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.

READER/MEMBER PROFILE

AGE & GENDER

Readership by Gender:

Male: 15,678
Female: 9,397

Readership by Age and Gender*:

22-30 Male:	1,325	50-64 Male:	4,586
22-30 Female:	1,620	50-64 Female:	2,196
31-49 Male:	5,048	65+ Male:	3,210
31-49 Female:	4,094	65+ Female:	425

* No age provided for 2,133 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:	3,783	19-24 Years:	2,555
6-12 Years:	3,674	25 or more Years:	8,935
13-18 Years:	2,513	Not yet admitted:	2,951

FIRM / ORGANIZATION

Approximately 70% 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.

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CONTACTS

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212.382.4742

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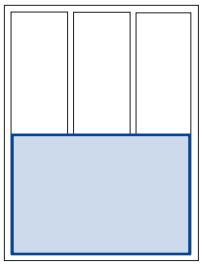
212.382.6753

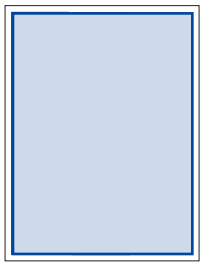
44TH STREET CALENDAR PRINT ADVERTISING

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	$ 4,250	$ 4,150	$ 4,050
1/2 page	$ 3,250	$ 3,150	$ 3,050

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 Alison Fidler.

AD SCHEDULE

ISSUE MONTH	SPACE RESERVATION	ART DEADLINE	MAIL DATE
September	August 1	August 8	August 22
October	September 1	September 8	September 22
November	September 28	October 5	October 21
December	October 26	November 2	November 21
January	November 30	December 7	December 21
February	December 22	January 11	January 20
March	February 1	February 8	February 22
April	February 29	March 7	March 21
May	March 29	April 5	April 20
June	May 1	May 8	May 22

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 WEEKLY E-NEWSLETTER ADVERTISING

44th Street Notes Weekly E-Newsletter is read by some of the most educated, affluent and influential readers in the New York Metropolitan area. Every Monday, September-June, a new issue is emailed to approximately 22,000 attorneys. Advertising allows your company to gain exposure to legal professionals who matter most to your business.

SIZE / LAYOUT

Advertisement appears below the list of the week's events or the President's message, near the top of the e-newsletter. Current and past issues can be viewed at www.nycbar.org/Publications/44thStreetNotes.htm

Ad Size 584(w) x 90(h) pixels

RATES

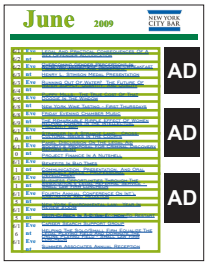
1 month (4 emails)	**5x month**	**10x month**
$3,500	$3,325	$3,150

Artwork is due no later than the Wednesday before the publication is released. We recommend you submit space reservations as early as possible to generate your insertion.

E-MAIL & E-NEWSLETTER ADVERTISING

MONTHLY EMAIL

The New York City Bar hosts hundreds of events and programs each year. At the beginning of each month, 23,000 NYC attorneys and law students receive the monthly events email. Many attorneys refer back to these emails throughout the month to register for events.



Monthly

	Ad Rate (per month)		
	1 x	**5 x**	**10 x**
Ad Size 120(w) x 140(h) pixels	$ 1,000	$ 950	$ 900

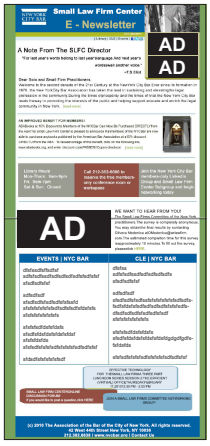
LAWYERS CONNECT E-NEWSLETTER

The 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 Lawyers Connect 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 8,000 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 170(w) x 80(h) pixels	$ 750	$ 725	$ 700
Ad Size Large 300(w) x 150(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.

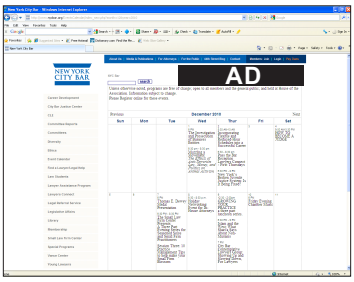
WEBSITE ADVERTISING

EVENTS CALENDAR BANNER ADVERTISING

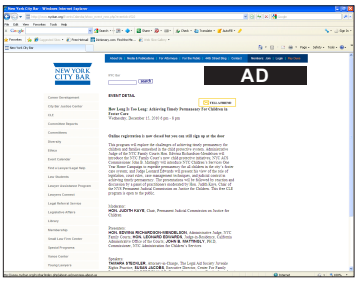
Banner advertising is available on the New York City Bar's Online Events Calendar. The ad appears on the main Events Calendar and Event Detail Pages and there is only one ad space available. The City Bar hosts over 200 non-CLE events per year and these pages receive over 35,000 hits per month.

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

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



Events Calendar



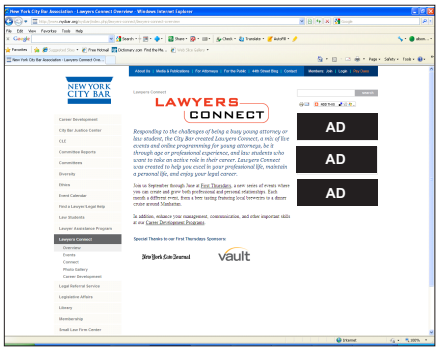
Event Detail Page

LAWYERS CONNECT BANNER ADVERTISING

Banner advertising in available on the Lawyers Connect Homepage. This section of www.nycbar.org provides resources, upcoming programs, the LC 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 240(w) x 80(h) pixels **Rate** $1,000 per six-month run



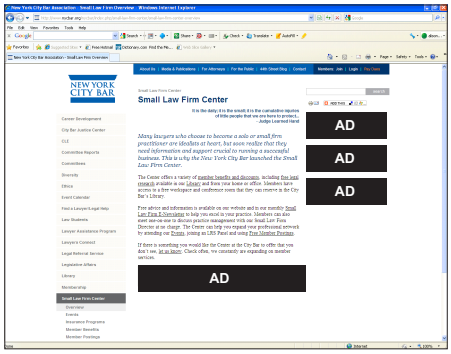
SMALL LAW FIRM BANNER ADVERTISING

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 240(w) x 80(h) pixels
Large 440(w) x 80(h) pixels

Rate $1,000 per six-month run on the homepage; additional advertising is available 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. List rentals cost $575 plus tax for up to the first 5000 names and $175 plus tax for each additional 1000 names.

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
- 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 sponsorhip.

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.