The New York City Bar is the premier professional membership association for lawyers in the greater New York Metropolitan area. With over 25,000 attorney and law student members, we represent the broadest spectrum of the legal community, from senior partners at the nation’s largest law firms to solo practitioners, to corporate counsel of the Fortune 500 to government attorneys and students.

MEMBERSHIP DEMOGRAPHICS

Total Membership: 25,587

Readership by Gender:
- Male: 60%
- Female: 40%
- Non-Binary: Less than 1%

EXPERIENCE

Attorneys are classified by the number of years they have been admitted to the Bar. Most attorneys are admitted to practice within a year of their law school graduation. Most graduate law school in their mid to late twenties.

Attorneys admitted to the Bar:
- 5 Years or less: 18%
- 6-11 Years: 11%
- 12+ Years: 41%
- Law Students: 6%
- Not Yet Admitted: 2%
- Retired: 3%
- Miscellaneous: 19%

FIRM/ORGANIZATION

Law Firms: 55%
- Corporate: 11%
- Public Service: 16%
- Miscellaneous: 2%
- Unknown: 17%

Law Firms:
- Small (<24 attorneys): 24%
- Mid (<149 attorneys): 11%
- Large (150+): 22%
- Other: 42%

CONTENTS

Contact: Melissa De Angelis mdeangelis@nycbar.org | 212.382.6753
The 44th Street Notes, with a circulation of approximately 25,000, is read by some of the most educated, affluent, and influential readers in the New York metropolitan area. Advertising allows you to gain exposure to legal professionals who matter most to your business. In addition to our circulation, each issue will be posted on our website and all ads in the online version of the Notes can become active links at no extra cost.

**SIZE / LAYOUT**

- **1/4-Page**: 4.25”(w) x 5.5”(h)
- **1/2-Page**: 8.5”(w) x 5.5”(h)
- **Full-Page**: 8.5”(w) x 11”(h)

**RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>B&amp;W</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 page</td>
<td>$ 975</td>
<td>$ 1,485</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$ 1,850</td>
<td>$ 2,350</td>
</tr>
<tr>
<td>Full page</td>
<td>$ 2,750</td>
<td>$ 3,250</td>
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**AD SCHEDULE**

<table>
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<tr>
<th>Issue Month</th>
<th>Space Reservation</th>
<th>Art Deadline</th>
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<tbody>
<tr>
<td>October</td>
<td>September 2</td>
<td>September 18</td>
</tr>
<tr>
<td>January</td>
<td>December 1</td>
<td>January 4</td>
</tr>
<tr>
<td>April</td>
<td>March 1</td>
<td>April 9</td>
</tr>
</tbody>
</table>

*Publication dates subject to change*

**AD REQUIREMENTS**

- All ads are non-bleed, and accepted in Grayscale and CMYK; we are not responsible if color is not printed correctly.
- Ad Format: Press Quality PDF (e-mail delivery)

Please send order, artwork, and payment to: **Melissa De Angelis**
Manager of Membership and Marketing
New York City Bar
42 West 44th Street | New York, NY 10036
Phone: 212.382.6753
mdeangelis@nycbar.org
www.nycbar.org
The 44th Street eNews, a weekly email version of the 44th Street Notes, is sent out to 25,000 City Bar members every Monday morning. In addition to updates on the City Bar, a President’s column, and other articles, this e-newsletter also provides a listing of the week’s events and CLE programs. The number of advertisers per issue is limited.

Ad Size/Placement 500(w) x 90(h) pixels

Ad Rate: $875

1 month (4 emails) 6x year 10x year
$3,500 $5,000 $8,000

Artwork is due no later than the Wednesday before the publication is released. We recommend you submit space reservations as early as possible to generate your insertion.
EMAIL & E-NEWSLETTER ADVERTISING

MONTHLY EMAIL

The New York City Bar hosts hundreds of events and programs each year. At the beginning of each month, 36,000 NYC attorneys and law students receive the monthly events email. Many attorneys refer back to these emails throughout the month to register for events.

<table>
<thead>
<tr>
<th>Ad Size/Placement</th>
<th>Ad Rate (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>200(w) x 200(h)</td>
<td>1 x $1,000 5 x $950 10 x $900</td>
</tr>
</tbody>
</table>

LAWYERS CONNECT E-NEWSLETTER

The Lawyers Connect E-Newsletter is sent to attorneys admitted 10 years or less and 40 years old and younger. Every month, September - June, this publication is sent to over 8,000 young attorneys, and to the Professional Development and Recruitment Staff at the largest NYC firms. In addition, this E-Newsletter is archived in the Lawyers Connect Section of website.


<table>
<thead>
<tr>
<th>Ad Size/Placement</th>
<th>Ad Rate (Per Issue)</th>
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</thead>
<tbody>
<tr>
<td>650(w) x 160(h)</td>
<td>1x $950 5x $925 10x $900</td>
</tr>
</tbody>
</table>

SMALL LAW FIRM E-NEWSLETTER

The Small Law Firm E-Newsletter offers access to over 6,000 solo practitioners and attorneys in small law firms. In addition, this E-Newsletter is archived in the Small Law Firm section of the website.

URL: http://www.nycbar.org/small-law-firm-center/slf-e-newsletters

<table>
<thead>
<tr>
<th>Ad Size/Placement</th>
<th>Ad Rate (Per Issue)</th>
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</thead>
<tbody>
<tr>
<td>584(w) x 90(h)</td>
<td>1x $975 5x $950 10x $925</td>
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Ad Requirements - Emails and E-Newsletters: All advertisements will link to the advertiser’s website and a URL must be provided with artwork. Artwork must be submitted in gif or jpeg format in the appropriate pixel size and ads must be static.
EVENTS CALENDAR BANNER ADVERTISING

Banner advertising is available on the New York City Bar’s Online Events Calendar. The ad appears on the main Events Calendar and Event Detail Pages and there is only one ad space available. The City Bar hosts over 200 non-CLE events per year and these pages receive over 35,000 hits per month.

Size 310(w) x 42(h) pixels  
Rate $2,000 per month

URL: http://services.nycbar.org/Members/Event_Calendar/Members/Event_Calendar.aspx

LAWYERS CONNECT BANNER ADVERTISING

Banner advertising is available on the Lawyers Connect Homepage. This section of www.nycbar.org provides resources, upcoming programs, the LC E-Newsletter archive, and photos from First Thursdays events. Web traffic exceeds 1,000 unique visits per month.

Size 240(w) x 80(h) pixels  
Rate $1,000 per six-month run

URL: http://www.nycbar.org/lawyers-connect/lawyers-connect-overview

SMALL LAW FIRM BANNER ADVERTISING

Banner advertising is available on the homepage of the Small Law Firm section of our website. This section is dedicated to the small law firm practitioner, with resources, member benefits, the E-newsletter archive and member postings page. Web traffic exceeds 1,000 unique visits per month.

Size Small 240(w) x 80(h) pixels  
Large 440(w) x 80(h) pixels
Rate $1,000 per six-month run on the homepage; additional advertising is available on other pages of the Small Law Firm Center section.

URL: http://www.nycbar.org/small-law-firm-center/small-law-firm-center-overview

CAREER DEVELOPMENT BANNER ADVERTISING

This section is dedicated to the professional needs of attorneys at every stage of their career. Web traffic exceeds 1,000 unique visits per month.

Size 240(w) x 80(h) pixels
Rate $1,000 per six-month run

URL: http://www.nycbar.org/career-development/your-career-1

Ad Requirements - Web: All advertisements will link to the advertiser’s website and a URL must be provided with artwork. Artwork must be submitted in gif or jpeg format in the appropriate pixel size. 44th Street Notes ads must be static. Artwork for other web pages can be static or rotate three images up to three times, and then remain static.
LIST RENTALS

You can also reach our 25,000+ members by renting our mailing list. The list can be rented in full, or in segments based on various demographics, subject to approval by the City Bar. List rentals do not include phone numbers or e-mail addresses. List rentals cost $1,200 plus tax for up to the first 5000 names and $100 plus tax for each additional 1000 names.

URL: http://www.nycbar.org/membership/resourcecenter/mailing-list-rental

SPONSORSHIPS

To build your brand’s awareness and to market the strength of your products and services to a targeted client base, sponsor a New York City Bar event.

The City Bar holds over 300 programs a year. These programs are geared to a broad audience ranging from seasoned attorneys to recent law graduates, from litigation and corporate law to non-traditional practices of law. Attendance varies from 50 to 350+.

Programs available for sponsorship include:
• Professional Development Workshop Series
• Committee on Career Advancement and Management Programs
• Lawyers Connect, First Thursdays
• Law Student Events, including Summer Associates Reception
• Women in the Profession Programs
• Diversity Conference
• Small Law Firm Luncheon Series
• Small Law Firm Practice Management Symposium
• Continuing Legal Education Programs**

Depending on the event, sponsors receive:
• Company representatives at the event
• A sponsor table to distribute materials
• Space for signage at the event
• Recognition in the 44th Street Calendar listings
• Name/logo included on marketing materials for that event
• Logo and link in emails
• Logo and link on website event listing
• Advertising space
• Recognition in New York Law Journal event advertisements

** All attorneys practicing in New York State are required to complete a certain number of continuing legal education credits. The City Bar holds over 150 live CLE programs a year, many of which are available for sponsorship.
CONTINUING LEGAL EDUCATION PROGRAM SPONSORSHIPS

The City Bar Center for CLE has ground breaking courses in virtually every practice area. Well renowned attorneys and non-legal professionals from premier firms and corporations, high level staff from regulatory agencies and well known academics make up our faculties at our 150 annual programs. Attendance varies from 50 to 125 and covers more than 20 practice areas including:

- ADR/Arbitration/Mediation/Negotiation
- Banking
- Corporate & Securities
- Family/Matrimonial Law
- Insurance Law
- Labor & Employment Law
- Tax & Accounting

Benefits of sponsorship can include:

- Company representative(s) at event
- Sponsor table
- Onsite signage
- Logo/Link in program emails
- Logo in print/online brochure
- Mailing list of attendees
- Recognition from the platform
- Recognition/Ads in course materials
- Logo displayed on screen
- Complimentary registrations to program
- Discounted registrations for clients

All advertising rates are net. Acceptance of payment does not constitute approval of any materials submitted in connection with any advertisement, list rental or sponsorship. In the event that materials are not approved, the payment made to the Association with regard to the activity to which the materials pertain will be refunded. The Association reserves the right to refuse to run any advertisement or display or approve any materials that are in violation of law, the Association’s by-laws, the New York Lawyers Rules of Professional Conduct, the New York Canons of Judicial Ethics, or otherwise deemed inappropriate, in the Association’s sole discretion. Rates are as of October 2020 and are subject to change without notice.