2024 MEDIA KIT

About the Indiana State Bar Association

As the largest legal organization in Indiana, the Indiana State Bar Association empowers its members (lawyers, judges, paralegals, law librarians, law students, and court administrators) to thrive professionally and personally. It works to find solutions to members’ professional challenges, connect them with others in the profession across the state, and advocate on behalf of the profession.

Contact

For more information, please contact:

Marcia Bakst
503-445-2221
marcia@llmpubs.com
www.LLMpubs.com

LLM Publications is the authorized advertising representative for the Indiana State Bar Association.
About the Bar Journal

*Res Gestae* is the official publication of the Indiana State Bar Association. This members-only journal publishes articles, news, and other information to advance the education, competence, ethical practice, and public responsibility of Indiana lawyers or to announce, record, or discuss Association activities. Ten times per year, the digital version of each issue of *Res Gestae* is distributed to more than 10,000 recipients whilst over 8,400 printed copies of each issue are mailed out to attorneys and law professionals across the state of Indiana.

**Submission Guidelines**

Ink  **Full Color**  •  Trim Size  **8.375” x 10.975”**  •  Published  **10x per Year**

Upload files at [www.llmpubs.com](http://www.llmpubs.com) or email pdf to ads@llmpubs.com

Name files clearly, indicating your company name and publication. Please allow up to 2 business days for confirmation of receipt and the status of your ad. Email ads@llmpubs.com for more detailed specifications.

Need help creating an ad? Free ad design (with revisions up to 3 proofs). Please allow up to 5 business days for first proof. Contact your sales representative for more information.

**Bar Journal Advertising Options**

- **Marketplace**
  Join others in purchasing a listing featuring your company’s logo and description in the official Professional Marketplace, seen both digitally on our website and in print.

- **Display Advertisements**
  Reach every ISBA member by advertising your business in the *Res Gestae* Bar Journal.

- **Advertorial**
  Generally 400 words to be provided by advertiser and designed by *Res Gestae* with review and edits by advertiser. Rates mirror those of full page general display.

- **eNewsletters**
  Ask about our accompanying eNewsletters to double your ad distribution.

- **Member Announcements**
  Celebrate or announce a new attorney joining your firm in the print and digital versions of the journal, as well as in the *Member Insights* eNewsletter.

- **Website**
  Advertise to the widest range of ISBA members directly on our website.

**Contact**

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marcia@llmpubs.com  |  www.LLMpubs.com
Display Advertising 2024 Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Deadline</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Nov 29</td>
<td>Dec 18</td>
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<tr>
<td>March</td>
<td>Jan 15</td>
<td>Jan 17</td>
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<td>April</td>
<td>Feb 23</td>
<td>Feb 26</td>
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<td>May</td>
<td>Mar 22</td>
<td>Mar 26</td>
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<tr>
<td>June</td>
<td>Apr 19</td>
<td>Apr 23</td>
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</table>

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<thead>
<tr>
<th>Issue</th>
<th>Space Deadline</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/August</td>
<td>Jun 17</td>
<td>Jun 20</td>
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<tr>
<td>September</td>
<td>Jul 19</td>
<td>Jul 22</td>
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<tr>
<td>October</td>
<td>Aug 22</td>
<td>Aug 26</td>
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<td>November</td>
<td>Sep 23</td>
<td>Sep 26</td>
</tr>
<tr>
<td>December</td>
<td>Oct 21</td>
<td>Oct 24</td>
</tr>
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</table>

Display Advertisement Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$2,070</td>
<td>$2,000</td>
<td>$1,930</td>
<td>$1,880</td>
</tr>
<tr>
<td>Inside Covers*</td>
<td>$1,870</td>
<td>$1,810</td>
<td>$1,760</td>
<td>$1,700</td>
</tr>
<tr>
<td>Centerspread</td>
<td>$3,650</td>
<td>$3,530</td>
<td>$3,400</td>
<td>$3,320</td>
</tr>
<tr>
<td>Full Page*</td>
<td>$1,800</td>
<td>$1,750</td>
<td>$1,690</td>
<td>$1,630</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,130</td>
<td>$1,090</td>
<td>$1,030</td>
<td>$1,020</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$880</td>
<td>$860</td>
<td>$830</td>
<td>$790</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$800</td>
<td>$780</td>
<td>$760</td>
<td>$720</td>
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<tr>
<td>1/6 Page</td>
<td>$760</td>
<td>$740</td>
<td>$720</td>
<td>$680</td>
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<tr>
<td>Business Card</td>
<td>$640</td>
<td>$620</td>
<td>$620</td>
<td>$590</td>
</tr>
</tbody>
</table>

*Ad sizes that can have bleeds. Set bleeds to 0.1875".
Res Gestae Bar Journal Member Announcements

Announce a new attorney joining your firm, or recognize an attorney for a case win or award. Member announcements are text-only ads that appear in a standard template in the Res Gestae Bar Journal as a 1/4-page ad. They appear in both the print and digital versions of the journal, as well as in the Member Insights eNewsletter.

<table>
<thead>
<tr>
<th>Lawyer Announcement</th>
<th>1x Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page</td>
<td>$140</td>
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</tbody>
</table>

**Res Gestae Bar Journal Template:**

**HEADLINE HERE**

ATTORNEY NAME has joined the PRACTICE AREA group at LAW FIRM in CITY NAME.

Two sentences about the attorney’s practice area.

ADDRESS

TELEPHONE NUMBER

WEBSITE

MEMBER ANNOUNCEMENT

**Member Insights eNewsletter Template:**

Headline Here

ATTORNEY NAME has joined the PRACTICE AREA group at LAW FIRM in CITY NAME. Two sentences about attorney’s practice experience.

**Design Options**

Submit your text: We will design your ad for free using the standard template pictured here. Revisions up to 3 proofs.

- or -

Submit your artwork using the below specifications and details.

**Specifications**

- A high resolution pdf is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

**Details**

- Announcements are text-only.
- Announcements must use a white background.
- All announcements are marked as such with a banner across the bottom.
- Announcements must fit into a 4.6”W by 3.15”H space.
- Free ad design with proof provided (one revision permitted).

**Contact**

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Marcia Bakst | 503-445-2221
marcia@llmpubs.com | www.LLMpubs.com
Res Gestae Bar Journal Professional Marketplace

**Listings**
Published on the website and in the print version of *Res Gestae* journal, the Professional Marketplace is a convenient place where you can showcase your business in an easy-to-reference section. Members use the Professional Marketplace to locate court reporters, expert witnesses, financial services, and more.

**Description Add-On**
Want to include more information? Add a description in paragraph form at the end of your text listing. Cost shown is in addition to the Marketplace Bundle shown to the right.

**Advertising Specifications**
Text listings consist of:
- Company Name
- Contact Name
- Address
- Phone Number
- Fax
- Email
- Website
- Description (if add-on is purchased)

**Logo information:** Please submit your logo at no more than 180 pixels wide. Please supply a logo and information for your web listing to your ad representative by the deadline to be included on the website. If you miss the deadline, you forfeit that web insertion.

**Print & Online Bundle**
(includes 10 print issues and a one year online listing)

**Description Add-On**
10x Member (Yearly)

<table>
<thead>
<tr>
<th>Description Add-On</th>
<th>1–200 Characters</th>
<th>201–300 Characters</th>
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</thead>
<tbody>
<tr>
<td>$280</td>
<td>$330</td>
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</table>

**Categories**
- Accident Reconstruction
- Accountants
- Appraisers
- Auctions & Auctioneers
- Banks/Credit Unions
- Billing/Timekeeping
- Business Valuations
- Computer & Network Support
- Consultants (subheads available)
- Court Bonds
- Court Reporters
- Document Drafting Systems
- Document Services
- Economist
- Electronic Filing/Document Management
- Employment Services
- Estate Sales/Liquidation
- Ethics
- Expert Witness/Testimony
- Financial Services (includes Investment Management, Trust/ Estate Planning, Wealth Management)
- Forensic Accounting
- Forensic Engineering
- Forensic Lab Services
- Furnishings
- Genealogy
- Handwriting Experts
- Hotels & Resorts
- Insurance (subheads available)
- Investigators
- Investment Management
- IT Systems & Software
- Lemon Law
- Life Care Planners
- Litigation Support/
  Trial Consulting
- Marketing/Publicity
- Meeting Rooms & Special Events
- Paternity Testing
- Personal Injury
- Polygraph Examiner
- Practice Management Software
- Process Servers
- Public Records
- QDRO Services
- Real Estate Services
- Registered Agents
- Retirement Living
- Settlement Planning
- Tax Problem Resolution
- Transcription
- Transfer Agent
- Translations & Interpretations
- Trial Preparation & Presentation
- Trust & Estate Planning
- Video Services
- Vocational & Rehabilitation Experts

**Advertising Contact**
For more information, please contact:
Marcia Bakst
503-445-2221
marcia@LLMpubs.com
www.LLMpubs.com
Digital Advertising: Website

Advertise directly to the widest range of Indiana State Bar Association members directly via placements on our website.

**Ad Positions**

- **Run-of-Site** | Average Page Views for Fiscal Year 2022-2023: 73,300
- **Homepage** | Average Page Views for Fiscal Year 2022-2023: 5,900

**Leaderboard (728px x 90px)**
- Exclusive: Only 1 position available
- Appears on the homepage
- 12 Months: $2,525

**Secondary Leaderboard (300px x 100px)**
- Only 2 positions available; no rotations
- Appears on the homepage
- 12 Months: $2,085

**Interior Run-of-Site Bottom Banners (120px x 240px)**
- Only 4 positions available; no rotations
- Appears on interior pages on website
- 12 Months: $1,425

**Art Requirements:**
- A high resolution jpg or png is the preferred file format. Fonts embedded.
- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@llmpubs.com for more details.

**Artwork Deadlines:**

All advertising artwork is due by the 20th of the month prior to the placement of ads on the website that month.

**Contact**

For more information, please contact:
Marcia Bakst | 503-445-2221
marcia@llmpubs.com | www.LLMpubs.com
Digital Advertising: eNewsletters

Two eNewsletter Options:

**Addendum eNewsletter**
Delivered bi-weekly to 10,000+ legal professional members, Addendum is the exclusive eNewsletter for advertisers looking for stronger reach in the legal community. Addendum provides members with legal news, membership spotlights, service opportunities, diversity updates, and other content based on membership interests.

**Leaderboard (560px x 100px)**
Only 2 available per newsletter
- Top position: $2,410 annually
- Middle position: $2,050 annually

**Box Ad (260px x 200px)**
Only 4 available per newsletter
- 2 Top positions: $2,050 annually
- 2 Middle positions: $1,690 annually

**Sponsored Content (200px x 200px)**
- Exclusive: One per issue
- Thought leadership opportunity
- Includes logo/headshot, 75-word lead-in, author contact, and link to content
- $1,070 month (appears in two issues)

**Member Insights eNewsletter**
The Member Insights eNewsletter is a monthly delivery of educational content to all ISBA members, including the digital version of the Res Gestae Bar Journal, new on-demand CLE, new blog articles, and new articles from the Law Practice Management Hub. Sponsored digital ads on Member Insights reach every ISBA member and associate members.

**Deadline:** All advertising artwork is due by the 20th of the month prior to issuance of the Addendum for that month.

**Art Requirements:**
- A high resolution jpg or png is the preferred file format. Fonts embedded.
- Name files clearly, indicating your company name and publication.
- Email ads@llmpubs.com for more details.

**Deadline:** All advertising artwork is due the Monday before publishing of the eNewsletter. See launch deadlines below.

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</tbody>
</table>

**Open Rate:**
- 36.52%

**Click Rate:**
- 15.74% during session
- 11.92% outside of legislative session

**25.2% of contacts forward the message**

**Contact**
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Reach all ISBA members with your sponsored content or choose only your targeted demographic. Choose to send a Targeted Partner Message (eBlast) sorted by practice area. Additional targeting options: age, years of practice, practice type, and practice area. Targeted Partner Message subject to approval based on availability. Contact us for pricing for eBlasts sent to entire ISBA membership.

Dear [Recipient's Name],

I hope this email finds you well. Today, I want to share with you the incredible benefits and undeniable value of advertising with eBlasts. In this fast-paced digital era, eBlasts have emerged as a powerful tool to connect with your audience, promote your brand, and achieve outstanding results. Allow me to highlight some compelling reasons why investing in eblast advertising can propel your business to new heights.

**Content**

- After submitting your content, we will provide three rounds of revisions to finalize your eBlast.
- Email ads@llmpubs.com for more details.

**Delivery Dates and Timing**

E Blast delivery date is dependent on ISBA email schedule, but generally your preferred week will be accommodated. Please provide a two-week turnaround between content submission and eBlast delivery.

**Submission Format**

- We request the following information when building your Targeted Partner Message:
  - Company/Title
  - Subject Line
  - Requested Send Date
  - Targeted Audience
  - Preferred Photos
  - Message Content
  - Website URL

**Target Your Audience**

Work with ISBA to target your audience based on location, years in practice, type of practice, or practice area.

**Targeted Partner Message (eBlast)**

<table>
<thead>
<tr>
<th>Targeted Partner Message (eBlast)</th>
<th>1x Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>One month</td>
<td>$1.25 per Lawyer in Practice Area</td>
</tr>
</tbody>
</table>

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www.LLMpubs.com

**Advertise Your Audience**

<table>
<thead>
<tr>
<th>Agricultural Law</th>
<th>$130</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative Dispute Resolution (ADR)</td>
<td>$200</td>
</tr>
<tr>
<td>Animal Law</td>
<td>$50</td>
</tr>
<tr>
<td>Appellate Practice</td>
<td>$250</td>
</tr>
<tr>
<td>Bankruptcy &amp; Creditors’ Rights</td>
<td>$300</td>
</tr>
<tr>
<td>Business Law</td>
<td>$500</td>
</tr>
<tr>
<td>Construction &amp; Surety Law</td>
<td>$100</td>
</tr>
<tr>
<td>Corporate Counsel</td>
<td>$300</td>
</tr>
<tr>
<td>Criminal Justice</td>
<td>$325</td>
</tr>
<tr>
<td>Data Security &amp; Privacy</td>
<td>$65</td>
</tr>
<tr>
<td>Elder Law</td>
<td>$500</td>
</tr>
</tbody>
</table>

| Employment, Labor & Benefits Law | $300 |
| Environmental Law | $1257 |
| Family & Juvenile Law | $700 |
| General Practice, Solo & Small Firm | $550 |
| Governmental Practice | $300 |
| Health Law | $200 |
| Intellectual Property | $150 |
| Litigation | $750 |
| Probate, Trust & Real Property | $1200 |
| Tax Law | $200 |
| Utility Law | $150 |