

2025

MEDIA KIT



THE BAR ASSOCIATION OF
SAN FRANCISCO

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Since 1872, the Bar Association of San Francisco (BASF) has been providing San Francisco legal professionals with networking and pro bono opportunities in order to better serve our community.

We offer a diverse range of digital publications, tailored to the San Francisco legal professional.

Our newly expanded range of digital advertising opportunities puts you in front of leaders and decision makers in the Bay Area's legal marketplace – online, all the time. BASF content has a broad digital reach, with our Solo/Small Firm and Writing Corner Blogs with tens of thousands of readers from the legal community from across the country.

REACH

OUR AUDIENCE practices in one of the nation's most affluent legal markets and is active in almost every area of law.

25,000+

Avg. blog visitors, per month

12,000+

Blog ad impressions, per month

5,300+

Membership email distribution list

DEMOGRAPHICS

OUR CONTENT comes from a diverse field of creators and writers from the legal profession and beyond. We offer a quality of writing and depth of exposure unmatched by daily legal newspapers or blogs.



Our membership consists of 5,300+ lawyers, judges, law students, and legal professionals in the greater Bay Area. Our members practice in every area of law, from solo/small firms to major corporate offices.

28%

are attorneys in their first ten years of practice.

42%

are legal entrepreneurs - solo practitioners and small law firms.

28%

work in large law offices with 80 or more attorneys.

SAN FRANCISCO ATTORNEY DIGITAL MAGAZINE PREMIUM - TABLE OF CONTENTS

Quarterly Digital Magazine E-Newsletter

San Francisco Attorney magazine (SFAdM) is the award-winning, quarterly magazine of the Bar Association of San Francisco (BASF). Now a digital publication, SFAdM is the only magazine tailored to the Bay Area legal community. Ads placed here will go out in the initial email announcing SFAdM is live.



Rates					
Publication	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
SFAdM	Quarterly	TOC Premium Banner	728 x 90	\$660	3
SFAdM	Quarterly	TOC Premium Tile	300 x 250	\$440	2

Edition Sponsorship Available - \$7,500 (4 Available)

Includes:

- "Presented by" with your logo in masthead and edition articles
- "Presented by" in all Membership Email Subject line and Email Body
- "Presented by" in social media article promotion tagging your business on LinkedIn, Facebook, and Instagram in 6+ Unique Posts
- Sponsored article in your Edition

SAN FRANCISCO ATTORNEY DIGITAL MAGAZINE

Quarterly Digital Magazine E-Newsletter

San Francisco Attorney magazine (SFAdM) is the award-winning, quarterly magazine of the Bar Association of San Francisco (BASF). Now a digital publication, SFAdM is the only magazine tailored to the Bay Area legal community.



Rates					
Publication	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
SFAdM	Quarterly	Leaderboard	728 x 90	\$330	Unlimited
SFAdM	Quarterly	Medium Rectangle	300 x 250	\$412	Unlimited



BASF BULLETIN

Monthly E-Newsletter

The BASF Bulletin is the monthly member newsletter of BASF events and news about the local legal community.



Rates					
Publication	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
BASF Bulletin	Monthly	Leaderboard	728 x 90	\$330	3
BASF Bulletin	Monthly	Medium Rectangle	300 x 250	\$412	4

Unique sponsorship opportunities - \$3,000

- “Presented by” with your logo on BASF Bulletin Webpage and edition articles
- “Presented by” in all Membership Email Subject line and Email Body
- Presented by” in social media article promotion tagging your business on LinkedIn, Facebook, and Instagram in 6+ Unique Posts

CLE BULLETIN

Bi-Weekly CLE Calendar E-Newsletter

Sent on the second and fourth Tuesdays of each month, the CLE Planner announces upcoming Continuing Legal Education events - a highlight of BASF membership, and a vital resource for those in the legal profession.

Rates					
Channel	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
CLE Bulletin	Bi-weekly	Leaderboard	728 x 90	\$330	2
CLE Bulletin	Bi-weekly	Medium Rectangle	300 x 250	\$412	4



EVENT CALENDAR

A frequently visited webpage among BASF Members, with over 300 in-person and online seminars offered for professional growth and approved for MCLE credit.



Rates					
Website	Frequency	Ad Type	Ad Size	Rate (per insertion)	Positions Available
Event Calendar	As available	Leaderboard	728 x 90	\$770	2
Event Calendar	Yearly	Leaderboard	728 x 90	\$7,700	2

SPONSORED CONTENT

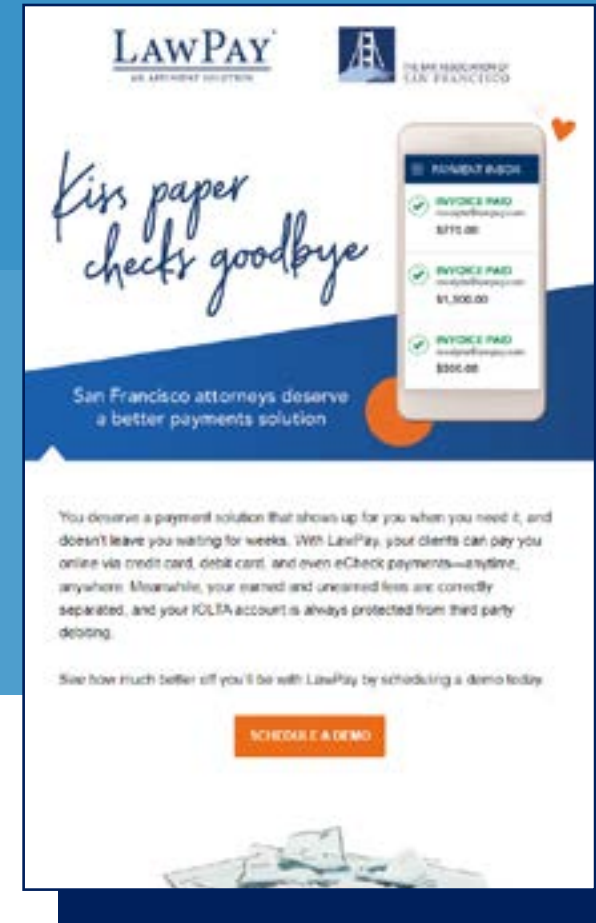
Email

Reach your audience in the most direct way possible - a targeted email. Whether it's a one time send, or a campaign, a membership-wide email puts you front and center

SPONSORED CONTENT

Blog Post with Social Promo

Push your content to 13,000+ average monthly viewers on our blog, Legal by the Bay. A sponsored blog post gives you the flexibility and credibility you need to grab your audience. The post is amplified via our social media channels.



LAWPAY
AN E-ACCOUNT SOLUTION

THE BAR ASSOCIATION OF
SAN FRANCISCO

Kiss paper checks goodbye

San Francisco attorneys deserve a better payments solution

You deserve a payment solution that shows up for you when you need it, and doesn't leave you waiting for weeks. With LawPay, your clients can pay you online via credit card, debit card, and even eCheck payments—anytime, anywhere. Meanwhile, your earned and unearned fees are correctly separated, and your IOLTA account is always protected from third party debiting.

See how much better off you'll be with LawPay by scheduling a demo today.

[SCHEDULE A DEMO](#)

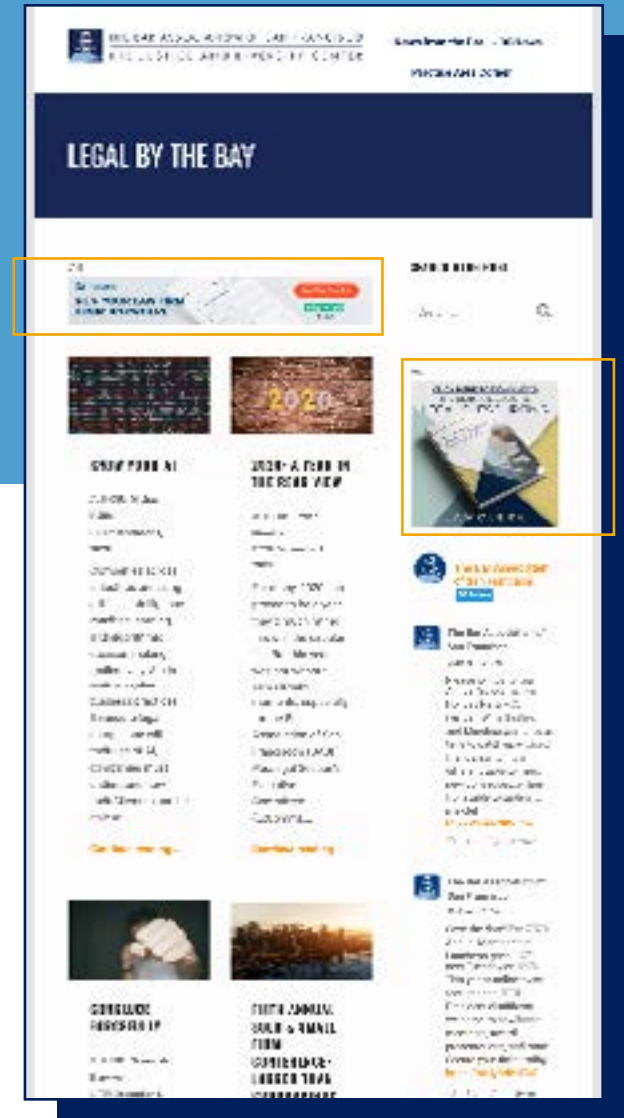
Rates			
Channel	Frequency	Rate (per insertion)	Positions Available
Sponsored Email	As available	\$1,650	Unlimited
Sponsored Blog Post	As available	\$1,650	Unlimited

BLOG

Digital Ads

BASF's Legal by the Bay blog is the hub of all our publications. Our audience is driven from all our channels to this blog - emails, e-newsletters, and social media all lead here.

Position your content alongside top legal tips, updates from the Bar Association and its non-profit the Justice & Diversity Center, and recurring columns from leaders in the Bay Area legal market.



Rates					
Channel	Ad Type	Ad Size	Frequency	Rate (per month)	Positions Available
Blog	Leaderboard	728 x 90	Monthly	\$1,650	Unlimited
Blog	Medium Rectangle	300 x 250	Monthly	\$1,650	Unlimited

NEW BLOGS COMING IN DECEMBER 2024

We are excited to offer advertising on two NEW blogs in 2025! We are combining some of our most popular content and offering advertisers exclusive “Presented by” rights for 2025.

SOLO/SMALL FIRM - 12 NEW BLOGS A YEAR - LIBRARY OF 70+ POSTS **\$20,000**

Our Solo/Small Firm Blogs are some of our most popular content that empowers this part of the legal sector with everything from changes in the law to privacy considerations when working from home. One of our Solo/Small Firm blogs got over 15,000 visits.

Includes:

- ◇ “Presented by” with your logo and copy about your business mission on blog homepage
- ◇ Ad of your choice on every Blog
- ◇ “Presented by” in all article promotion in BASF Bulletin Emails
- ◇ Presented by” in social media article promotion tagging your business on LinkedIn, Facebook, and Instagram on every post promoting blog pieces

WRITING CORNER BLOG - 6 NEW BLOGS A YEAR - LIBRARY OF 60+ POSTS **\$20,000**

For over a decade Savannah Blackwell has provided valuable writing tips to lawyers through the BASF Bulletin. We are combining her timeless posts that lawyers around the country regularly read, because everyone from a first year Associate to Senior Partner can always become a better writer.

Includes:

- ◇ “Presented by” with your logo and copy about your business mission on blog homepage
- ◇ Ad of your choice on every Blog
- ◇ “Presented by” in all article promotion in BASF Bulletin Emails
- ◇ Presented by” in social media article promotion tagging your business on LinkedIn, Facebook, and Instagram on every post promoting blog pieces.

VIRTUAL EXECUTIVE VIDEO

\$2,500

We are excited to offer Virtual Executive Video for the first time! Content is king and working with BASF means you will get your message out to some of the top legal minds and influencers in the country. Invest in your thought leadership, and starting leading conversations.

A BASF journalist interviews an executive(s) or technology expert(s) within your company to highlight thought leadership and bring visibility to your brand story.

- ◇ 20-minute recorded video interview
- ◇ Copy of video for promotional use
- ◇ Highlighted on BASF social media accounts to promote views
- ◇ Featured in two BASF e-newsletters with link to video

Want to get into the nitty gritty of the law? We can arrange for a qualified lawyer to interview you.

Video series available.



PREMIUM SPONSORSHIPS

Not sure how you want to reach some of the leading legal minds in the country? Consider a Premium Sponsorship to make your mark across our publications and receive a discount. Interested in customized package? We can help you create one of your own!

PLATINUM

\$25,000*

**Paid in 12 monthly installments of \$25,000/12*

- » 12 Bulletin Ads
- » 12 Monthly Blog Ads
- » 12 CLE Ads
- » Quarterly Sponsored Email
- » Monthly Social Thank You
- » 4 SFAM Website and Email Ads
- » 1 Sponsored Post

SILVER

\$10,000*

**Paid in 12 monthly installments of \$10,000/12*

- » 2 Sponsored Emails
- » 12 Bulletin Ads
- » 12 CLE Ads
- » 4 SFAM Website Ads

GOLD

\$20,000*

**Paid in 12 monthly installments of \$20,000/12*

- » 12 Sponsored Emails
- » 12 Blog Ads
- » 12 Bulletin Ads
- » 12 CLE Ads
- » 4 SFAM Website and Email Ads
- » Quarterly Social Media Thank You

BRONZE

\$5,000*

**Paid in 12 monthly installments of \$5,000/12*

- » 12 Bulletin Ads
- » 12 CLE Ads
- » 1 Sponsored Email

25% OFF
25% OFF
25% OFF
25% OFF

NONPROFIT ORGANIZATIONS

501(c)3 non-profit organizations receive a 25% discount off current rates.

BASF LEADER CIRCLE FIRM

Leader Circle firms receive a 25% discount off current rates. Check www.sfbar.org/leaders-circle to see if your firm qualifies and to see a list of all current firms.

ADVERTISING INQUIRIES AND PURCHASES

Contact Mike Walker at 925-648-3101 or mike@rwwcompany.com.

ART SUBMISSIONS, AND QUESTIONS ABOUT SPECIFICATIONS

Contact Mike Walker at 925-648-3101 or mike@rwwcompany.com.

DESIGN SERVICES

Design services are available at \$125/hour.

Contact Mike Walker at 925-648-3101 or mike@rwwcompany.com to discuss.

Important Note: The Publisher reserves the right to approve all advertising material and to reject any advertisement at any time. All rates, billing procedures, mechanical requirements per current rate card apply.

Advertiser and The Bar Association of San Francisco (BASF) agree as follows:

All advertisements for BASF publications, print and electronic, are accepted and published on the representation that the advertiser and/or the advertising agent are authorized to publish the entire contents and subject matter thereon.

No conditions printed or otherwise appearing on the insertion order, billing instructions or copy instructions which conflict with the publisher's stated policies will be binding on the publisher. BASF will not be liable for any oral agreements or specific arrangements contrary to or in addition to this contract.

All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are subject to change in rates upon notice from BASF. In the case of advertising placed by an agency, the agency and the client in whose name the agency is placing the ad, are jointly and severally liable for the price of the advertising space.

Payment for advertising space is due within 30 days of the date of invoice, unless the ad package requires pre-payment.

New advertisers with no credit history with BASF or the RW/Walker Company will be required to pre-pay advertising.

Funds collected in advance of advertising produced are non-refundable.

Failure to provide ad materials will not alter contract payment terms or obligations. BASF reserves the right to decline or reject

any advertisement for any reason at any time without liability, even though previously acknowledged and accepted.

BASF assumes no liability for errors, omissions of key numbers or omission of an advertisement for any reason whatsoever.

All mechanical, design and other production charges incurred on behalf of the advertiser or its agency in the preparation of advertising materials will be billed of \$125.00/hour. Advertisements produced by BASF shall be its property and shall not be reproduced photographically or electronically or otherwise used by other publications without consent.

BASF reserves the right to insert the word "advertisement" above any copy.

Positioning of advertising is at the discretion of the publisher. No positions will be guaranteed unless the position premium has been provided for in the contract and paid. BASF will try to honor positioning requests but will not be held liable if such requests cannot be accommodated.

An advertising order may not be changed or canceled after the closing date of the issue in which the advertisement is scheduled to be published. If instructions to change copy are not received by the closing date, copy run in a previous issue will be published.

Frequency discounts are based on calendar year. Cancellation of space reservation by the advertiser or its agent will result in an adjustment of the rate based on past and subsequent insertions to reflect actual space used at earned frequency or volume rate.

Advertisers and their agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against BASF. In consideration of publication of the advertisement, the advertiser and agency will fully indemnify and hold BASF harmless from all costs, expenses (including reasonable attorneys' fees) and liabilities resulting from or arising in connection with publication of the advertisement.

If a dispute arises out of this agreement and if the dispute cannot be settled through negotiation thirty days after the negotiations begin, the advertiser and BASF agree first to try in good faith to settle the dispute by private mediation in San Francisco County or if unable to agree on a mediator, the advertiser and BASF agree to mediate with the American Arbitration Association under its applicable rules. The cost of any such mediation shall be borne equally by the advertiser and BASF.

If any dispute arising out of this agreement cannot be settled by mediation, then it will be settled by binding arbitration conducted in San Francisco, California, pursuant to the applicable rules of the American Arbitration Association.

BASF is not liable for delays in delivery and/or non-delivery of any publications, printed or electronic, in the event of any condition beyond the control of BASF affecting production in any manner.

