



# 2025 MEDIA KIT

[WWW.OKBAR.ORG/BARJOURNAL/ADVERTISING](http://WWW.OKBAR.ORG/BARJOURNAL/ADVERTISING)  
[ADVERTISING@OKBAR.ORG](mailto:ADVERTISING@OKBAR.ORG) | 405-416-7018

**The *Oklahoma Bar Journal* and *Courts & More* are the official publications of the Oklahoma Bar Association. Reaching more than 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 Davis, at [advertising@okbar.org](mailto:advertising@okbar.org) or call 405-416-7018.

Find more information online at [www.okbar.org/barjournal/advertising](http://www.okbar.org/barjournal/advertising).



## POLICIES

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**Cancellations** | Advertising may be canceled only by written notice received prior to the advertising deadline. You will receive a response confirming the cancellation. If you do not receive a response within two business days, please call 405-416-7018. Some email messages inadvertently get caught in the OBA's spam filter. 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 Advertisements promoting CLE not co-sponsored by the OBA will not be published.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

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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

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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**



The Oklahoma Bar Journal  
**Courts & More**

# THE OKLAHOMA BAR JOURNAL

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

**Frequency** Ten print issues are mailed to members and published online at [www.okbar.org/barjournal](http://www.okbar.org/barjournal)

## 2025 PUBLICATION THEMES & DEADLINES

**January** | Law Practice Basics  
Friday, Dec. 13

**February** | Military & Veterans  
Wednesday, Jan. 15

**March** | Alternative  
Dispute Resolution  
Friday, Feb. 14

**April** | Constitutional Law  
Friday, March 14

**May** | Cannabis Law  
Tuesday, April 15

**August** | Labor & Employment  
Tuesday, July 15

**September** | Torts  
Friday, Aug. 15

**October** | Immigration Law  
Monday, Sept. 15

**November** | Trial by Jury  
Wednesday, Oct. 15

**December** | Ethics &  
Professional Responsibility  
Friday, Nov. 14

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            | \$3,000 | \$2,850 | \$2,707 | \$2,572 |
| 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](mailto:advertising@okbar.org).

Email [advertising@okbar.org](mailto:advertising@okbar.org) or call 405-416-7018 for all advertising inquiries.

# COURTS & MORE

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

**Frequency** Emailed to subscribers every Wednesday morning

## 2025 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](http://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. Thursday the week before 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    |

\*Leaderboard advertisers are also recognized in the *Courts & More* email and on the publication's homepage.

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](mailto: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](mailto: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.

**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.

# CLASSIFIED ADVERTISEMENTS

## PRINT

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**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](http://www.okbar.org/classifieds).

## ONLINE

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



## BLIND BOXES

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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](mailto: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

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Classified ads must be submitted in writing to [advertising@okbar.org](mailto:advertising@okbar.org) and must be prepaid. Frequency discounts are not available for classified ads.