

TexasBar.com

RATE CARD and AD SPECIFICATIONS 2009

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State Bar of Texas

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NEWS & PUBLICATIONS

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TEXAS BAR JOURNAL
September 2008 | Volume 71, 8

- Corporate Counsel
- Visit America! TILA, Prepayments, Voting Education Project
- Supreme Court of Texas and Court of Criminal Appeals Orders

Table of Contents

Texas lawyers: we want to hear from you. Letters to the editor should be 250 words or fewer, and emailed to letters@texasbar.com

Read or listen to the 2008 Texas Bar Journal Short Story Fiction Writing Contest

Read past issues of the Texas Bar Journal

Texas Bar Journal Searchable Archive

New! Aug. 1, 2007. Thanks to an alliance we've established with William S. Hein and Co., State Bar members now have free access to a complete archive of the Texas Bar Journal, from 1939 to 2007. Click the Hein logo on the left or the link below. Then click "Texas Bar Journal" to browse and search the archive. If you have questions, email webmaster@texasbar.com

Bar Journal Archive: 1939 - 2007

TBJ Online Reading

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ABOUT THE STATE BAR

Home About the State Bar Member Directory

Member Directory: Find a Lawyer

You may search for attorneys using any combination of:

- Contact Information: Bar Card, Name, Nickname, Former name, Organization
- Practice Information: TBLSC Cert., Practice Area, Services, Languages Spoken, Law School
- Location: City, State, County, Region/Province, Country (w/ Zipcode)
- Other Bar Information (Bar or TYLA card)

When you have entered your search criteria, click the **Submit** button at the bottom of the page. To clear your search choices, click **Reset**. [Click here for help](#)

Search by Contact Information

Bar Card Number	Enter one or more search criteria on the left.
First Name	
Last Name	
Former Name	
Nick Name	
Organization/Firm	

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Like Response: Volunteers Needed

How to Volunteer

Hundreds of volunteers are still needed in 29 Disaster Response Centers in each of the areas affected by Hurricane Ike. A brief training and all necessary resources will be available. No specific area of legal expertise is required. Please provide your contact information if you're an attorney willing to help answer basic legal questions of those in need.

Attorneys should download the **Hurricane Ike Disaster Legal Resources Manual** (pdf) for help in answering questions from those affected by Ike.

The Houston Bar Association has scheduled a second training program for volunteer attorneys on Wednesday, October 8 from 1:00 p.m. to 5:00 p.m. at Baker Bots, 910 Louisiana, Houston. The training has been approved for 3.5 hours of MCLE credit and there is no cost to attend. Space is limited, so please RSVP to marie@tbtba.org by 5:00 p.m. on Monday, October 6.

Donation Information

Please consider making a donation to help those affected by the storm. [Click here for donation details.](#)

Clearinghouse for Help Requests and Offers

The State Bar has established a clearinghouse where attorneys can request and offer help with needs such as office space, housing, and supplies. Email requests and offers to barresponse@texasbar.com. Requests will

Quick Links

Select One:

- Guarantees monthly cash flow.
- SBOT UPDATE
- Let's do justice for Texas.

STATE BAR NEWS

2009 President-Elect Process

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*The Official Website
of the State Bar of Texas*

WHY ADVERTISE ON TEXASBAR.COM

Companies advertise to build their brand and increase sales. For many businesses a website is the first point of contact with potential clients. Today, building a website simply isn't enough. You must be proactive in marketing and driving traffic to your site. That is especially true in the business-to-business legal category.

The Texas attorneys who use TexasBar.com take advantage of free legal research, manage their member accounts, access free legal news, find colleagues, and purchase products and services. Get your product in front of these State Bar of Texas members.

TexasBar.com has over 3,000,000 visits to the homepage per year. TexasBar.com delivers prospects for your business in the Texas legal community – the second largest bar in the nation.

PRICING INFORMATION

Tile Ads

Tile ads are located on the left side of each page of the site. Each tile is exclusive to a single advertiser. Tile ads appear on every page of TexasBar.com, so they are viewed continuously by visitors. Each tile ad averages 1,200,000 impressions per month.

Tile Ad Cost & Specifications

1-3 months: \$1000 per month
3-6 months: \$950 per month
7-12 months: \$900 per month

The size of a tile ad is 167 x 83 pixels.

Banner Advertisements

Banner ads are available in three places - the homepage, Find-A-Lawyer membership directory, and MyBarPage on TexasBar.com. There will be up to five advertisers per month on each location with equal rotation of clients. Banners ads rotate each time a page is viewed or the browser is refreshed. Each year, the TexasBar.com home page receives more than 3,000,000 page views. TexasBar.com averages 120,000 unique visitors per month.

The Find-A-Lawyer membership directory averages 320,000 requests per month with 38,000 unique visitors looking for information every month.

MyBarPage is available only to lawyers. It has more than 900,000 page views each year and 61,000 log-ins each month. MyBarPage is every attorney's 'home base.' At this venue, Texas lawyers have access to legal research, can check MCLE records, update their member profile, pay dues, vote in State Bar elections – even check the stock market and weather.

Banner Ad Cost & Specifications

HOME PAGE

1-3 months: \$750 per month
4-12 months: \$700 per month

FIND-A-LAWYER

1-3 months: \$650 per month
4-12 months: \$600 per month

MYBARPAGE

1-3 months: \$500 per month
4-12 months: \$450 per month

The size of a banner ad is 468 x 60 pixel format with 72-96 pixels per inch.

Box Ads

Box ads are available only on the homepage. As with banner ads, box ads are rotated evenly with up to five advertisers per month. The box ad position is located in the prime position above the fold on the right side of TexasBar.com. The homepage receives over 3,000,000 page views per year.

Box Ad Costs & Specifications

1-3 months: \$950 per month
3-6 months: \$900 per month
7-12 months: \$850 per month

The size of a box ad is 215 x158 pixels.

Text Ads

MyBarPage – available only to attorneys – is the only location for text ads. There are six positions available: What's New, Legal Research, Texas Legal News, Blog Posts by Texas Lawyers, Stock Quotes and Weather.

Text Ad Costs

1-3 months: \$700 per month
4-12 months: \$600 per month

Law Firm Links

The Member Directory page is the most used tool on TexasBar.com. Each year, the directory receives more than 3.7 million page views with visitors looking for information about Texas attorneys. Texas attorneys can link their directory listing to their website. A landing page can be the homepage or an interior page of the firm's site.

Law Firm Link Cost

\$50 per year per attorney

Marketplace

Only one click from the homepage on TexasBar.com and TexasBarCLE.com, Marketplace features an online guide to hundreds of law-related products and services.

E-Display Premium Positions

Each marketplace category will have three above-the-fold premium positions with a highlighted background color. Each position is offered on a first-come, first-serve basis.

SPECIFICATIONS: 50 words of copy

LOGO DIMENSIONS: Logo must be 58 pixels high and no more than 190 pixels wide

FORMAT: GIF or JPEG

MAXIMUM FILE SIZE: 50K

AD PRODUCTION: The State Bar can prepare your ad for an additional fee

LINKS: URL landing page
E-mail

E-Display Positions

These marketplace positions are below the fold and available in 3, 6, and 12-month increments.

SPECIFICATIONS: 50 words of copy

LOGO DIMENSIONS: Logo must be 58 pixels high and no more than 190 pixels wide

FORMAT: GIF or JPEG

MAXIMUM FILE SIZE: 50K

AD PRODUCTION: The State Bar can prepare your ad for an additional fee

LINKS: URL landing page
E-mail

Marketplace Cost

E-DISPLAY PREMIUM POSITIONS

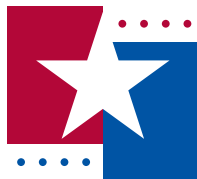
12 months: \$125 per month

E-DISPLAY POSITION

1-3 months \$150 per month

3-6 months \$125 per month

7-12 months \$100 per month



TexasBar.com

The Official Website of the State Bar of Texas

Contact: **Susan Brennan** • Advertising Manager
sbrennan@texasbar.com • (512)427-1523

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Webcasts Live CLE ONLINE. Call for details.

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 FREE MCLE Accredited eFiling Training ProDoc eFiling
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 Texas Case Law since 1929

Basic Search
 Enter search words

Citation Search
 Enter a citation
 S.W.3d

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 Online Classroom, Online Library, Case Digest, Product Search

MY PEOPLE
 Primer Record Tester, The Company, 123 Main St.

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 You currently belong to no sections

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