

20
18

SPONSORSHIP AND
ADVERTISING GUIDE



**Federal Bar
Association**

Federal Bar Association

Sponsorship and Advertising Guide

ABOUT US

The Federal Bar Association (FBA) is dedicated to the advancement of the science of jurisprudence and to promoting the welfare, interests, education, and professional development of all attorneys involved in federal law. Our members run the gamut of federal practice: attorneys practicing in small to large legal firms, attorneys in corporations and federal agencies, and members of the judiciary. The FBA is the catalyst for communication between the bar and the bench, as well as the private and public sectors. The FBA supports our members in four critical areas:



Advocacy

The FBA monitors and advocates on federal issues that impact the practice of federal lawyers and the courts and it keeps its members abreast of current federal issues.



Leadership

The FBA provides opportunities for members to participate in association governance and help shape the FBA's future while making an impact on the growth of the federal legal community.



Networking

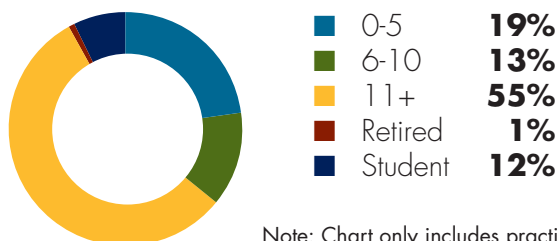
The FBA connects members with a vast network of federal practitioners across all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands and provides opportunities to socially interact.



Learning

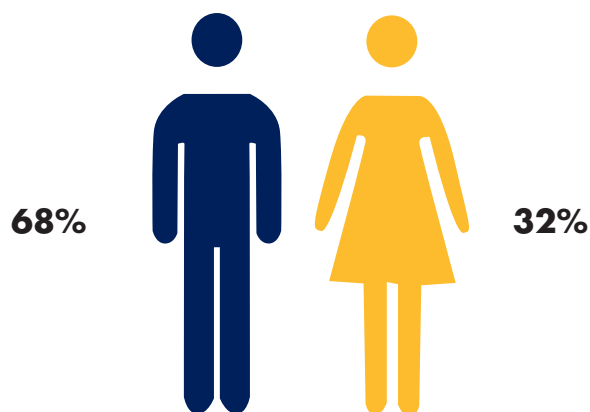
The FBA provides various educational and learning opportunities at the national and local level and promotes high standards of professional competence and ethical conduct and the public they serve.

Years in Practice

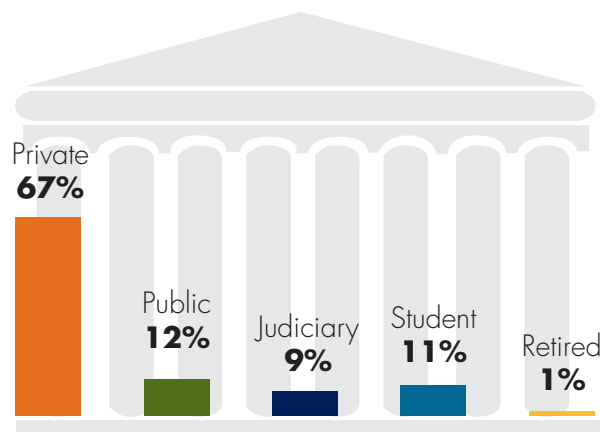


Note: Chart only includes practicing attorney members of the Association.

Gender

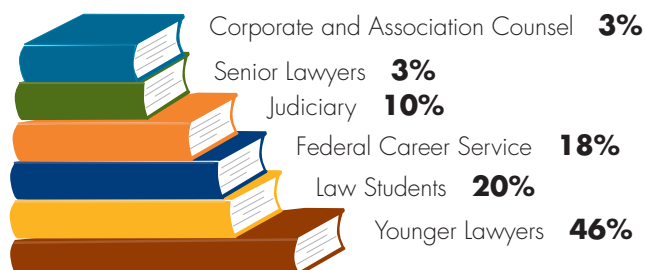


Types of Practice



Career Divisions

*Percentage of all division memberships



Federal Bar Association

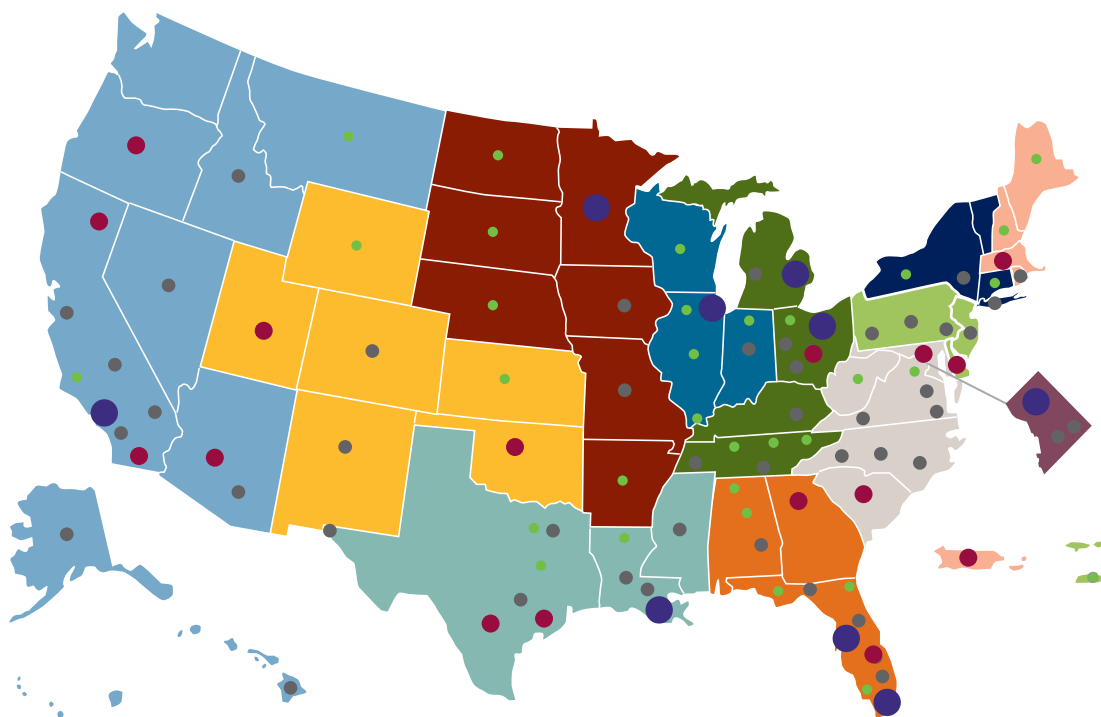
Sponsorship and Advertising Guide

ABOUT US

Federal Bar Association Chapters

Each dot represents a chapter

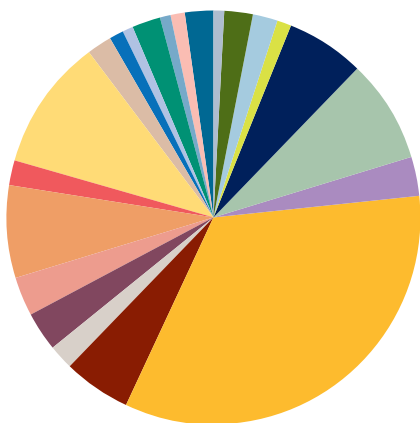
- 20-50 members
- 51-250 members
- 251-400 members
- 401+ members



Circuits ■ D.C. ■ 1st ■ 2nd ■ 3rd ■ 4th ■ 5th ■ 6th ■ 7th ■ 8th ■ 9th ■ 10th ■ 11th

Practice Area Sections

*Percentage of all section memberships



■ Admiralty Law	1%	■ Intellectual Property	7%
■ Alternative Dispute Resolution	2%	■ International Law	2%
■ Antitrust & Trade Regulations	2%	■ Labor & Employment Law	11%
■ Banking Law	1%	■ LGBT Law	<1%
■ Bankruptcy Law	6%	■ Qui Tam	<1%
■ Civil Rights Law	3%	■ Securities Law	4%
■ Criminal Law	9%	■ Social Security Law	1%
■ Environmental, Energy, & Natural Resources	3%	■ State & Local Government Relations	1%
■ Federal Litigation	30%	■ Taxation	2%
■ Government Contracts	2%	■ Transportation & Transportation Security Law	1%
■ Health Law	3%	■ Veterans Law	1%
■ Immigration Law	4%		
■ Indian Law	3%		

For further information, please contact: Heather C. Gaskins, Director of Development | T 571-481-9106 | E hgaskins@fedbar.org

SPONSORSHIP OPPORTUNITIES

The FBA's new sponsorship package brings your company more exposure and value than ever, combining print and digital exposure, advertising, and exclusive benefits to maximize your exposure to the FBA membership of over 19,000-plus attorneys practicing federal law in courts across the United States. Join our distinguished list of sponsors who help make both long-standing and new FBA conferences and seminars possible.

FASHION LAW SEMINAR ABROAD
September 29, 2017
Palais du Justice • Paris

A DISCUSSION OF UNIQUE LEGAL ISSUES AFFECTING THE FASHION LAW INDUSTRY ON A GLOBAL SCALE.

Anticipated Attendance: 100

19th Annual
DC INDIAN LAW CONFERENCE
November 3, 2017
Washington, D.C.

A FORUM FOR DISCUSSION ON PIVOTAL INDIAN LAW TOPICS AT OUR NATION'S CAPITAL.

Average Attendance: 250

2nd Annual
ART LAW & LITIGATION CONFERENCE
December 6, 2017
Miami

TOP ART LAW LITIGATORS JOIN RESPECTED ART FAIR DIRECTORS AND THE ARTISTS THEMSELVES TO DISCUSS CURRENT ISSUES.

Average Attendance: 100

RISING PROFESSIONALS SYMPOSIUM
February 2-3, 2018
Las Vegas

A FIRST OF ITS KIND FBA CONFERENCE THAT FOCUSES ON THE RISING PROFESSIONAL

Anticipated Attendance: 100

5th Annual
FASHION LAW CONFERENCE
February 9, 2018
New York City

INDUSTRY EXPERTS DISCUSS LEGAL ISSUES AFFECTING THE BUSINESS OF FASHION

Average Attendance: 000

QUI TAM CONFERENCE
March 1, 2018
Washington, D.C.

INAUGURAL SEMINAR COVERING RECENT TRENDS AND DEVELOPMENTS FOR FALSE CLAIMS ACT LITIGATION.

Anticipated Attendance: 100

42nd Annual
TAX LAW CONFERENCE
March 9, 2018
Washington, D.C.

AN INTENSIVE FORUM EXAMINING RECENT DEVELOPMENTS IN TAX LEGISLATION AND REFORM, STEPS FROM IRS HEADQUARTERS AND THE TREASURY DEPARTMENT.

Average Attendance: 600

MOOT COURT COMPETITION
March 22-23, 2018
Washington, D.C.

A PREMIER MOOT COURT COMPETITION ATTRACTING TOP LAW SCHOOL STUDENTS FROM ACROSS THE COUNTRY.

Average Attendance: 200

43rd Annual
INDIAN LAW CONFERENCE
April 5-6, 2018
Scottsdale, Ariz.

AN INTERCHANGE BETWEEN SCHOLARS, FEDERAL APPOINTEES, LEGAL PROFESSIONALS AND COMMUNITY LEADERS ON THE PAST, PRESENT AND FUTURE OF INDIAN LAW IN TODAY'S POLITICAL CLIMATE.

Average Attendance: 750

IMMIGRATION LAW CONFERENCE
May 18-19, 2018
Memphis, Tenn.

GOVERNMENT AND PRIVATE BAR PROFESSIONALS CONVERGE TO EXAMINE CURRENT IMMIGRATION LAW AND POLICY ON NATIONAL SCALE.

Average Attendance: 400

3rd Annual
FEDERAL LITIGATION CONFERENCE
May 30, 2018
Washington, D.C.

FEDERAL JUDGES AND FEDERAL COURT PRACTITIONERS EXPLORE FEDERAL LITIGATION FROM START TO FINISH.

Average Attendance: 100


30th Annual
INSURANCE TAX SEMINAR
May 31-June 1, 2018
Washington, D.C.

A DIALOGUE WITH GOVERNMENT PERSONNEL ON INSURANCE COMPANY AND PRODUCT TAX ISSUES.

Average Attendance: 500

Federal Bar Association

Sponsorship Opportunities

Seminar and Conference Sponsorship Benefits	Premier \$5000	Elite \$3500	Patron \$2500	Sustaining \$1500
Complimentary Registrations				
Eight conference registrations	◆			
Six conference registrations		◆		
Four conference registrations			◆	
<i>Option to purchase additional discounted registrations</i>	◆	◆	◆	
Print Recognition				
Logo recognition on all conference marketing materials	◆	◆		
Logo recognition on conference marketing signage	◆	◆		
Text recognition on all conference marketing materials			◆	◆
Text recognition on conference marketing signage			◆	◆
Full page ad in <i>The Federal Lawyer</i> magazine (valued at \$3,000)	◆			
Half page ad in <i>The Federal Lawyer</i> magazine (valued at \$2,000)		◆		
Quarter page ad in <i>The Federal Lawyer</i> magazine (valued at \$1,000)			◆	
Sponsor acknowledgment in <i>The Federal Lawyer</i> magazine	◆	◆	◆	◆
Digital Recognition				
Leaderboard web ad for three months on www.fedbar.org (valued at \$2,000)	◆			
Leaderboard web ad for one month on www.fedbar.org (valued at \$800)		◆		
Large sidebar web ad for one month on www.fedbar.org (valued at \$800)			◆	
One 30-day job posting on the FBA Legal Career Center (valued at \$500)	◆			
Recognition through FBA social media platforms 	◆	◆		
Advantage Marketing				
Post-conference attendee list for one time use (including emails)	◆	◆	◆	
Exhibit table	◆	◆	◆	◆

Looking for a high visibility onsite opportunity? Many of our meetings offer special opportunities such as:

- Breakfast Sponsor—special signage
- Luncheon Sponsor—3-5 min. podium time, special signage, and recognition
- Break Sponsor—special signage
- Charging Station—exclusive signage
- Reception Sponsor— 3-5 min. podium time, special signage and recognition
- Lanyard Sponsor—special logo placement
- Special recognition at Welcome Reception

For further information, please contact: Heather C. Gaskins, Director of Development | T 571-481-9106 | E hgaskins@fedbar.org

Federal Bar Association

Sponsorship and Advertising Guide

SPONSORSHIP AGREEMENT

Maximize your exposure and position your company ahead of the competition with one of the following marketing opportunities. Partner with the Federal Bar Association and gain exclusive exposure to attendees during these conferences and seminars.

Event Name	Date	Sponsorship Level
Fashion Law Seminar Abroad	Sept. 29, 2017	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
DC Indian Law Conference	Nov. 3, 2017	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Art Law Conference	Dec. 6, 2017	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Rising Professionals Symposium	Feb. 2-3, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Fashion Law Conference	February 9, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Qui Tam Conference	March 1, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Tax Law Conference	March 9, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Moot Court Competition	March 22-23, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Indian Law Conference	April 5-6, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Immigration Law Conference	May 18-19, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Federal Litigation Conference	May 30, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
Insurance Tax Seminar	May 31-June 1, 2018	<input type="checkbox"/> Premier \$5,000 <input type="checkbox"/> Elite \$3,500 <input type="checkbox"/> Patron \$2,500 <input type="checkbox"/> Sustaining \$1,500
High Visibility Onsite Opportunity		Request: _____

We agree to sponsor the Federal Bar Association's event checked above.

Company Name (as it should appear on all marketing materials)

Contact Name, Title

Email Address

Street Address

City

State

Zip

Phone

Contact Signature

Please fax or email this form to Heather C. Gaskins | F 571-481-9090 | E hgaskins@fedbar.org

SPONSORSHIP INSERTION ORDER

Advertiser Information

Contact Name, Title

Company Name (as it should appear on all marketing materials)

Address

City

State

Zip

Contact Phone

Contact Email Address

Please list the sponsored event:

The Federal Lawyer (2018)

- Full page with bleed
- Half page horizontal
- Quarter page

- Full page without bleed
- Half page vertical
- Third page

- Inside Front
- Back cover
- Inside Back
- Full page only*

- Jan./Feb.
- March
- April
- May

- June
- July
- Aug.
- Sept.

- Oct./Nov.
- Dec.

eNewsletter

- Leaderboard

- Jan.
- Feb.
- March

- April
- May
- June

- July
- Aug.
- Sept.

- Oct.
- Nov.
- Dec.

Website

- Leaderboard
- Medium Sidebar

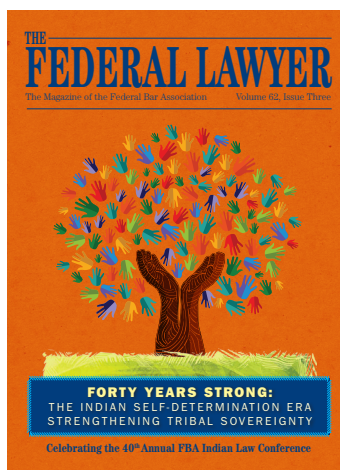
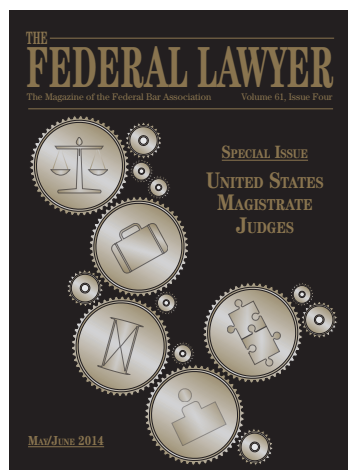
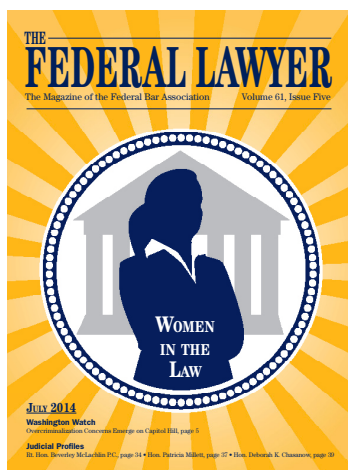
- Large Sidebar
- Small Sidebar

Start Date: _____

ADVERTISING OPPORTUNITIES

THE FEDERAL LAWYER

The Federal Lawyer is the only magazine written by and edited for lawyers who practice in federal courts or have an interest in federal law as well as judges who sit on the federal bench. Published 10 times per year, *The Federal Lawyer* features editorial content that covers a broad range of topics that fall within federal jurisdiction. Through the magazine's extensive and up-to-date editorial coverage of these legal issues, federal practitioners are able to obtain the latest pronouncements and theories of importance to the federal legal system.



EDITORIAL CALENDAR

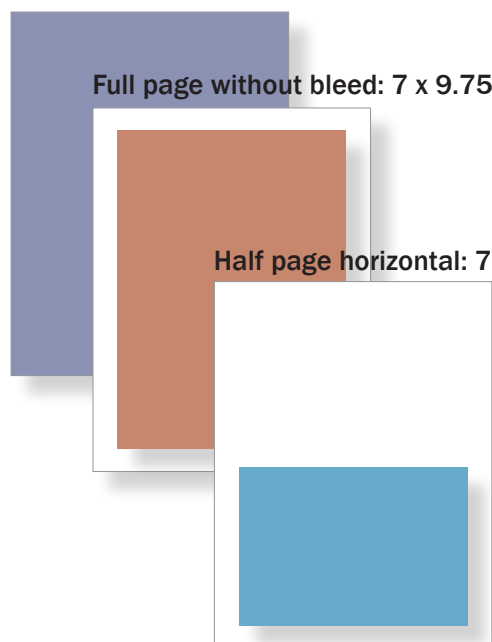
JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>WHITE COLLAR CRIME</p> <p>MAIL DATE: JAN. 2 AD SPACE DUE: SEPT. 19 AD DUE: NOV. 11</p>	<p>HEALTH LAW</p> <p>MAIL DATE: MARCH 2 AD SPACE DUE: NOV. 11 AD DUE: JAN. 11</p>	<p>INDIAN LAW</p> <p>MAIL DATE: APRIL 2 AD SPACE DUE: DEC. 19 AD DUE: FEB. 13</p>	<p>INTERNATIONAL LAW</p> <p>MAIL DATE: MAY 1 AD SPACE DUE: JAN. 18 AD DUE: MARCH 14</p>	<p>ADMIRALTY, ENERGY, ENVIRONMENTAL</p> <p>MAIL DATE: JUNE 2 AD SPACE DUE: FEB. 17 AD DUE: APRIL 13</p>
JULY	AUGUST	SEPTEMBER	OCTOBER/NOVEMBER	DECEMBER
<p>YOUNGER LAWYERS</p> <p>MAIL DATE: JUNE 30 AD SPACE DUE: MARCH 17 AD DUE: MAY 11</p>	<p>FBA CONVENTION: NEW YORK CITY</p> <p>MAIL DATE: JULY 31 AD SPACE DUE: APRIL 19 AD DUE: JUNE 13</p>	<p>PRO BONO/ETHICS</p> <p>MAIL DATE: AUG. 28 AD SPACE DUE: MAY 17 AD DUE: JULY 11</p>	<p>CONSTITUTIONAL LAW</p> <p>MAIL DATE: OCT. 1 AD SPACE DUE: JUNE 19 AD DUE: AUG. 11</p>	<p>GENERAL</p> <p>MAIL DATE: NOV. 30 AD SPACE DUE: AUG. 18 AD DUE: OCT. 11</p>

Federal Bar Association

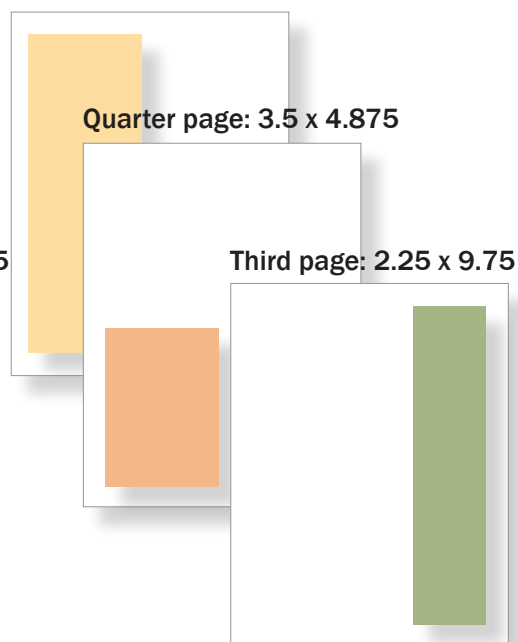
Advertising Opportunities

THE FEDERAL LAWYER

Full page with bleed: 8.5 x 11.125



Half page vertical: 3.5 x 9.75



NATIONAL CIRCULATION: 20,500

All members of Congress

All members and Staff of House and Senate Judiciary Committees and Subcommittees

Members of the Federal Judiciary

Government Agency Attorneys

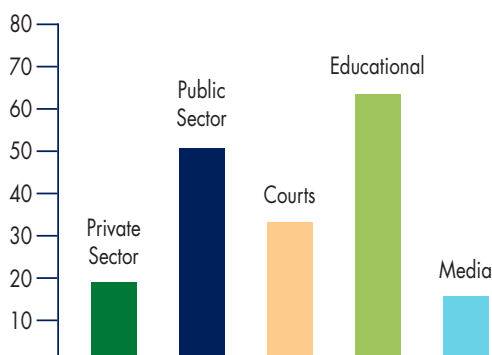
Private Federal Practitioners

See www.fedbar.org/adspecs for complete specifications.

RATES

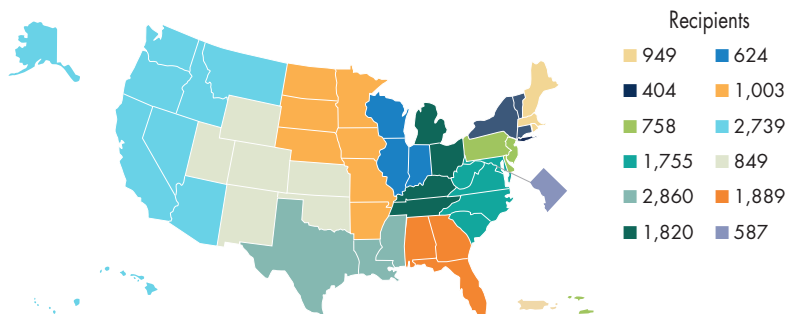
Frequency	1X	4X	7X	10X			
Full Page	\$3,000	\$2,800	\$2,600	\$2,400	Inside Front	Back Cover	Inside Back
Half Page	\$2,000	\$1,800	\$1,600	\$1,400	Cover \$4,000	\$4,000	Cover \$3,500
Third Page	\$1,400	\$1,200	\$1,000	\$800			
Quarter page	\$1,000	\$900	\$800	\$700			

NUMBER OF SUBSCRIBERS BY CATEGORY



CIRCULATION BY REGION

*There are 21 recipients (members and subscribers) residing in foreign countries.



For further information, please contact: Heather C. Gaskins, Director of Development | T 571-481-9106 | E hgaskins@fedbar.org

Federal Bar Association

Advertising Opportunities

650x120

FBA News April 1, 2015

News from the Web

Supply and Demand: A Simple Solution to Combat the Sale of Counterfeit Handbags
The counterfeit luxury handbag business is a mammoth enterprise that is intimately connected to numerous illegal activities, including prostitution, child labor, drug trafficking, money laundering, and terrorism. Fashion is a good investment and form of social currency but counterfeiting has regrettably diluted luxury brands. [Continue reading](#) Stacy Slotnick's article highlighting some of the discussion during the FBA's 2015 Fashion Law Conference and [don't miss the live rebroadcast](#) of the entire conference on April 9.

Judiciary Asks Congress to Invest in Improved Court Operations
In order to adequately support the Constitutional and statutory mission of the federal courts, the Judiciary asked Congressional appropriators to provide \$7 billion in discretionary funding for fiscal year 2016, a 3.9 percent increase over the preceding year. [Read more.](#)

Supreme Court to Hear ERISA Case Affecting Millions of Injured Americans
The Supreme Court has agreed to decide an important question involving the federal pension and health care law known as ERISA. The Court will decide whether, under ERISA, insurers can seize the assets of disabled and injured individuals who received disability benefits or personal injury settlements but spent those monies on everyday living expenses. [Read more.](#)

FBA News

Submissions are now being accepted for the 2015 FBA Earl W. Kintner Award
The Earl W. Kintner Award for Distinguished Service is presented as a lifetime contribution.

eNEWSLETTER

FBA News is a weekly eNewsletter for FBA members and nonmember subscribers containing federal legal news and information for the legal community. The eNewsletter is consistently the most opened email the FBA sends and the average open rate is over 30 percent.

RATES

Leaderboard
(650px x 120px)
4x (1 month) \$200
8x (2 months) \$300

WWW.FEDBAR.ORG

Fedbar.org is an essential destination for federal legal practitioners. They access the site for reliable legal news, continuing legal education opportunities such as conferences and webinars, and updates on their colleagues and friends. Thousands of practitioners visit our website every day—since the end of 2012, web traffic has grown by more than 75%, and pageviews have grown 99% since the First Quarter of 2013.

MONTHLY RATES

Leaderboard:	Large Sidebar:	Medium Sidebar:	Small Sidebar:
W=700px H=120px	W=215px H=225px	W=215px H=150px	W=215px H=75px
1x \$800	1x \$800	1x \$600	1x \$400
3x \$2,000	3x \$2,000	3x \$1,500	3x \$1,000
6x \$3,400	6x \$3,400	6x \$2,500	6x \$1,700
	12x \$6,500	12x \$3,250	

FEDBAR.ORG STATISTICS

(2013 per month)
Average User Sessions: 11,600
Average Number
of Page Views: 43,013

700x120

Federal Bar Association
The premier bar association serving the federal practitioner and the federal judiciary

Member Login | Join the FBA | About Us | For the Public | For the Media | Contact Us | Site Map

Member Resources: HyBAC, Update My Profile, Legal Center Center, Member-Only Directory, Membership Renewal, Event Registration, Member News

Need an Attorney? | Chapters | Sections | Divisions

Do It Now: FBA Sponsorship Opportunities, Add Sections & Divisions Online, Event Registration, Buy from the FBA Store, Subscribe to the Federal Lawyer, FBA Advertising Opportunities, FBA Media Kit

NEWS FROM THE FBA: On Topic: Judge Gelpi Discusses the Federal Bar Association, Senate Confirms Julie Carnes to Eleventh Circuit by 94-0 Vote, Policy 9-4 Draft for Comment

JUDICIAL PROFILE INDEX

DONATE TO THE FOUNDATION

215x225, 215x150, 215x75

For the Public: What Lawyers Need to Know About the Heartbleed Bug, Federal Rules of Civil Procedure Recent Comments, Senator Tom Coburn's Senate Floor Remarks on Judge Bacharach, New Circuit Executive Position For the U.S. Courts, FBA Testifies Before Senate Judiciary Committee, FBA Leaders Urge Congress to Act on Court Funding, Judicial Vacancies, SCOTUS: Congress Violated Constitution's Compensation Clause for Federal Judiciary, Interview: Bruce Meyer on Sequestration, The FBA on CNN - How budget cuts will affect the federal justice system, Filibuster Reforms Could Aid Judicial Confirmations Process, Federal Judges Honored for Lifetime of Service, Immigration Courts Buffer, Widespread Case Backlog, Despite Increase in Numbers of Judges, About U.S. Federal Courts, Frequently Asked Questions, On the Supreme Court Docket, Related Links

For the Media: FBA Testifies Before Senate Judiciary Committee, Member News

LEGAL CAREER CENTER

The FBA's Legal Career Center is an online opportunity for employers and job seekers to connect within the federal legal community. FBA gives employers two options for job posting distribution—to the FBA Legal Career Center only or to all of the network partner job boards in the Legal Job Exchange Network, a strategic industry alliance of associations in the legal profession.

RATES

Duration	Discipline	FBA Job Posting		Legal Job Exchange Job Posting
		Member	Non-Member	(Includes FBA Job Posting)
30-Day	Attorney	\$300	\$350	\$500
	Legal Education	\$300	\$350	\$300
	Legal Support	\$250	\$275	\$300
	Operations	\$250	\$275	\$300
	Professional Legal Management	\$300	\$350	\$300
60-Day	Attorney	\$450	\$500	\$750
	Legal Education	\$450	\$500	\$450
	Legal Support	\$375	\$400	\$450
	Operations	\$375	\$400	\$450
	Professional Legal Management	\$450	\$500	\$450
90-Day	Attorney	\$650	\$700	\$1,000
	Legal Education	\$650	\$700	\$1,000
	Legal Support	\$525	\$550	\$600
	Operations	\$525	\$550	\$600
	Professional Legal Management	\$650	\$700	\$600

Duration	Name	FBA Job Posting	
		Member	Non-Member
30-Day	FBA 30-Day Job Posting - Internship/Judicial Clerkship	FREE	FREE
30-Day	FBA 30-Day Job Posting - Entry Level (0-4 years experience)	\$150	\$200

Discounts are available for multiple job posting packages and government/public service entities.

LIST PURCHASE

FBA lists are available to purchase for various marketing needs. Please contact MGI List Division for more information:

FBA List Manager, MGI List Division
 Marketing General, Incorporated
 Direct: 703-706-0341
 Fax: 703-549-0697
 E-Mail: rblackwood@mgiilists.com

Federal Bar Association

Sponsorship and Advertising Guide

ADVERTISING INSERTION ORDER

Advertiser Information

Contact Name, Title

Company Name (as it should appear on all marketing materials)

Address

City

State

Zip

Contact Phone

Contact Email Address

The Federal Lawyer (2018)

- Full page with bleed
- Half page horizontal
- Quarter page

- Full page without bleed
- Half page vertical
- Third page

- Inside Front
- Inside Back
- Back cover
- Full page only*

- Jan./Feb.
- March
- April
- May

- June
- July
- Aug.
- Sept.

- Oct./Nov.
- Dec.

eNewsletter

- Leaderboard

- Jan.
- Feb.
- March

- April
- May
- June

- July
- Aug.
- Sept.

- Oct.
- Nov.
- Dec.

Website

- Leaderboard
- Medium Sidebar
- Large Sidebar
- Small Sidebar

Start Date: _____