

EXTEND YOUR REACH

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

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ADVERTISING

PODCASTS/
WEBCASTS



TENNESSEE
BAR ASSOCIATION

TBA Marketing Guide

||| SPONSORSHIPS: TBA Programs and Events

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 year 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.

The 2020 TBA Annual Convention will be June 17-20 in Knoxville at the Holiday Inn World's Fair Park. In 2021, we will be in Memphis.



ADMISSION CEREMONIES

Two times each year 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 CHAMPIONSHIPS

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. One 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.

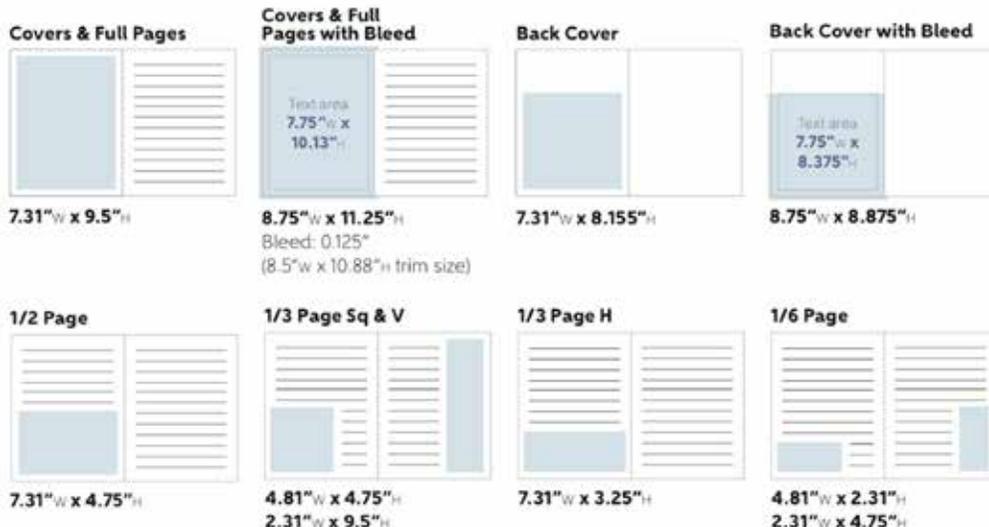


DETAILED INFORMATION ON TBJ ADVERTISING

ADVERTISING RATES	1X	3X	6X	12X
Back Cover *	\$1,960	\$1,750	\$1,570	\$1,410
Inside Covers*	\$1,760	\$1,570	\$1,410	\$1,270
Full Page*	\$1,550	\$1,450	\$1,350	\$1,230
1/2 Page	\$1,190	\$1,120	\$1,040	\$960
1/3 Page	\$850	\$790	\$720	\$660
1/6 Page	\$470	\$450	\$430	\$400

- 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

Jan. '20	Nov. 29
Feb. '20	Dec. 27
Mar. '20	Jan. 31
Apr. '20	Feb. 28
May '20	Mar. 27
June '20	Apr. 30
July '20	May 29
Aug. '20	June 26
Sept. '20	July 31
Oct. '20	Aug. 28
Nov. '20	Sept. 25
Dec. '20	Oct. 30

SPECIFICATIONS

Published	Monthly
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.

III DIGITAL MEDIA: Podcasts, Website

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 22,000 users every month, who have racked up more than 1.1 million pageviews during the past 12 months. A new redesign of the site is slated to go live in November 2019. This site will provide even more services to members and more advertising opportunities. See digital ad sizes and pricing at www.tba.org/advertising-info.

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.

TBA PODCAST NETWORK

Launched in mid-2019, this network of podcasts from TBA members and staff is growing rapidly. The initial **BarBuzz** program — a wrapup of bar activities and upcoming events — has been joined by **Sidebar**, a magazine format program featuring interviews with interesting lawyers and others in the legal community, and the wellness-oriented **HealthyBar** show. Coming soon will be a political webcast from the Tennessee legislature and a young lawyer focused program.

TBA NEWSLETTERS

In addition to the daily **TBAToday** newsletter that goes to all TBA members, each individual Section (practice-area group) produces regular electronic newsletters going to their members. These provide excellent opportunities for reaching attorneys in particular practice areas. See a list of sections at www.tba.org/sections.



HERE'S HOW YOU CAN EXTEND YOUR REACH

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