



2023 MEDIA KIT

WWW.OKBAR.ORG/BARJOURNAL/ADVERTISING
ADVERTISING@OKBAR.ORG | 405-416-7018

The *Oklahoma Bar Journal* and *Courts & More* are the official publications of the Oklahoma Bar Association. Reaching over 18,000 members across the state and beyond, they are the most effective advertising medium to reach Oklahoma's legal community.

Questions? Email the advertising manager, Lauren Rimmer, at advertising@okbar.org or call 405-416-7018.

Find more information online at www.okbar.org/barjournal/advertising.



POLICIES

Cancellations | Advertising may be canceled only by written notice received prior to the advertising deadline. If a frequency discount has been given and the ad is canceled prior to meeting the frequency requirement, the advertiser will be responsible for paying the difference of the two rates.

Proofs | Proofs will only be provided if requested and will be for typographical corrections only. All other changes will be charged on the basis of time occupied in making such changes.

Refusal of Ads | The Oklahoma Bar Association reserves the right to revise or reject any advertisement it considers to be objectionable or offensive in subject matter, illustration or phraseology. Advertisements promoting CLE not co-sponsored by the OBA will not be published.

Errors | The Oklahoma Bar Association will not be liable for any error in advertisements to a greater extent than the cost of the space occupied by the error. This does not apply to advertisers who provided camera-ready artwork or who have proofed copy.

BILLING

New advertisers are required to prepay for their first ad insertion. All classified advertising must also be prepaid. Display advertising should be prepaid unless special arrangements have been negotiated.

DISCOUNTS

OBA sections and committees receive three free full pages of ad space per year. If the committee or section has exhausted its three free pages of space, it will be charged at a 40% discounted rate. County bar associations, law schools and other law-related groups approved by the executive director also receive a 40% discount for display ads. The discount is applied to the rate for one ad.

THE OKLAHOMA BAR JOURNAL

Circulation More than 18,000 lawyers, judges and legal professionals

Frequency Ten print issues are mailed to members and are published online at www.okbar.org/barjournal

2023 PUBLICATION THEMES & DEADLINES

January | Transactional Law
Thursday, Dec. 15

February | Appellate Law
Monday, Jan. 16

March | Criminal Law
Wednesday, Feb. 15

April | Attorneys and Aging
Wednesday, March 15

May | Oklahoma Legal History
Friday, April 14

August | Ethics &
Professional Responsibility
Friday, July 14

September | Corporate Law
Tuesday, Aug. 15

October | Access to Justice
Friday, Sept. 15

November | Agricultural Law
Monday, Oct. 16

December | Family Law
Wednesday, Nov. 15

Deadlines referenced above are for camera-ready advertisements. Advertisements requiring design assistance are due on the first of the month preceding the issue. *Publication themes are subject to change.*

DISPLAY ADVERTISING

Space	1x	3x	5x	10x
2-Page Spread	\$2,300	\$2,185	\$2,070	\$1,955
Inside Front Cover (IFC)	\$2,380	\$2,261	\$2,142	\$2,023
Opposite IFC	\$2,040	\$1,938	\$1,836	\$1,734
Opposite Index	\$1,950	\$1,853	\$1,755	\$1,658
Inside Back Cover	\$2,185	\$2,076	\$1,967	\$1,857
Back Cover	\$2,575	\$2,446	\$2,318	\$2,189
Full Page	\$1,800	\$1,710	\$1,620	\$1,530
2/3 Page	\$1,350	\$1,282	\$1,215	\$1,147
1/2 Page	\$1,100	\$1,045	\$990	\$935
1/3 Page	\$950	\$902	\$855	\$807
1/4 Page	\$775	\$736	\$698	\$659
1/6 Page	\$600	\$570	\$540	\$510

Frequency discounts can only be guaranteed if ads are purchased at the same time and are based on the number of ads used within 12 months.



2-Page Spread*

17.25x11.125
inches (WxH)



Inside Cover / Full Page*

8.75x11.125
inches (WxH)



Back Cover

7.5x7.375
inches (WxH)



2/3 Page H

7.5x6.5
inches (WxH)



2/3 Page V

4.9167x9.875
inches (WxH)



1/2 Page V

3.625x9.875
inches (WxH)



1/2 Page H

7.5x4.8125
inches (WxH)



1/3 Page V

2.33x9.875
inches (WxH)



1/3 Page H

7.5x3.125
inches (WxH)



1/4 Page V

3.625x4.8125
inches (WxH)



1/6 Page V

2.33x4.8125
inches (WxH)



1/6 Page H

7.5x1.4375
inches (WxH)

** Ad dimensions for inside cover/full page and 2-page spread include a 0.125-inch edge bleed.*

SUBMISSION REQUIREMENTS

File Set-Up

Print display ads will be published in color. Camera-ready print ads must be CMYK, 300 dpi, PDF files with fonts embedded. If assistance is needed with design or an ad has to be resized, a \$50 fee will be added to the rate. After the first hour of work, an additional \$50/hour fee will be charged to the advertiser.

Email

All artwork must be submitted electronically. Email files to advertising@okbar.org.

COURTS & MORE

Circulation Opened by around 8,000 lawyers, judges and legal professionals every week

Frequency Emailed to subscribers every Wednesday morning

2023 PUBLICATION DATES & DEADLINES

The Oklahoma Bar Association's digital court issue, *Courts & More*, highlights Oklahoma appellate court information and news for the legal profession. It is published online at www.okcourtsandmore.org and delivered to members by email every Wednesday. The deadline for advertisements to be included in *Courts & More* is 5 p.m. Monday the week of publication. Advertisements requiring design assistance are due two weeks before the day of publication.

DIGITAL DISPLAY ADVERTISING

Space	1 issue	2 issues	4 issues	8 issues
Leaderboard	\$400	\$380	\$360	\$340
Half Page	\$350	\$333	\$315	\$298
Banner	\$300	\$285	\$270	\$255
Medium Rectangle	\$250	\$238	\$225	\$213

Frequency discounts can only be guaranteed if ads are purchased at the same time and are based on the number of ads used within 12 months. Please email advertising@okbar.org for information on pricing beyond eight issues.



Leaderboard
1000 x 150
pixels (WxH)



Half Page
300 x 600
pixels (WxH)



Banner
540 x 96
pixels (WxH)



Medium Rectangle
300 x 250
pixels (WxH)

SUBMISSION REQUIREMENTS

File Set-Up | Digital display ads will be published in color and can include a live link. All ads need to be submitted as PNG or JPG files. If assistance is needed with design or an ad has to be resized, a \$50 fee will be added to the rate. After the first hour of work, an additional \$50 per hour fee will be charged to the advertiser.

Email | All artwork must be submitted electronically. Email files to advertising@okbar.org.

DISCOUNTS & PACKAGES

One Print & Two Digital Package | Get 50% off two digital ads when you purchase one print ad in the *Oklahoma Bar Journal* and two digital ads in *Courts & More*. The discount can only be guaranteed if ads are purchased at the same time and are based on the number of ads used within one month.

One Half Page & Two Rectangle Package | Get 25% off and save \$212.50 when you buy one half page ad and two medium rectangle ads in *Courts & More*. The discount can only be guaranteed if ads are purchased at the same time and are based on the number of ads used within one month.

CLASSIFIED ADVERTISEMENTS

PRINT

Regular | Classified ads for print issues are \$1.75 per word with a \$40 minimum. Ads may not exceed 300 words.

Display | Display classified ads have a black box around them and can include logos. They are \$70 per column inch. Ads may not exceed eight column inches.

All classified ads purchased for print issues will also be listed online at www.okbar.org/classifieds.

ONLINE

The OBA offers online classified listings on its website at www.okbar.org/classifieds. This page receives around 1,500 views per month. Classified ads listed only online are \$100 per month.



BLIND BOXES

Classified ads can be upgraded to include blind boxes. Word count for blind box ads must include the phrase "Send replies to Box ____, Oklahoma Bar Association, P.O. Box 53036, Oklahoma City, OK 73152" for mailed responses or "Send replies to advertising@okbar.org with the subject line 'Position ____'" for emailed responses. There is an additional \$15 fee for mailed blind box assignments to cover forwarding of replies. This will apply each time the ad is published. Replies will be mailed to the advertiser every Friday or emailed whenever they are received. Name of box holders will not be disclosed.

SUBMISSION REQUIREMENTS

Classified ads must be submitted in writing to advertising@okbar.org and must be prepaid. Frequency discounts are not available for classified ads.

OKLAHOMA BAR JOURNAL

Print Display Advertising Contract

Contact:

Lauren Rimmer
advertising@okbar.org | 405-416-7018

Firm/Organization _____

Agency (if applicable) _____ Contact Person _____

Phone _____ Email _____

Bill to (if different from contact) _____

Mailing address _____ City _____ State _____ Zip _____

THE ADVERTISER IS RESPONSIBLE FOR MEETING ALL DEADLINES. NO REMINDERS WILL BE SENT.

Camera-ready advertising and contract must be emailed to advertising@okbar.org. If design assistance is needed, please email advertising@okbar.org one month prior to the month of publication. Advertiser is responsible for notifying the Oklahoma Bar Association of any cancellations or changes to the advertising copy or contract by the publication deadline.

Frequency: ☐ 1x ☐ 3x ☐ 5x ☐ 10x Other _____

Size/Space _____

Cost per Issue: \$ _____ Total Cost: \$ _____

Issue Start: Month _____ Year _____ Issue End: Month _____ Year _____

Notes _____

All advertising proposed for the Oklahoma Bar Journal and any other publication of the Oklahoma Bar Association (OBA) is subject to the approval of the OBA. The OBA reserves the right to reject any advertising that it determines is inconsistent with the purposes and policies of the OBA or with these advertising standards for OBA publications. The decision of the OBA on whether to accept advertising will be final and controlling. For all terms and conditions, visit www.okbar.org/barjournal/advertising.

Signature _____ Date _____

THE OKLAHOMA BAR
Journal

COURTS & MORE

Digital Display Advertising Contract

Contact:

Lauren Rimmer
advertising@okbar.org | 405-416-7018

Firm Organization _____

Agency (if applicable) _____ Contact Person _____

Phone _____ Email _____

Bill to (if different from contact) _____

Mailing address _____ City _____ State _____ Zip _____

THE ADVERTISER IS RESPONSIBLE FOR MEETING ALL DEADLINES. NO REMINDERS WILL BE SENT.

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Frequency: ☐ 1 issue ☐ 2 issues ☐ 4 issues ☐ 8 issues Other _____

Issue Start Date _____ Issue End Date _____

Size/Space _____

URL you would like your ad linked to _____

Cost per Issue: \$ _____ Total Cost: \$ _____

Notes _____

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Signature _____ Date _____

CREDIT CARD AUTHORIZATION FORM

All Advertising

Contact:

Lauren Rimmer
advertising@okbar.org | 405-416-7018

Cardholder Information:

Firm/Organization _____

Agency (if applicable) _____ Contact Person _____

Phone _____ Email _____

Bill to (if different from contact) _____

Billing Address _____ City _____ State _____ Zip _____

Credit Card Information:

☐ Visa ☐ Mastercard ☐ American Express ☐ Other: _____

Amount to be charged: \$ _____

Name on Card: _____

Card Number: _____ Exp. Date: _____ CVV: _____

Signature _____ Date _____