EXTEND YOUR REACH

Now you can get direct access to the largest association of professionals in Tennessee

Print Advertising  Event Sponsorships  Digital Advertising  Podcasts/Webcasts

TENNESSEE BAR ASSOCIATION  TBA Marketing Guide
CONTINUING LEGAL EDUCATION PROGRAMS

The TBA offers close to 100 continuing legal education programs throughout the year, drawing several thousand attorneys from across Tennessee. This is an excellent opportunity to reach an audience in a particular practice area with a product geared to their needs.

Most of these programs are produced by one of the TBA’s 33 Sections — specialized groups that focus on a particular legal or practice area.

Sponsors have the opportunity to meet, mix and mingle with attendees, either from an exhibit table or during breaks or lunches. Sponsorship prices vary by program size and format and generally include options for sponsoring breaks, meals, materials and wifi.

TBA ANNUAL CONVENTION

The TBA each June hosts the largest annual gathering of the Tennessee legal community. This event features joint programming with the Tennessee Judicial Conference, the Tennessee Trial Lawyers Association, the Tennessee Association of Black Lawyers and the Tennessee Lawyers Association for Women, allowing sponsors to interact with a larger group of lawyers and judges at several events throughout the week.

A variety of sponsorship packages allow participation at multiple levels, ranging from hosting exhibit space to sponsorship of major luncheons, social events or programming.

Virtual opportunities are also available.

ADMISSION CEREMONIES

Two times each year — in June and November — new attorneys are welcomed to the profession at ceremonies hosted by the Tennessee Supreme Court. The TBA is the official host for these events in Nashville, providing programs, official photos and a welcome reception for new admittees and their families.

These welcome receptions provide sponsors an opportunity to meet and establish a relationship with attorneys as they are just beginning their professional career.

STATE HIGH SCHOOL MOCK TRIAL CHAMPIONSHIP

The TBA hosts the annual state championship competition, bringing together hundreds of high school students and their families for a weekend of mock trial madness in Nashville.

Sponsors can show their support for these high-achieving students and the young lawyers who host the competition at this exciting event with a variety of sponsorship opportunities.

HOW YOU CAN BECOME A SPONSOR

For detailed information on TBA sponsorship opportunities, contact:

STACEY SHRADER JOSLIN
Advertising and Media Content Coordinator
Email: sshraderjoslin@tnbar.org
Main phone: (615) 383-7421
Direct phone: (615) 277-3211
ADVERTISING: Tennessee Bar Journal

Members of the Tennessee legal community place a high value on the *Tennessee Bar Journal*, so it is a perfect place to put your advertising dollars. A recent survey shows that 85% of TBA members find the *Journal* useful or very useful in their everyday practice of the law. Not only is each issue well read by members, it is often passed around to others, extending the 12,000 circulation to a broader readership number.

TBA members are also an attractive market. The TBA is the largest professional association in Tennessee, so if you want to reach a well-educated, high-income audience, the *Tennessee Bar Journal* is the best channel in the state. The average net personal income for TBA members, according to a recent survey, is $173,166.

**Detailed Information on TBJ Advertising**

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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</thead>
<tbody>
<tr>
<td>Back Cover *</td>
<td>$1,960</td>
<td>$1,750</td>
<td>$1,570</td>
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<tr>
<td>Inside Covers*</td>
<td>$1,760</td>
<td>$1,570</td>
<td>$1,410</td>
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<tr>
<td>Full Page*</td>
<td>$1,550</td>
<td>$1,450</td>
<td>$1,350</td>
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<tr>
<td>1/2 Page</td>
<td>$1,190</td>
<td>$1,120</td>
<td>$1,040</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$850</td>
<td>$790</td>
<td>$720</td>
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<tr>
<td>1/6 Page</td>
<td>$470</td>
<td>$450</td>
<td>$430</td>
</tr>
</tbody>
</table>

- Inserts available: $2,230 per issue.
- Two-page spread pricing available upon request.
- New advertisers must pre-pay, unless there is pre-arrangement with the TBA.
- All rates are net. Past due accounts are subject to 1.5% delinquent charge and are subject to being pulled from the magazine if not paid prior to publication.
- TBA reserves the right to refuse advertising that does not adhere to the TBA’s Advertising Policies. The TBA does not accept advertisements or announcements regarding CLE programs not sponsored or co-sponsored by the TBA.

* Ad sizes that can have bleeds. Set bleeds to 0.125”.

### Deadlines 2021

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Nov./Dec. 2020</td>
<td>Sept. 25</td>
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<tr>
<td>Jan./Feb.</td>
<td>Nov. 27</td>
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<tr>
<td>March/April</td>
<td>Jan. 29</td>
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<tr>
<td>May/June</td>
<td>March 26</td>
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<td>July/Aug.</td>
<td>May 29</td>
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<tr>
<td>Sept./Oct.</td>
<td>July 31</td>
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<tr>
<td>Nov./Dec.</td>
<td>Sept. 25</td>
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### Specifications

- Published: 6x per year
- Circulation: 12,000

### Art Requirements

- A high resolution PDF is the preferred file format.
- All images must be 300 pixels/inch.
- Name files clearly.
- For ads with bleed, export pdfs with 1/8” bleed settings. No crop marks.
- Color requirements — All full color ad artwork must be process color (CMYK). No spot colors.

### Advertorials

The TBA also accepts article-length advertorials. Contact the TBA for more details.
More than 95% of TBA members cite the TBA as their primary source for legal news and information, and much of that is delivered through the TBA's digital channels — the TBA.org website, electronic newsletters and podcasts. This makes these channels attractive avenues for advertisers.

**TBA.org Website**
The TBA.org website draws more than 200,000 page views every month. A complete redesign of the site went live in January 2020, providing even more services to members and more advertising opportunities. See digital ad sizes and pricing at [www.tba.org/advertising](http://www.tba.org/advertising).

The TBA.org is not only home to legal news and information, it is also the starting place where members access member services, benefits and CLE programming, as well as access their individual TBA membership accounts. Web ads are also available for placement on section web pages for those targeting lawyers in a specific practice area.

**TBA Podcast Network**
This network of podcasts from the TBA was launched in 2019 with the BarBuzz program — a wrapup of bar activities and upcoming events — and now has been joined by Sidebar, a magazine format program featuring interviews with interesting lawyers and others in the legal community; the wellness-oriented HealthyBar show; a political webcast from the Tennessee legislature; and YLD War Stories for young lawyers.

**TBA Newsletters**
The TBA sends TBJ Select to all members twice a month. This publication highlights and expands on stories in the Tennessee Bar Journal. Each individual Section (practice-area group) also produces regular electronic newsletters for its members. These provide excellent opportunities for reaching attorneys in particular practice areas. “Learn more about advertising in TBJ Select ([www.tba.org/docDownload/1634459](http://www.tba.org/docDownload/1634459)) or with one of our sections ([www.tba.org/docDownload/1634461](http://www.tba.org/docDownload/1634461))”

**Here’s How You can Extend Your Reach**

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