,700
Junior Centerfold Spread	\$ 5,000	\$ 4,850	\$ 4,700

Size (any layout)	Color rate		
	1x	5x	10x
Full page	\$ 4,800	\$ 4,600	\$ 4,500
2/3 page	\$ 4,450	\$ 4,350	\$ 4,250
1/2 page	\$ 3,700	\$ 3,600	\$ 3,500
1/3 page	\$ 3,350	\$ 3,250	\$ 3,200
Full page Centerfold Spread	\$ 12,000	\$ 11,850	\$ 11,700
1/2 page Centerfold Spread	\$ 9,000	\$ 8,850	\$ 8,700
Junior Centerfold Spread	\$ 9,000	\$ 8,850	\$ 8,700

PREMIUM PLACEMENT

Requests for premium placement increases rates by 20% if placement is granted.

AD REQUIREMENTS

- All ads are non-bleed, and accepted in Grayscale and CMYK
- Ad Format: PDF ----- optimized for 133-line screen (e-mail delivery)
- Digital files can be sent by email to dseid@nycbar.org
- We are not responsible if the color is not printed correctly.
- All ads must be separate, individual files contained in folders with fonts, graphics and or text files.

AD SCHEDULE

ISSUE MONTH	SPACE RESERVATION	ART DEADLINE	MAIL DATE
September	July 25	August 4	August 25
October	August 22	September 5	September 22
November	September 25	October 6	October 27
December	October 24	November 6	November 24
January	November 21	December 4	December 22
February	December 21	January 4	January 26
March	January 23	February 5	February 23
April	February 20	March 5	March 23
May	March 20	April 3	April 22
June	April 24	May 5	May 25

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

Please send order with payment to:

ALISON FIDLER
44th Street Notes Advertising

New York City Bar
42 West 44th Street
New York, NY 10036-6604

Phone: (212) 382-6753
E-mail: afidler@nycbar.org

E-NEWSLETTERS

SMALL LAW FIRM E-NEWSLETTER

If your business could benefit from direct access to members of small law firms, then advertising in the Small Law Firm E-Newsletter would be ideal for your business.

Our Small Law Firm Center produces a monthly email newsletter that is sent directly to approximately 7,000 of our members who work at small law firms or are solo practitioners. The newsletter and archives of the newsletter also are accessible through the Small Law Firm Section of www.nycbar.org.

Advertisements in the e-newsletter are limited, and will link directly to the advertiser's website.

Rate	1x	5x	10x
Per Issue:	\$ 750	\$ 725	\$ 700

YOUNG LAWYERS CONNECT E-NEWSLETTER

If your company wants to target attorneys admitted 8 years or less, advertising in the Young Lawyers Connect E-Newsletter will help you reach this audience.

Every month, September-June, this publication is sent to over 15,000 young attorneys, along with the Professional Development and Recruitment Staff at the largest NYC firms. In addition, this E-Newsletter is archived in the Young Lawyers Section of www.nycbar.org. Advertisements in the e-newsletter are limited and will link directly to the advertiser's website.

Rate	1x	5x	10x
Per Issue:	\$ 950	\$ 925	\$ 900

WEBSITE ADVERTISING

EVENTS CALENDAR BANNER ADVERTISING

Banner advertising is also available on the Events Calendar page on our website. The price is \$1,500 per month. Web traffic exceeds 10,000 unique visits and 25,000 hits per month.

SMALL LAW FIRM BANNER ADVERTISING

Banner advertising is available on the homepage of the Small Law Firm section of our website. The price is \$1,000 for a six-month period. Web traffic exceeds 1,000 unique visits per month.

For other pages on the Small Law Firm section of the website, the cost is \$600 for a six month period.

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 23,000+ members by renting our mailing list, which can be rented on a case-by-case basis. The list can be rented in full, or in segments based on various demographics.

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 hosts hundreds of events 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+.

Some representative events are:

- ☐ Professional Development Workshop Series
- ☐ Committee on Career Advancement and Management Programs
- ☐ Young Lawyers Connect, First Thursdays
- ☐ Law Student Events, including Summer Associates Reception
- ☐ Break from the Law: A City Bar Initiative for Practicing and Re-entering Lawyers
- ☐ 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:

- ☐ Listing in 44th Street Notes
- ☐ Space for signage at the event
- ☐ Name/logo included on marketing material for that event
- ☐ Acknowledgement in emails
- ☐ Posting on our Website
- ☐ A table/presence at the event
- ☐ Advertising

*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 CLE programs a year.

Acceptance of payment does not constitute approval of the advertisement submitted. In the event that an advertisement is not approved, the payment made to the Association to display the advertisement will be refunded. The Association reserves the right to refuse to run any advertisement in violation of law, the Association's by-laws, the New York Lawyers Code of Professional Responsibility, the New York Canons of Judicial Ethics, or deemed inappropriate, in the Association's sole discretion, for the Association. Rates are as of April 2009 and are subject to change without notice.