



**FOR INQUIRIES:**

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# ADVERTISING GUIDE

Updated February 2026



**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.
- **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.
- **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.
- **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.



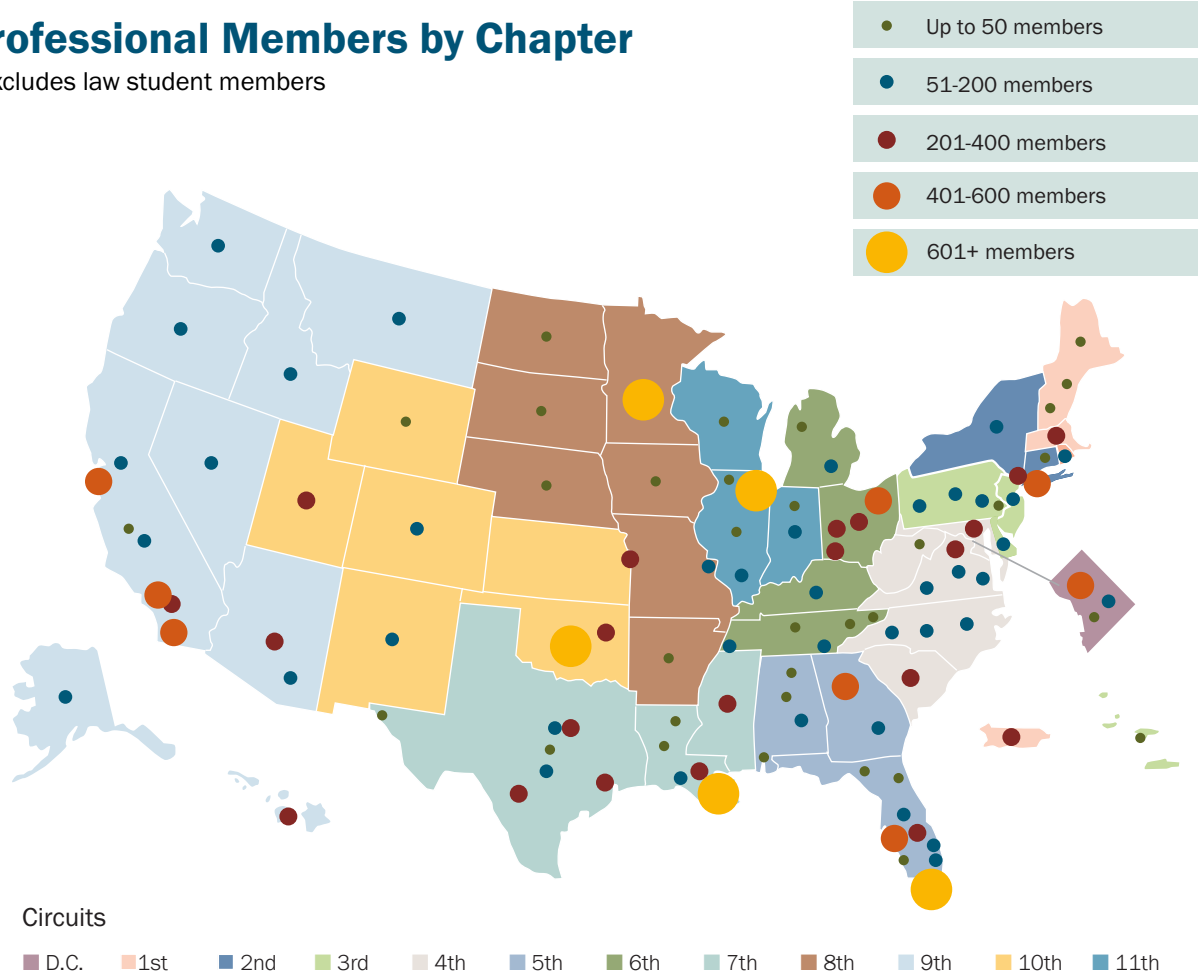
## Advertising Opportunities

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# FBA Member Snapshot

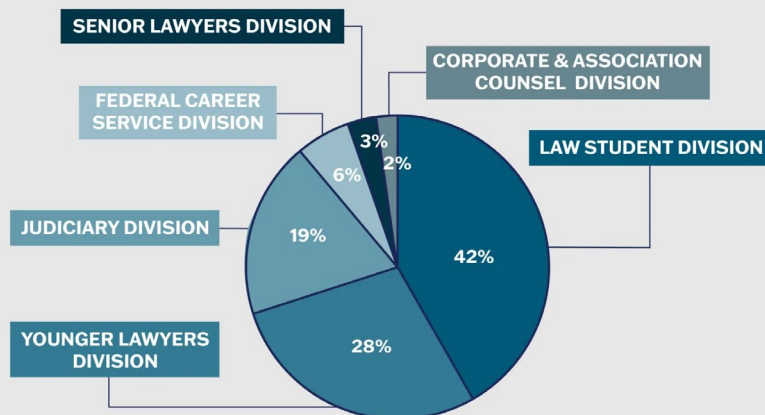
## Professional Members by Chapter

\*excludes law student members



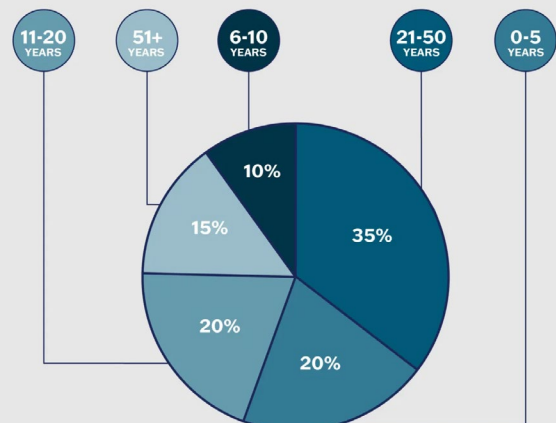
## Members by Career Division

\*65% of FBA members are in a career division



## Professional Members by Years in Practice

\*excludes law student members



# The Federal Lawyer Magazine

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 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 pronouncements and theories of importance to the federal legal system.

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

See next page for size specifications.



## PRINT CIRCULATION

**Total Subscribers:** 22,000

- 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

## Premium Add-ons

Belly Band	\$3,500
Polybagged Insert	\$12,500

## Sponsored Content

Position your organization as a thought leader in the federal legal community.

Up to 500 words	\$3,000
501-1,000 words	\$6,000

### SPONSORED ARTICLE

## Insurance Companies and Pillar 2: Understand Your Options

Global Minimum Tax Requires Complex Calculations

By John Forni, Cory Perry and Max Cogan



The new Pillar 2 global minimum tax requirements have understandably created consternation among the insurance companies that need to figure out how to comply with them.

These new rules were created by an agreement under the Organisation for Economic Co-operation and Development (OECD) and are being implemented by many countries around the world. And although they haven't been adopted by the United States yet, they will have a substantial effect on global insurance companies, which commonly have subsidiaries in low-tax foreign country jurisdictions.

The requirements create a global minimum effective tax rate of 15% for companies regardless of where they earn their income. The idea behind the require-

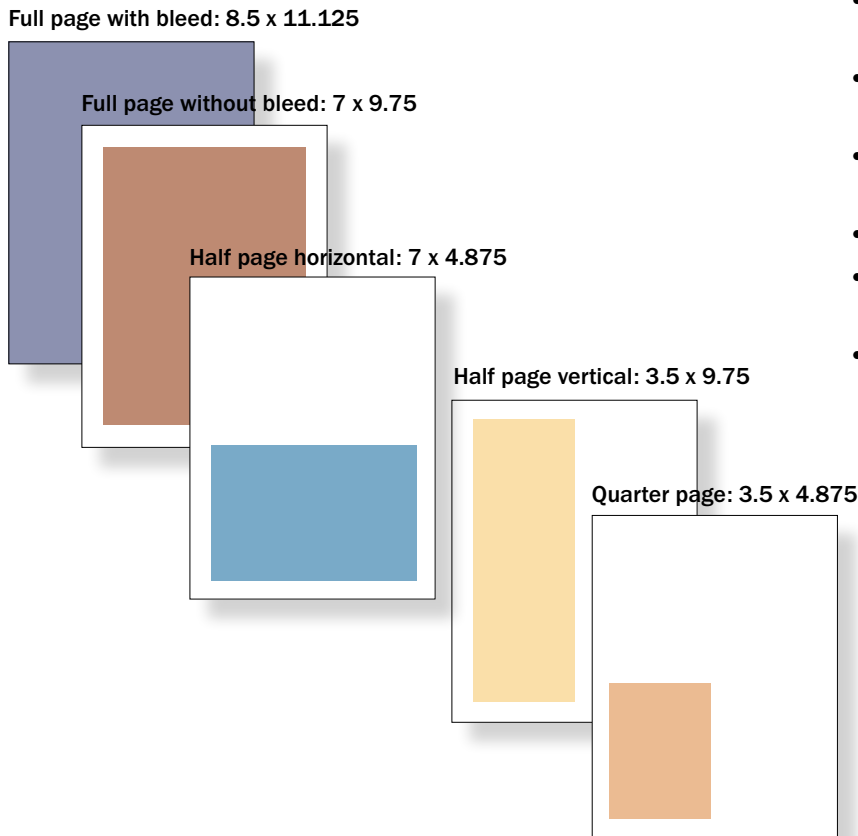
The undertaxed profit rule (UTPR) enables collection on any profits taxed below the 15% effective rate that weren't captured by either the QDMTT or the IIR. The UTPR operates as a backstop by enabling collection on those undertaxed profits through affiliated brother or sister entities when another mechanism does not impose the tax.

#### Pillar 2: What's next if you're in scope

The Pillar 2 tax applies to multinationals that operate in more than one jurisdiction and have revenue of 750 million euros or more in two of the previous four years. "It doesn't just affect the largest companies," Perry said. "It has a broad range, as it also affects the middle market companies that are over the 750 million euros

# The Federal Lawyer Magazine

## Size Specifications



## File Requirements

- Accepted file formats: PDF (preferred), AI, EPS, or high-resolution JPG
- All files must be 300 dpi or higher at final print size
- Files must be created in CMYK color mode (no RGB)
- All fonts must be embedded or outlined
- Submit as single-page, flattened files (no layered working files)
- The publisher reserves the right to adjust files that do not meet production standards.

## Editorial Calendar

SUMMER 2026	FALL 2026	WINTER 2027	SPRING 2027
<b>Immigration Law/Convention (Richmond)</b>	<b>Constitutional Law</b>	<b>Theme TBD</b>	<b>Theme TBD</b>
AD SPACE DUE: 4/1/26	AD SPACE DUE: 7/1/26	AD SPACE DUE: 10/1/27	AD SPACE DUE: 1/4/27
AD DUE: 5/4/26	AD DUE: 8/3/26	AD DUE: 11/2/27	AD DUE: 2/8/27

# FBA eNewsletter

## STATISTICS

**Total Subscribers:**

21,000

**Members:**

12,000

FBA News is a bimonthly 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 news relevant to their sections or divisions. The eNewsletter is consistently the most opened email the FBA sends, with an average open rate of over 30 percent.



Frequency	1X	3X	6X	12X
Leaderboard	\$600	\$1,200	\$2,000	\$3,300
Banner	\$500	\$1,000	\$1,700	\$2,400



# FBA Website

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.

## Homepage Ads

Frequency	1X	3X	6X	12X
Rectangle	\$600	\$1,500	\$2,400	\$3,600

\*Ads also rotate throughout the site

## STATISTICS (2025 per month):

**30,000** users  
**60,000** page views

## Sponsored Content

Your posts will appear alongside the FBA's trusted content, offering visibility to a highly engaged audience.

Blog Post	\$750
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The screenshot shows the Federal Bar Association website homepage. At the top is the navigation menu with links for Membership, Events, Government Relations, About, The Federal Lawyer, Foundation, and Member Tools. A prominent banner reads "RENEW your MEMBERSHIP" with the text "There's still time to renew your FBA membership!". Below this is a section for "News and Events" featuring an article about the Winter 2026 issue of The Federal Lawyer. Further down, there's a section for "Headlines from the FBA" with articles on Constitutional Education and America's Civic Engagement and Education. A "Resources" sidebar lists various links for members and the public. At the bottom, there are three 300x250 ad spots and sections for "The Federal Lawyer" (current issue), "From the Blog" (SCOTUS vacates conviction), and "Outreach Initiatives" (SOLACE).

**Legal e-billing software: What is it and how can law firms benefit?**

This is a sponsored post. Legal e-billing software is a digital tool that allows legal teams to automate many different...

## Email Marketing

Reach federal attorneys, judges, clerks, and other practitioners directly in their inboxes. Sponsored email opportunities provide targeted exposure to the FBA’s national membership and subscriber base.

Frequency	1X	3X	6X	12X
Rectangle	\$2,500	\$7,500	\$14,000	\$28,000

## Sponsored Webinars

Showcase your expertise through educational programming delivered to a national audience of federal legal practitioners. Sponsored webinars offer high-value engagement and brand alignment with the FBA’s respected CLE programming.

Each	\$5,000
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## Sponsored Social Media Posts

Amplify your message across the FBA’s organic social media channels. Sponsored posts connect your organization with an active community across the United States.

Each	\$250
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## How to Advertise with the FBA



**SCAN HERE**

The Federal Bar Association is grateful for your interest in advertising with our various forms of media. In our current guide, you will find information for advertising in *The Federal Lawyer* magazine, among other forms of media.

We strive to develop partnerships that will serve both the organization and the partnering entity. We are flexible and look forward to discussing our many opportunities with you in the near future.

Contact Sarah Perlman at [social@fedbar.org](mailto:social@fedbar.org) for inquires.

### Advertising Guidelines

All advertising placements are subject to the Federal Bar Association’s standard scheduling practices, advertising policies, and content review and approval. Subscriber counts and audience metrics are estimates only and are not guaranteed.

#### Invoicing and Payment Terms

The FBA will issue an invoice for advertising placements scheduled. Payment terms are Net 30 from the invoice date. The FBA reserves the right to suspend or cancel future advertising placements for invoices not paid in accordance with these terms.

#### Content Approval and Editorial Control

All advertising content is subject to review and approval by the FBA. The FBA reserves the right, in its sole discretion, to reject, request revisions to, or decline to publish any advertising content that it determines is inconsistent with the FBA’s mission, values, or editorial standards.

Acceptance of advertising does not constitute endorsement by the Federal Bar Association of Advertiser, its products, or its services.