



# Illinois State Bar Association

## 2023 E-Newsletter Advertising Rates

The Illinois State Bar Association offers three different emailed newsletters and 40 section newsletters that are also sent via email.

**E-Clips** is delivered daily to more than 20,000 ISBA members

**Illinois Lawyer Now Digest** is sent out every other week to more than 20,000 ISBA members.

The **ISBA Bar News** provides ISBA leadership with information about breaking legal news, and more on a biweekly basis.

**Section e-newsletters** go to lawyers in <sup>1</sup>41 different practice areas

# Demographics

## Reaching the Lawyers of Illinois

More than 28,000 lawyers, judges, and other legal professionals belong to the Illinois State Bar Association making it one of the largest voluntary professional organizations of its kind in the United States. Reach this affluent community through our magazine, website, and emailed newsletters, or through our direct mail lists. Let us help you plan your marketing strategy to reach this valuable market.

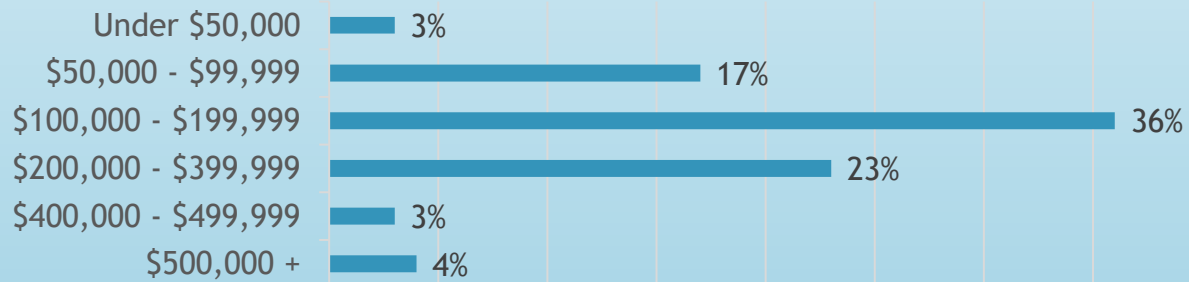
28,000 members

Male - 63%      Female - 36%

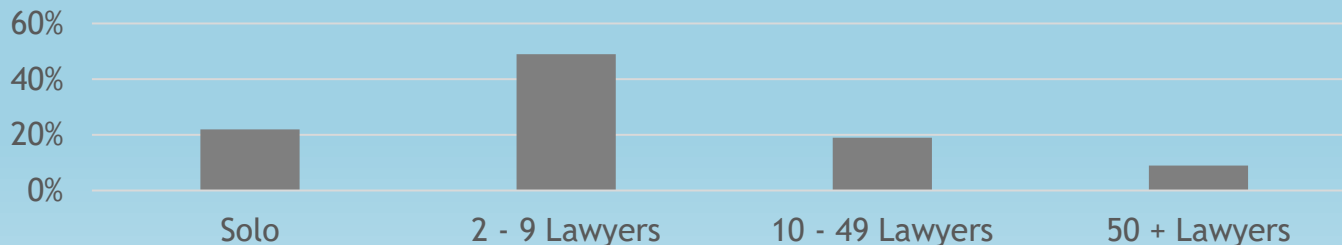
### Firm Location

Cook County	43%
A Collar County (Lake, Will, McHenry, DuPage, Kane or Kendall)	21%
Northern Illinois (North of Peoria)	6%
Downstate (Peoria or south of there)	14%
St. Louis/Metro East	5%

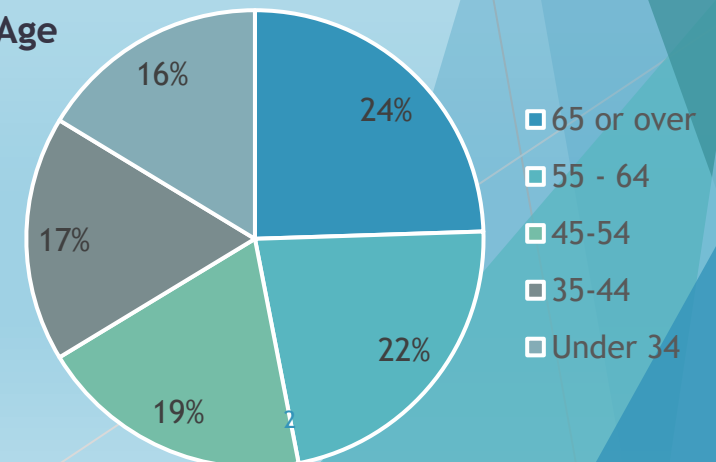
### Household Income



### Firm Size



### Age



## Illinois Lawyer Now Digest

Small Banner (300 x 100 pixels) - This digest is delivered every other Thursday to more than 20,000 ISBA members. It contains news and legal updates from the ISBA as well as ISBA members' blogs. Ads are scheduled by month starting on the 1<sup>st</sup> of each month. Anyone advertising in the Illinois Lawyer Now Digest also receives a complimentary ad in The Bar News emailed newsletter.

## The Bar News

Small Banner (300 x 100 pixels) - Delivered twice a month to the 1,400+ ISBA members that make up our leadership teams. It is a digest of The Bar News Blog and is intended to make it easy for our leaders to follow ISBA news and events, CLE information, and more. Ads are scheduled by month starting on the 1<sup>st</sup> of each month.

Illinois Lawyer Now Digest (includes ad in The Bar News)			
1x	3x	6x	12x
\$400	\$380 per month	\$360 per month	\$340 per month

## ISBA E-Clips Electronic Newsletter

Large Banner (645 x 83 pixels) - Our electronic Illinois and Seventh Circuit case digests, with links to the full text slip opinions on the official court websites, are an indispensable practice resource for thousands of lawyers statewide. Best of all, they are delivered every business day to more than 20,000 ISBA members that have signed up to receive this electronic newsletter. In addition to new cases, every E-Clips issue includes links to law-related news stories and our ISBA seminar calendar. Ads are scheduled by month starting on the 1<sup>st</sup> of each month.

1x	3x	6x	12x
\$1,000	\$900 per month	\$800 per month	\$700 per month

## Real Property

The newsletter of ISBA's Section on Real Estate Law

[Download This Issue \(PDF\)](#)

July 2018, vol. 64, no. 1

**Save the Date.** The 2018 Real Estate Update CLE will be held in Naperville on October 18 and in Bloomington on October 24. Registration details will be available soon.

A 50+ year history  
of supporting lawyers?  
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### In This Issue

#### Appraisals, valuations, and..."Zestimates"

Frank Pellegrini

In 2017, homeowners sued Zillow alleging violation of the Illinois Real Estate Appraiser Licensing Act, tortious intrusion upon seclusion, deceptive trade practices, and violation of the Illinois Consumer Fraud and Deceptive Business Practices Act for its "Zestimate" service.

#### Standing to collect rent arrearages

Gary R. Gehlbach

An overview on whether a subsequent owner of real property has standing to bring an action against a tenant of the property for rent that accrued prior to the transfer of ownership.

### Sponsored Content

#### What color is your contract?

Sponsored by ISBA Mutual

Most transactions involve well-meaning people. But when they don't, the contract is the evidence of what was intended, and you are the person who prepared the contract.

# Section E-Newsletters

Our newsletters target 41 areas of law, allowing you to choose which segment of the legal profession best fits your marketing objectives. ISBA policy dictates that each section publish a minimum of four newsletters each fiscal year, preferably two between January and June, and two between July and December. In practice, most sections publish at least that many, several publish six to eight issues, and some publish up to 12 issues per year.

## Advertising Options (Rates on following page)

- **Banner Ads**
  - Your message won't be missed with a rectangle banner ad (300 x 250 pixels) appearing before the list of articles.
  - There are four banner ad spaces available per newsletter.
  - Rates start at \$100, are based on circulation, and are listed on the next page.
- **Sponsored Content**
  - The article you submit for sponsored content should be a source of information for attorneys, not a commercial for your company.
  - Your company will be acknowledged with a subhead under the article title. The article itself should remain unbiased. This will help establish you, or your company, as a resource for our attorneys.
  - Only one sponsored content article is accepted per newsletter issue.
  - Rates start at \$200, are based on circulation, and are listed on the next page.

## Deadlines

Space reservations and creative deadlines are the 15<sup>th</sup> of the month preceding the month of publication. (For example, the deadline for space and creative for the June issue would be May 15<sup>th</sup>.)

# Section Newsletters Advertising Rates and Circulation

E-Newsletter	Circulation	300x250 Banner Ad	Sponsored Content
Administrative Law	271	\$100	\$200
Agricultural Law	349	\$100	\$200
Alternative Dispute Resolution	307	\$100	\$200
Animal Law	133	\$100	\$200
Bench & Bar	342	\$100	\$200
Business Advice and Financial Planning	587	\$100	\$200
Business & Securities	735	\$100	\$200
Cannabis Law	569	\$100	\$200
Child Law	345	\$100	\$200
Civil Practice and Procedure	1,977	\$190	\$380
Commercial Banking, Collections & Bankruptcy	668	\$100	\$200
Construction Law	291	\$100	\$200
Corporate Law Departments	624	\$100	\$200
Criminal Justice	1,123	\$100	\$200
Education Law	250	\$100	\$200
Elder Law	1,131	\$110	\$220
Employee Benefits	195	\$100	\$200
Energy, Utilities, Trans. & Telecommunications	138	\$100	\$200
Environmental Law	288	\$100	\$200
Family Law	1,840	\$150	\$300
Federal Civil Practice	419	\$100	\$200
Federal Tax	524	\$100	\$200
Food Law	61	\$100	\$200

E-Newsletter	Circulation	300x250 Banner Ad	Sponsored Content
General Practice	834	\$100	\$200
Health Care	500	\$100	\$200
Human Rights	290	\$100	\$200
Insurance Law	483	\$100	\$200
Intellectual Property	359	\$100	\$200
International Law	519	\$100	\$200
Labor & Employment Law	927	\$100	\$200
Law Office Management & Economics	264	\$100	\$200
Legal Technology	300	\$100	\$200
Local Government Law	563	\$100	\$200
Mental Health Law	185	\$100	\$200
Mineral Law	71	\$100	\$200
Privacy & Information Security Law	314	\$100	\$200
Real Estate	2,344	\$200	\$400
Senior Lawyers	8,063	\$710	\$1,420
State & Local Tax	388	\$100	\$200
Tort Law	1,281	\$110	\$220
Traffic Laws & Courts	457	\$100	\$200
Trusts & Estates	2,404	\$200	\$400
Workers' Compensation	641	\$100	\$200
Young Lawyers Division	7,092	\$710	\$1,420

# Newsletter

## Sponsored Content

### Create interest for your product or service

A sponsored content page in one of our newsletters is an excellent way to present your products or brand to attorneys in the area of practice you would like to reach. You may use up to 500 words to educate attorneys in your area of expertise. Whether you describe a product, or knowledge about something you feel would benefit lawyers, sponsored content is an excellent way to communicate your message.

### Guidelines

The page should be a source of information for attorneys, not a commercial for your company. Of course, your company will be acknowledged with your company information, but in order to retain credibility the article itself should remain unbiased. This will help establish you, or your company, as a resource for our attorneys.

### Deadlines

Your article draft is due the 15<sup>th</sup> of the month preceding the month of publication. For example, a sponsored content page for the January issue would be due by the 15<sup>th</sup> of December.

### Specs

- Article, not to exceed 500 words, sent as a Word document.
- Your company logo, sent as a jpg, eps, or tiff file for the PDF version of the newsletter.
- Company information, including a brief description of your company (not to exceed 50 words), address, phone number, and website.

### Rates

See rates on preceding page.

ADVERTISEMENT



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# Pertinent ISBA Publications Advertising Policies

## PREAMBLE

ISBA's charter states objectives of the Association, including the injunction "to establish and maintain the honor, standards and dignity of the legal profession...to improve the prompt administration of justice... (and) to promote the general welfare of the members of the Association...." As such, ISBA has determined that publication of advertisements in ISBA publications may imply the endorsement, recommendation, support or approval of such products and services by the ISBA. This implication will be considered in determining whether potential advertising will be accepted or is misleading or deceptive to the readers of ISBA publications. In all matters relating to the interpretation of the following policies and their application to potential advertising, the decision of ISBA will be final and controlling.

1. All advertising is subject to ISBA approval. ISBA reserves the right to reject any advertising at any time and for any reason.
2. As a matter of policy, the following are not accepted:
  - (a) Advertising for products or services that are illegal or whose movement in interstate commerce is illegal.
  - (b) Advertising relating to contests, lotteries, or the offering of prizes based on chance, unless first cleared by the U.S. Postal Service.
  - (c) Advertising relating to alcoholic beverages, tobacco products, or drugs.
  - (d) Advertising by or on behalf of political candidates at any level, excluding ISBA offices. Candidates for ISBA office may advertise their candidacy in the Illinois Bar Journal.
  - (e) Advertising advocating positions on political or social issues.
  - (f) Advertising which may violate or may enable another to violate the Illinois Code of Professional Responsibility, the Illinois Rules of Professional Conduct, or the Illinois Code of Judicial Conduct.
  - (g) Advertising which is on its face false and/or misleading to the "reasonable reader" of ISBA publications and/or advertising copy for which the advertiser cannot provide factual substantiation or legal authorization from the appropriate jurisdiction when requested and which therefore might be false, misleading and/or violative of the Illinois Rules of Professional Conduct, the Illinois Code of Professional Responsibility, or the Illinois Code of Judicial Conduct.
3. Advertising may not in subject matter, content, material, or design jeopardize the mailing status of the publication in which it appears. The publisher reserves the right to obtain an opinion from the U. S. Postal Service on this question.
4. Advertising which by its subject matter or content may imply or lead to an implication of ISBA endorsement, recommendation, support, or approval will be accepted if, as a condition of acceptance, it includes in the advertisement a disclaimer stating that the product or service is not endorsed, recommended, supported, or approved by ISBA.

5. No unpaid advertising space will be provided for public service or other advertising except:
  - (a) Advertising for products and services of the ISBA, or ISBA-generated advertising of Association-sponsored products or services, shall be published on a space available basis.
  - (b) Organizations affiliated with ISBA are entitled to a 25% discount on display advertising space.
6. Classified advertising may include the following matters, among others: Lawyer employment opportunities; employment wanted; referral of legal work; sale of used law books; sale of law office equipment or furnishings; and law office rental opportunities.
7. If an advertisement offers the sale of a product by mail order, ISBA reserves the right to examine the product a purchaser will receive, but ISBA is not obliged to do so. Examination of the product or publication of the advertisement does not constitute a guarantee or warranty of said product nor the endorsement, recommendation, support or approval of the product by ISBA.
8. ISBA reserves the right to request full or partial payment before publishing any advertisement and to cease publishing ordered advertisement when payment for previous advertising is more than 60 days overdue. The entity whose product and/or service is advertised is ultimately liable for the costs of such advertisements, even if such entity chooses to utilize the services of an independent advertising agency to place advertisements with ISBA.
9. Cancellation Policy: Advertisements scheduled for insertion may be cancelled if ISBA is notified in writing (or by fax) on or before the copy deadline date of scheduled publication. When an advertiser or its agency cancels all or part of a multiple insertion order or contract, the advertiser or its agency is responsible for payment of the rate differential resulting from such cancellation.
10. The advertiser agrees to pay on behalf of and indemnify the ISBA against any and all liability, loss, or expense (including attorney's fees) arising from claims for libel, unfair competition, unfair trade practice, infringement of trade names or patents, violation of rights of privacy, and infringement of copyrights and propriety rights resulting from the publication by the ISBA of the advertiser's advertisement.
11. The ISBA will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, fire, breakdown of equipment, or any other circumstances beyond the ISBA's control.