

ADVERTISING GUIDE



**Federal Bar
Association**

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 to help shape the FBA's future while making an impact on the growth of the federal legal community.



Networking

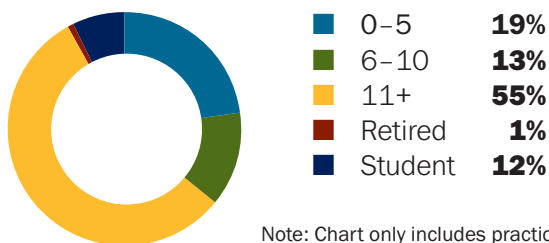
The FBA connects members with a vast network of federal practitioners across all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands and provides opportunities to socially interact.



Learning

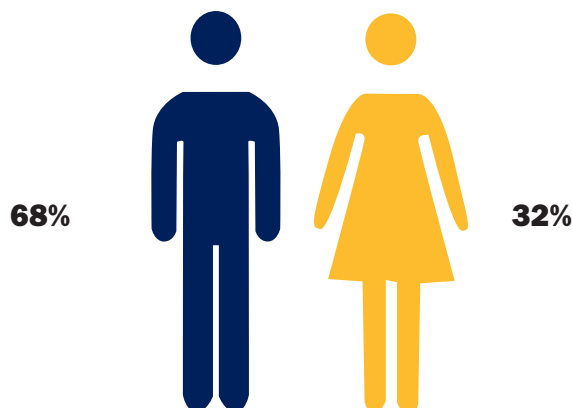
The FBA provides various educational and learning opportunities at the national and local levels and promotes high standards of professional competence and ethical conduct and the public they serve.

Years in Practice

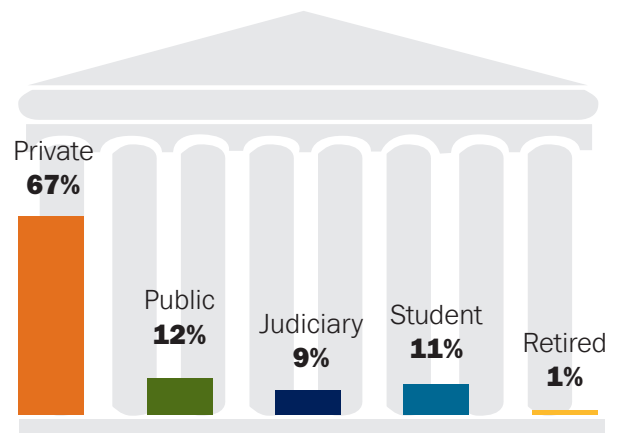


Note: Chart only includes practicing attorney members of the FBA.

Gender

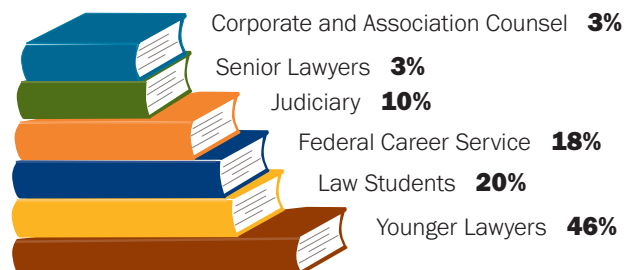


Types of Practice



Career Divisions

*Percentage of all division memberships

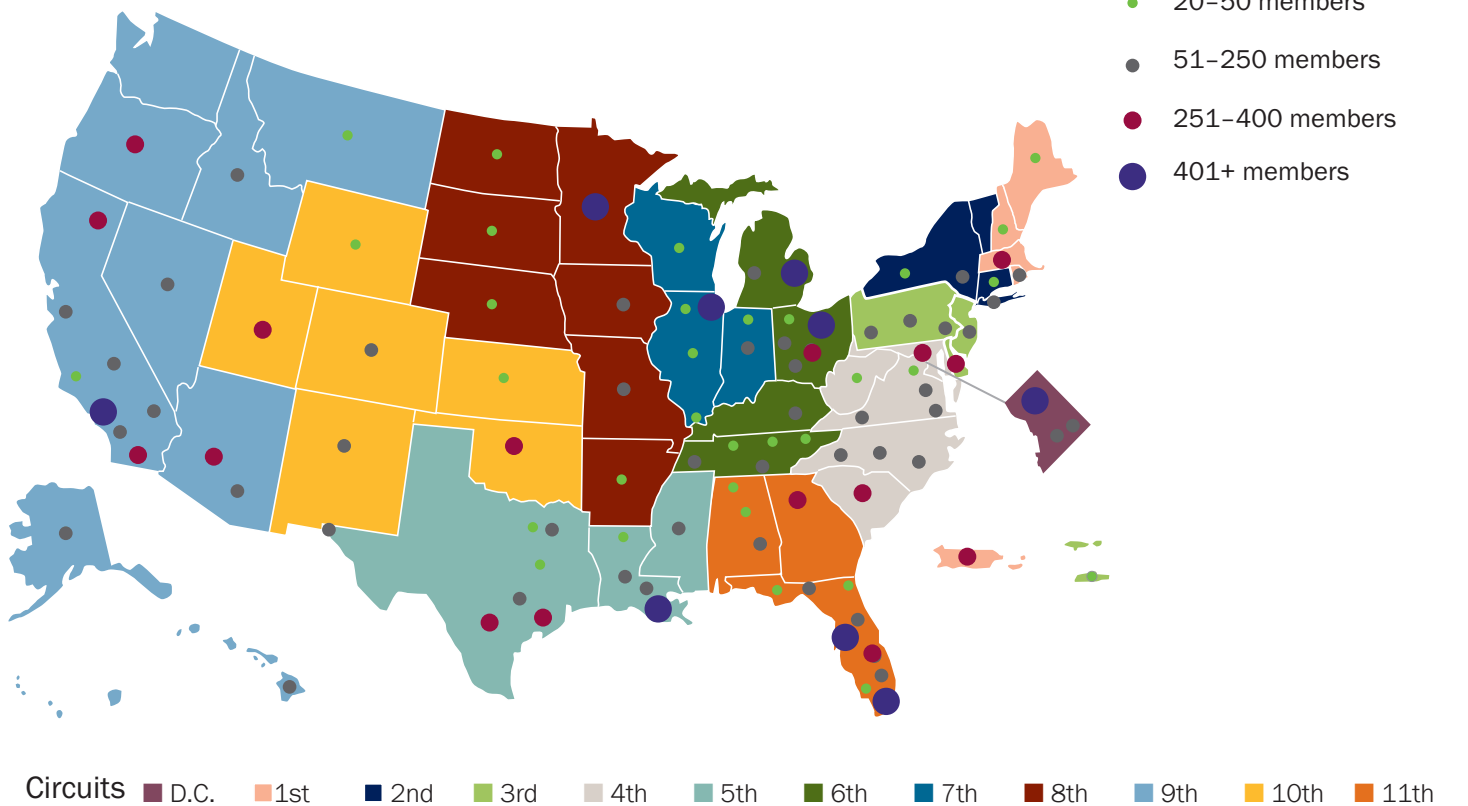


Federal Bar Association

Advertising Guide

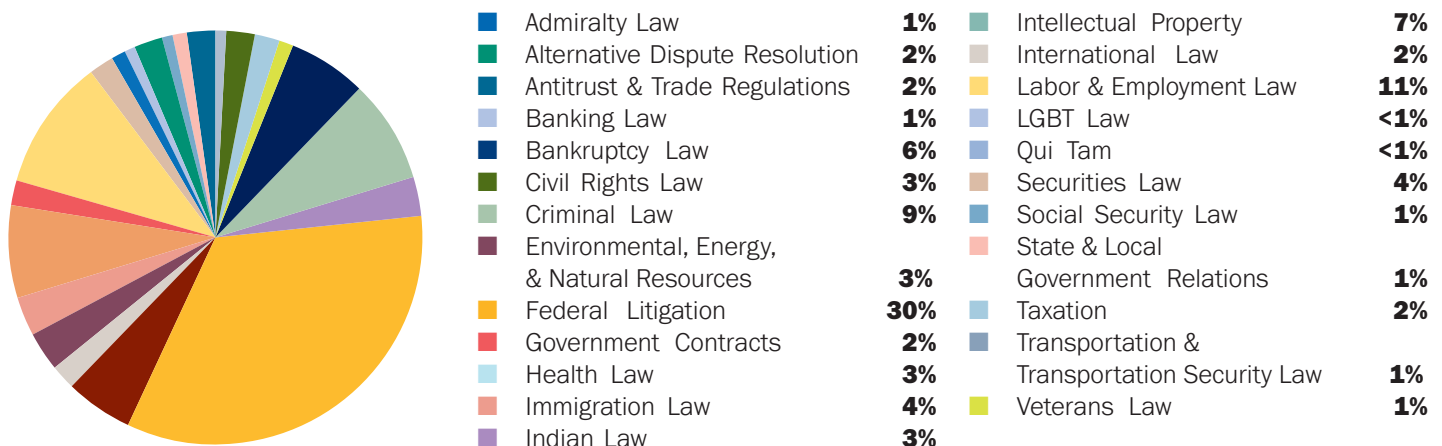
ABOUT US

Federal Bar Association Chapters



Practice Area Sections

*Percentage of all section memberships

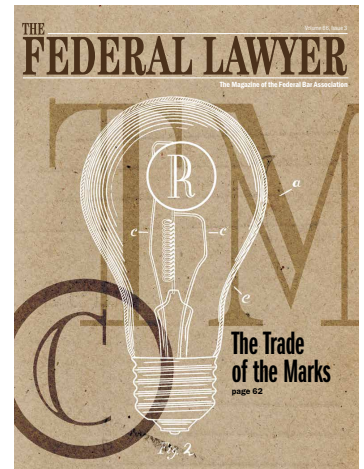
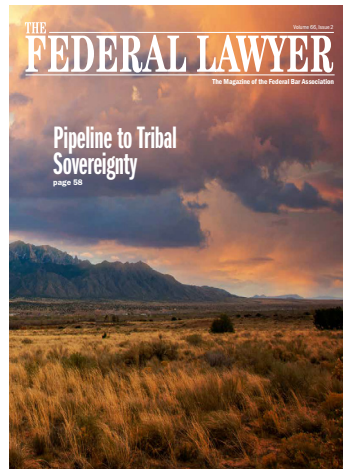
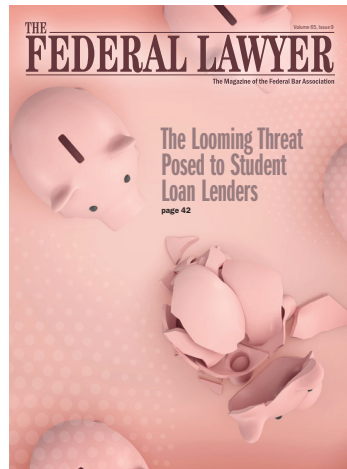
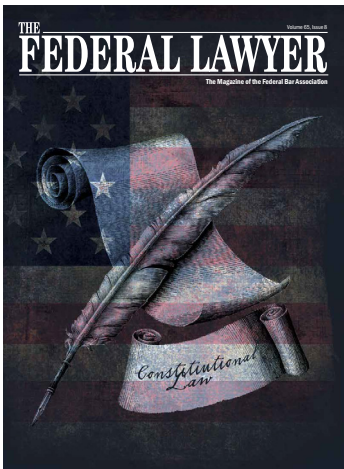


For further information, please contact staff | tfl@fedbar.org

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 in-terest in federal law, as well as for judges who sit on the federal bench. Published four 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 pro-nouncements and theories of importance to the federal legal system.



EDITORIAL CALENDAR

WINTER ISSUE

Foundation of the FBA / Bankruptcy Law

AD SPACE DUE: SEPT. 18
AD DUE: NOV. 15

SPRING ISSUE

Avlation and Space Law

AD SPACE DUE: DEC. 19 AD
DUE: FEB. 15

SUMMER ISSUE

Multi-District Litigation / Convention

AD SPACE DUE: MAR.19
AD DUE: MAY 15

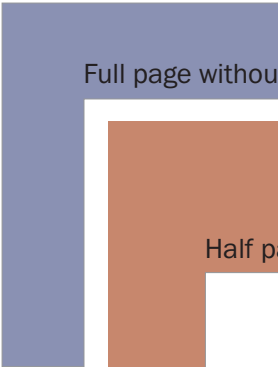
FALL ISSUE

Topic TBD

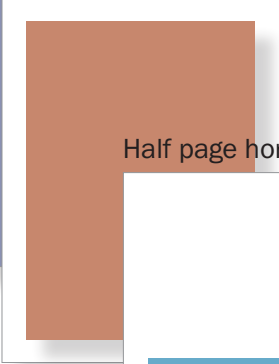
AD SPACE DUE: JUNE 18 AD
DUE: AUG. 18

THE FEDERAL LAWYER

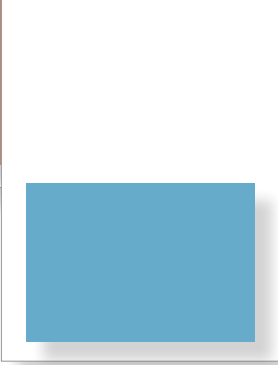
Full page with bleed: 8.5 x 11.125



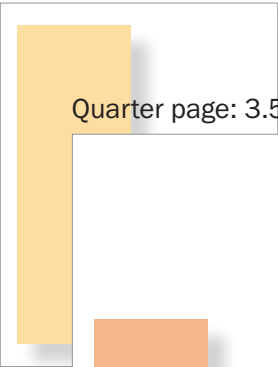
Full page without bleed: 7 x 9.75



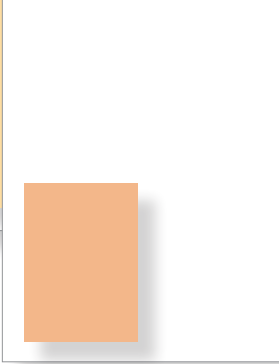
Half page horizontal: 7 x 4.875



Half page vertical: 3.5 x 9.75



Quarter page: 3.5 x 4.875



**DIGITAL
CIRCULATION:
19,000**

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

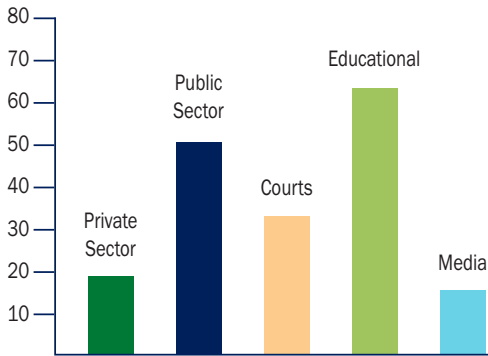
See www.fedbar.org/adspecs for complete specifications.

RATES PER ISSUE

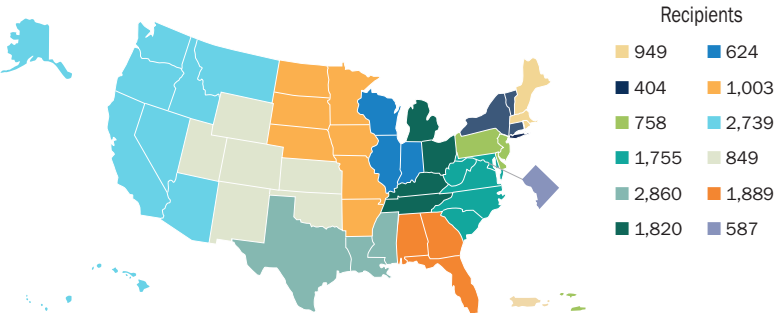
Frequency	1X	2X	4X
Full Page	\$3,000	\$2,800	\$2,600
Half Page	\$2,000	\$1,800	\$1,600
Quarter page	\$1,000	\$900	\$800

Inside Front Cover	Back Cover	Inside Back Cover
\$4,000	\$4,000	\$3,500

NUMBER OF SUBSCRIBERS BY CATEGORY



CIRCULATION BY REGION



Federal Bar Association

Advertising Opportunities



eNEWSLETTER

FBA News is a biweekly eNewsletter for FBA members and nonmember subscribers containing federal legal news and information for the legal community. The eNewsletter also features dynamic content allowing subscribers to receive local news relevant to their chapter, division, and section. The eNewsletter is consistently the most opened email the FBA sends, with an average open rate of over 30 percent.

RATES

Leaderboard
(650px x 120px)
1x \$300
3X \$750
6X \$1,250

STATISTICS

Total Subscribers
31,851
Members:
12,536
Nonmembers:
19,315

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, the FBA Blog and updates on their colleagues and friends. Thousands of practitioners visit our website every day and we recently launched a new website in January of 2020.

MONTHLY RATES

Homepage Ad units*: W=300px

H=250px

1x \$800

3x \$2,000

6x \$3,400

12x \$6,500

* Ads also rotate throughout the site

FEDBAR.ORG STATISTICS

(2019 per month)
Average Sessions: 31, 374
Average Number
of Page Views: 66, 033

FEDBAR.ORG



For further information, please contact staff | tfl@fedbar.org

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	Nonmember	(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	Nonmember
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
Email: rblackwood@mgilists.com

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

- | | |
|---|--|
| <input type="checkbox"/> Full page with bleed | <input type="checkbox"/> Full page without bleed |
| <input type="checkbox"/> Half page horizontal | <input type="checkbox"/> Half page vertical |
| <input type="checkbox"/> Quarter page | <input type="checkbox"/> Third page |

- | |
|--|
| <input type="checkbox"/> Inside front Cover |
| <input type="checkbox"/> Back Cover |
| <input type="checkbox"/> Inside Back
(Full page only) |

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|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Jan./Feb. | <input type="checkbox"/> Jul./Aug. |
| <input type="checkbox"/> Mar./Apr. | <input type="checkbox"/> Sept./Oct. |
| <input type="checkbox"/> May/Jun. | <input type="checkbox"/> Nov./Dec. |

eNewsletter

- ☐ Leaderboard

- ☐ 1x
☐ 3x
☐ 6x

Website

- | | |
|---|--|
| <input type="checkbox"/> Leaderboard | <input type="checkbox"/> Large Sidebar |
| <input type="checkbox"/> Medium Sidebar | <input type="checkbox"/> Small Sidebar |

Start Date: _____