



ONLINE/ DIGITAL

Reach attorneys online or via emails and e-newsletters.

- 1 Reach attorneys through a banner ad in one of the State Bar's emails or newsletters.
- 2 Reach attorneys online at AzBar.org, the State Bar of Arizona's award-winning website. Nearly 100,000 visitors access the site each month.

Email and Digital

- Banner ads in emails and e-newsletter
- Emailed to 20,000 attorneys
- Choose from six options

Online Banner Ads - azbar.org

- 40,000 unique impressions monthly
- Limited ad spots available

Online Directories

- Searchable listings for Expert Witnesses and Professional Service providers to attorneys





Online Advertising | Banner Ads

MONTHLY

DEADLINES

Material due by the 25th of month prior

BANNER AD PAGES

Ads appear on these main pages plus subpages:

FOR LAWYERS

- CLE
- Ethics
- Lawyer Regulation
- Licensing & Compliance
- Practice Tools/Management
- Communities
- Career Advancement
- Benefits & Services
- Lawyer Regulation
- News & Publications

AzBar.org

The official website of the State Bar of Arizona

The award-winning site has been nationally recognized as a best-designed large Bar website, averaging nearly 100,000 visitors monthly.

Advertising is limited to a few exclusive opportunities, providing higher visibility and impact for ads appearing on the site.

BANNER ADS

Reinforce your brand and drive traffic to your website through a Banner advertising campaign on the State Bar website. There are three ads visible on the page at one time.

Positions available on the page, as shown at right, are A, B and C. Each position rotates a maximum of two advertisers, for a total of six advertisers who may purchase ads on the website at one time.

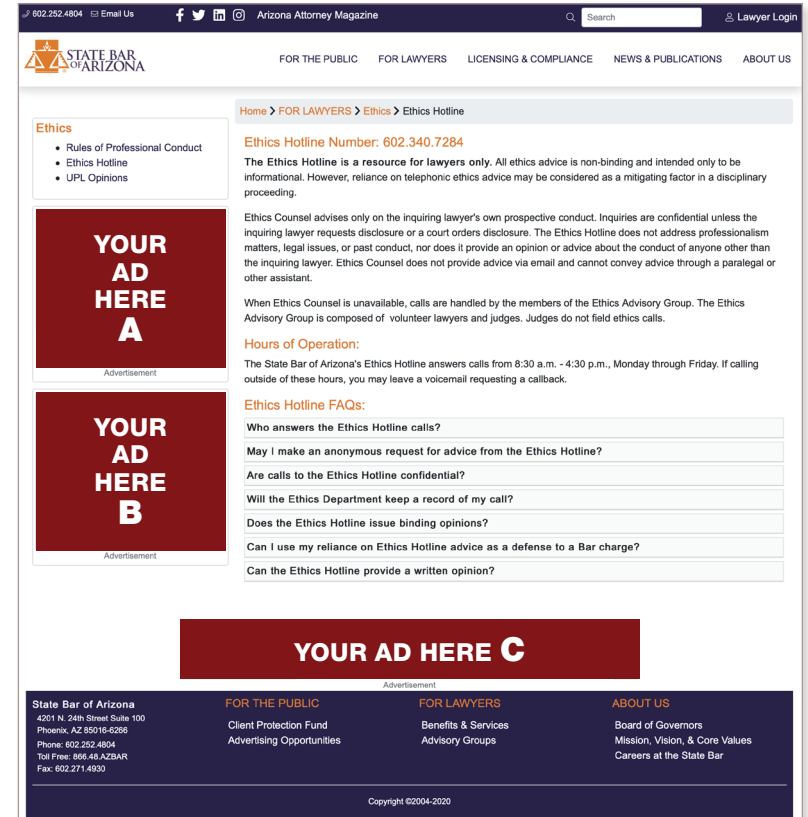
Positions are available on a first-come, first-serve basis. Frequency discounts apply to a contracted schedule as shown below.

2022 BANNER AD RATES

One Month	\$ 1,195
Three Months	\$ 1,115/mo
Six Months	\$ 1,040/mo
Twelve Months	\$ 1,010/mo

Combination discounts

An online Banner ad schedule may be combined with display print ads in *Arizona Attorney Magazine* or e-Newsletter banner ads to qualify for the earned frequency discount.



BANNER AD SPECS

Banner Ad Sizes:

Please provide both sizes:

- 1) 300 px wide x 250 px deep
- 2) 728 px wide x 90 px deep

Format:

- JPG
- PNG
- GIF

Mobile Responsive: Your banner ad will be mobile responsive across all platforms: desktop, tablets, and mobile devices.

Specs: Maximum file size: 80k; Maximum resolution: 96dpi. Animation OK with approval. No audio/video. RGB/Rich Media with approval. Double-click tags not accepted.

www.azbar.org

Lisa Bormaster | Advertising Manager

P 602.340.7230 C 602.315.1032 E Lisa.Bormaster@staff.azbar.org

Sam Tisdale | Advertising Coordinator

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Online Advertising | Banner Ads

MONTHLY

DEADLINES

Material due by the 23rd
of month prior

BANNER AD PAGES

Ads appear on all pages
throughout the blog site.

- Pages by practice area
- Law firm pages
- Individual post pages
by attorneys

Each ad is 100% share.

Arizona Attorney Daily

The official blog site of Arizona Attorney Magazine

Reinforce your brand and drive traffic to your site through a banner advertising campaign on the Arizona Attorney Daily blog site.

Attorneys and law firms exclusively may post on this site. Your ad will be seen by those highly engaged authors and their audience.

Each ad position is an exclusive 100% share spot. Advertising is limited to two exclusive banner ads each month, providing high visibility and impact.

BANNER ADS

Two ads appear on throughout site, each 100% share, shown at right: A and B.

Positions are available on a first-come, first-serve basis. Frequency discounts apply to a contracted schedule as shown below.

2022 BANNER AD RATES

One Month	\$ 865
Three Months	\$ 775/mo
Six Months	\$ 690/mo
Twelve Months	\$ 610/mo

Combination discounts: An online Banner ad schedule may be combined with display print ads in *Arizona Attorney Magazine* or e-Newsletter banner ads to qualify for the earned frequency discount.

Mobile Responsive: Your banner ad will be mobile responsive across all platforms: desktop, tablets, and mobile devices.

BANNER AD SPECS

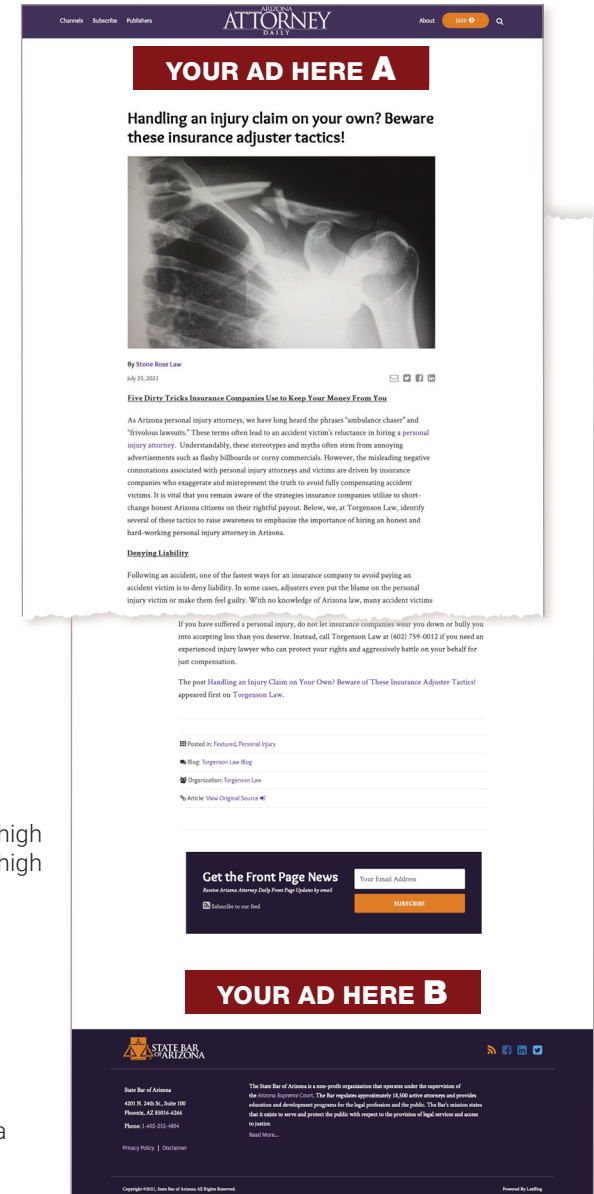
Banner Ad Sizes:

Please provide both sizes:

- 1) 738 pixels wide x 100 pixels high
- 2) 330 pixels wide x 141 pixels high

Format: JPG
 PNG
 GIF

Specs: Maximum file size: 80k;
Maximum resolution: 96dpi.
Animation OK with approval.
No audio/video. RGB/Rich Media
with approval. Double-click tags
not accepted.



The screenshot shows the Arizona Attorney Daily website interface. At the top, there's a navigation bar with 'Channels', 'Subscribe', 'Publishers', and 'About' links. Below the navigation, a large banner ad is displayed with the text 'YOUR AD HERE A' in a red box. The ad content includes the headline 'Handling an injury claim on your own? Beware these insurance adjuster tactics!', a sub-headline, a photograph of a person's shoulder, and several paragraphs of text. Below the ad, there's a 'SUBSCRIBE' button and another banner ad labeled 'YOUR AD HERE B' in a red box. The footer of the page contains the State Bar of Arizona logo and contact information.



Digital Advertising | E-Newsletters

DAILY

ARIZONA ATTORNEY DAILY 5 DEADLINES

Space Deadline
Monday two weeks prior

Materials and URL Deadline
Thursday one week prior

2022 Issue Dates
Published every business day

BANNER AD SPECS

FILE FORMAT
JPEG or TIFF

COLOR
RGB File Specs

FILE SIZE/RESOLUTION
Max file size 80k
Max resolution 72 dpi
No animation allowed

LINKS
All ads will link to your specified landing page;
PLEASE PROVIDE URL

www.azbar.org

ARIZONA ATTORNEY DAILY 5

Daily

- Four significant legal news stories and one 'Case of the Day'
- Delivered daily to 18,000 attorneys

ARIZONA ATTORNEY DAILY 5 2022 BANNER AD RATES:

Position A & B— Banner Ad

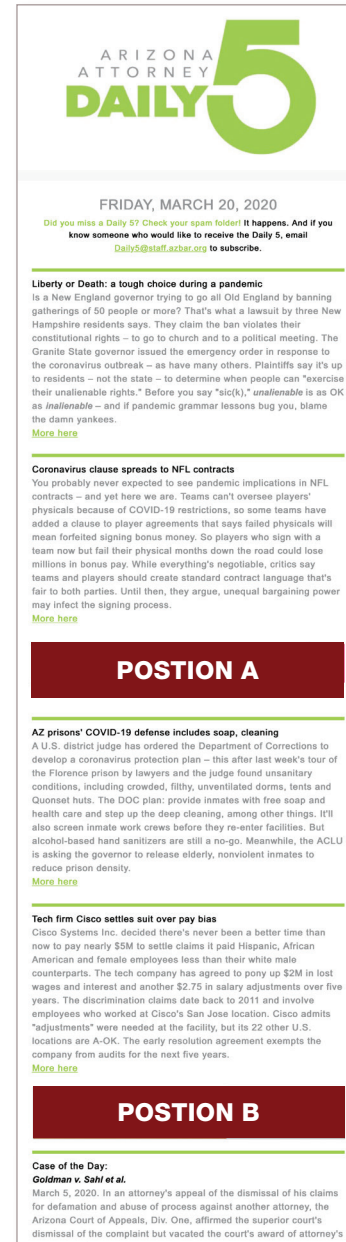
Single Week	\$	1,340
3 Weeks	\$	1,075/per week
6 Weeks	\$	1,015/per week
12 Weeks	\$	745/per week
52 Weeks Annually	\$	610/per week

Published daily.

BANNER AD SIZE
600px wide x 100px high

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Digital Advertising | E-Newsletters

WEEKLY

BAR TRACK DEADLINES

Space Deadline
Friday, one week prior to issue

Materials and URL Deadline
Wednesday prior to that Friday's issue

2022 Issue Dates
Published every Friday;
1/14/22 – 4/29/22

BANNER AD SPECS

BANNER AD SIZE
600px wide x 100px high

FILE FORMAT
JPEG or TIFF

COLOR
RGB File Specs

FILE SIZE/RESOLUTION
Max file size 80k
Max resolution 72 dpi.

LINKS
All ads will link to your specified landing page;
PLEASE PROVIDE URL

www.azbar.org

BAR TRACK

Weekly, each Friday

- The State Bar of Arizona's legislative tracking e-newsletter
- Delivered every week to 20,000 attorneys
- Published throughout the Arizona Legislative Session [January-April]

BAR TRACK EXCLUSIVE BANNER AD

2022 PER ISSUE RATES:

Exclusive Banner Ad

Single Issue	\$ 1,335
3 Issues	\$ 1,220/per
6 Issues	\$ 1,030/per
12 Issues	\$ 750/per

* Published weekly during the legislative session, approximately January-May

BAR TRACK



STATE BAR OF ARIZONA LEGISLATIVE TRACKING NEWSLETTER

February 19, 2021

TRACK TALK

This was the last week to hear bills in chambers of origin, except for the Appropriations Committee which gets another week. Overly packed committee agendas and long debates consumed legislators. Next week should bring a lot of floor action as the House and Senate move as many bills as possible to the opposite chamber before the final hearing deadline on Friday, March 26.

The virtual session is taking a noticeable toll on lawmakers as tensions boil over in the Senate almost daily. Consequently, bills have fallen victim to the volatility. Most notably, SB1292 which appropriates funds to dyslexia screening. Initially passed by the full Senate, legislators reconsidered and killed it without warning as retribution for a member's voting record.

Stay tuned for long floor debates and continuing drama.

If you have feedback for future editions of *Bar Track* or would like for us to consider tracking a specific bill, send it to [Alberto Rodriguez](mailto:Alberto.Rodriguez@azbar.org).

SESSION STATISTICS

Days of Session: 40	Bills Signed: 31
Bills Posted: 1708	Resolutions Posted: 114
Bills Passed: 36	Resolutions Passed: N/A
Bills Vetoed: N/A	

UPCOMING DEADLINES

- **Feb. 19:** Last day for House consideration of House bills and Senate consideration of Senate bills.
- **Mar. 26:** Last day for House consideration of Senate bills and Senate consideration of House bills.

BILLS VETOED

- N/A

To see a complete list of bills that have been filed go to AZLeg.gov/bills. Information included in *Bar Track* is current as of **10 a.m. on the day it's published**.

Have feedback for future editions of *Bar Track*?

[EMAIL US](#)

WE'RE IN THE BUSINESS OF SAVING YOU MORE.

State Bar of Arizona members could save even more with a special discount on car insurance.



State Bar members can save on RV, boat or car insurance – request quote now.

SECTIONS TRACK

The State Bar wants you to be in the know.

Below you will find a list of bills that we are monitoring on behalf of our diverse membership. This section is updated regularly to highlight various bills that affect attorneys in Arizona. The bills are grouped by sections based on topics related to their practice area. The State Bar of Arizona has 30 Sections organized around specific areas of law and practice. Learn more about a particular Section.

ADMINISTRATIVE LAW/REGULATORY PRACTICE:

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Digital Advertising | E-Newsletters

BI-MONTHLY

E-LEGAL DEADLINES

Space Deadline

Monday, the week before
Tuesday issue date

Materials and URL Deadline

Wednesday, the week before
Tuesday issue date

2022 Issue Dates

Published every other Tuesday
starting 1/11/22

BANNER AD SPECS

FILE FORMAT

JPEG or TIFF

COLOR

RGB File Specs

FILE SIZE/RESOLUTION

Max file size 80k
Max resolution 72 dpi.

LINKS

All ads will link to your
specified landing page;

PLEASE PROVIDE URL

www.azbar.org

e-Legal

Bi-monthly, each other Tuesday

- The official flagship e-newsletter of the State Bar of Arizona
- Delivered to more than 20,000 attorneys every other week
- Reports on Court decisions, ethics opinions, legal headlines and more in a quick-read format

e-LEGAL EXCLUSIVE BANNER AD

2022 BANNER AD RATES:

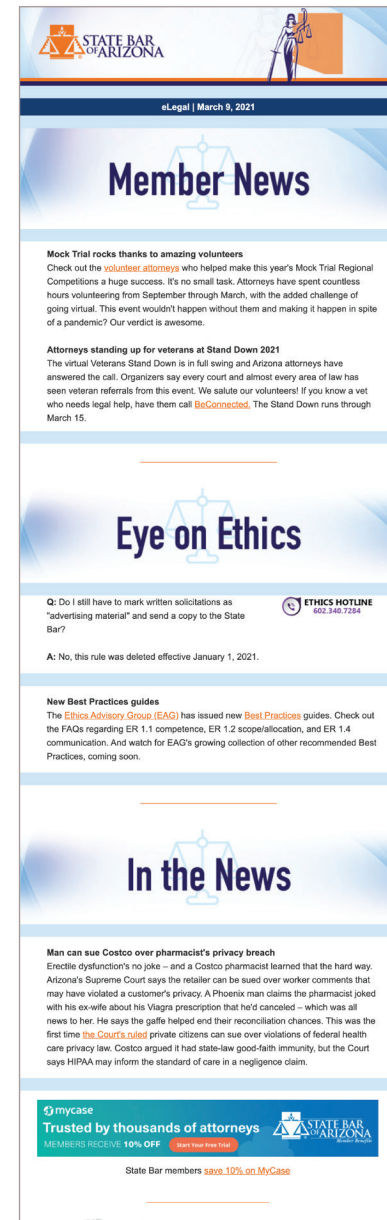
Exclusive Vertical

Single Week	\$ 1,390
6 Issues	\$ 1,215/per
12 Issues	\$ 1,030/per
20+ Issues	\$ 790/per

Published bi-monthly, 24 issues annually

BANNER AD SIZE

600px wide x 100px high



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Digital Advertising | E-Newsletters

MONTHLY

BAR TRACK DEADLINES

Space Deadline

Two weeks prior to issue date

Materials and URL Deadline

One week prior to issue date

2022 Issue Dates

Published the first Wednesday each month

BANNER AD SPECS

BANNER AD SIZE

600px wide x 100px high

FILE FORMAT

JPEG or TIFF

COLOR

RGB File Specs

FILE SIZE/RESOLUTION

Max file size 80k
Max resolution 72 dpi.

LINKS

All ads will link to your specified landing page;

PLEASE PROVIDE URL

www.azbar.org

eLEGAL SOLO

Monthly, First Wednesday

- State Bar of Arizona's e-newsletter for sole practitioners and attorneys in small law firms (5 or fewer attorneys)
- Topics include tips on practice management, technology issues, and office management
- Delivered monthly to 10,000 attorneys

e-LEGAL SOLO EXCLUSIVE BANNER AD

2022 PER ISSUE RATES:

Exclusive Banner Ad

Single Issue	\$ 1,575
6 Issues	\$ 1,225/per
12 Issues Annually	\$ 1,045/per

Published monthly, 12 issues annually

PLUS YOUR SPONSORED CONTENT – 'PRACTICE TIP'

Included with your exclusive banner ad is your sponsored content section.

Provide your expertise to support attorneys practicing solo or in a small law firm. Your Tip may share info about practice management, technology issues, or other challenges confronting small firms. Your content should position your company as a resource.

LIMIT: 50 – 70 words.

INCLUDE: Link to landing page with full information.

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Quick Notes

- **Need more CLE (MCLE deadline is June 30)?** Register now for the SBA Virtual Convention, June 16-18. Tons of CLE in more than 20 practice areas, seven special programs and no germs.
- **Expanding your practice services?** If you're considering limited scope representation, check out our [Tips Guide](#) and call [Practice 2.0](#) with a question or to schedule a consultation at 602.340.7332. This is a free and confidential member benefit.
- **Looking for new clients?** Go to where clients are looking to [Find-a-Lawyer](#). Fill out your profile and start receiving notices of cases relevant to your practice area. If you see a case you'd like to take, then you can upgrade to a premium membership and go for it.

The script for locking down new clients

You've heard it before – building business is about building relationships. But how does that translate into what to say or do? Glad you asked. These simple scripts that will put the words in your mouth.

5 mistakes we make when overwhelmed

It's one of the great practical jokes of the universe – when life and work overwhelm us, we often react in a way that makes things worse. Yep. But you can stop the madness by being aware of five common patterns that overwhelmed peeps tend to repeat.



Ready to blog? 7 ways to find ideas

You have finally decided to take the plunge and write a blog for your website (great idea) but now what to write about? Where are all those fantastic ideas you had in the shower this morning? No worries. Here are seven ways to get the juices flowing.

Attorney burnout: 4 Traps to avoid

The road to hell is paved with good attentions. The same could be said about attorney burnout. Take a look at the four traps sitting on that road to stress, anxiety, depression and exhaustion, and see if you're headed for a collision.

Practice Tip Provided by Ruby

Tough times: Why some firms grow and others slow

Studies show 40 to 50 percent of clients are holding off on hiring an attorney until the COVID-19 pandemic subsides. Despite that, many firms thrived in 2020. Their secret? A client-centric mindset and virtual technology. According to [Clio's 2020 Legal Trends Report](#), successful firms offered clients an effortless and convenient experience through technology. When used right, tech drives new business into your practice through positive reviews, repeat customers and referrals. This infographic breaks down highlights from the report.



Digital Advertising | E-Newsletters

MONTHLY

e-LEGAL TECH DEADLINES

Space Deadline

Two weeks prior to issue month

Materials and URL Deadline

The 1st of issue month

2022 Issue Dates

January 20	July 21
February 17	August 18
March 17	September 15
April 28	October 27
May 26	November 17
June 23	December 15

BANNER AD SPECS

FILE FORMAT

JPEG or TIFF

COLOR

RGB File Specs

FILE SIZE/RESOLUTION

600px wide x 100px high
Max file size 80k
Max resolution 72 dpi.
No animation allowed

LINKS

All ads will link to your specified landing page;
PLEASE PROVIDE URL

www.azbar.org

e-LEGAL TECH

Monthly

- State Bar of Arizona's technology e-newsletter; features tech news related to the legal profession
- Delivered monthly to 20,000 attorneys
- Covers cloud-based solutions, cyber security, practice technology, social media, online marketing, hardware, software, and more.

e-LEGAL TECH EXCLUSIVE BANNER AD

2022 PER ISSUE RATES:

Exclusive Banner Ad

Single Issue	\$ 2,270
3 Issues	\$ 1,970/per
6 Issues	\$ 1,835/per
12 Issues	\$ 1,675/per

Published monthly, 12 issues annually

PLUS YOUR SPONSORED CONTENT – 'TECH TIP'

Included with your exclusive banner ad is your sponsored content section.

Provide your tech expertise to solve a problem for attorneys, or inform about an important industry trend. Your content should position your company as a resource.

LIMIT: 50-70 words.

INCLUDE: Link to landing page with full information.

eLegalTECH

State Bar of Arizona Technology Newsletter



Amazon Sidewalk a path to privacy breach?

Alexa – can we talk? Amazon's newest offering – Sidewalk – promises to lead everyone toward a new web of connectivity that will make all our smart devices even smarter. Sidewalk can connect to other Wi-Fi networks, bridging multiple networks. But experts see cracks in the privacy pavement with its default setting.

Keeping virtual internal investigations real

Law breaking and company regulation violations don't take breaks during pandemics. Internal investigations have to proceed. But travel restrictions and office closures have rendered most internal investigations virtual. Companies and their outside counsel need to follow some best practices for successful – virtual – internal investigations.

How to collect unpaid bills from clients: Get the e-book

A new way to meet when Zoom doom hits

Does the idea of Zooming through another virtual conference make you look longingly at a sliding down a razor blade? And yet – with the pandemic raging more than ever – virtual meetings with clients and other lawyers aren't going anywhere – accept on your calendar. But EDRM's Event Farm's The Echo may be just the virtual meeting tool the event planner ordered. It lets participants create avatars that give speeches, socialize and collaborate. It's also scalable to support 10K users.

Some law firms need better LinkedIn practices

LinkedIn is unarguably a great networking platform that enables legal eagles to spread those wings and share their expertise with others in the legal field. It's also a strong branding tool for law firms. But some firms have "encouraged" employees to like and engage everything's that posted so much, that it's dangerously close to qualifying as a mandatory company policy.

Tech Tip provided by provided by LawPay

Modernize your billing, earn more

Boost your year-end earnings and start 2021 on the right foot by modernizing your billing and payments with the help of online payment technology. In their new e-book, our member benefit partner LawPay shares steps you can take to easily drive cash flow in your firm. Get your copy.

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Digital Advertising | Email

MONTHLY

ARIZONA ATTORNEY DIGITAL EDITION LIVE EMAIL DEADLINES

Space Deadline

15th of the month prior

Materials and URL Deadline

23rd of the month prior

2022 Issue Dates

Published first business day of each month except July

BANNER AD SPECS

BANNER AD SIZE

600px wide x 100px high

FILE FORMAT

JPEG or TIFF

COLOR

RGB File Specs

FILE SIZE/RESOLUTION

Max file size 80k

Max resolution 72 dpi.

LINKS

All ads will link to your specified landing page;

PLEASE PROVIDE URL

ARIZONA ATTORNEY DIGITAL EDITION LIVE EMAIL

Monthly, first weekday

- Digital Edition of the State Bar of Arizona's monthly magazine
- Exclusive Banner Ad
- Emailed to 17,000 attorneys
- Average open rate 44%

AZ ATTY LIVE EMAIL EXCLUSIVE BANNER AD 2022 PER ISSUE RATES:

Exclusive Banner Ad

Single Issue	\$ 1,205
3 Issues	\$ 1,125/per
6 Issues	\$ 1,050/per
11 Issues	\$ 1,020/per

www.azbar.org

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ARIZONA ATTORNEY MAGAZINE

From the Editor

Was it only a year ago that we covered cannabis in depth? Yes, but what a long strange trip we've been on since then. The November election brought with it legalized recreational marijuana – and a raft of legal and operational questions. Our authors dig into those in March. And if your recreation looks more like an appellate oral argument, we have authors who explain how to be remote and effective. Either way, enjoy a chill magazine issue. — Tim Eigo

In this issue:

- Weed in the workplace
- Cannabis and zoning
- Board of Governors candidates

Next Month: Emoji and semicolons ... for lawyers

Get the power of mobility with the Cox Business Cloud.

Manage securely and remotely with Cox Business cloud services.

Arizona Attorney Magazine on Social Media

f t in i g

Contact the Editor: **Tim Eigo**, tim.eigo@staff.azbar.org

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Digital Advertising | CLE Email

TWICE A MONTH

ARIZONA ATTORNEY DAILY 5 DEADLINES

Space Deadline

1st of the month prior

Materials and URL Deadline

15th of the month prior

2022 Issue Dates

Published twice monthly

BANNER AD SPECS

FILE FORMAT

JPEG or TIFF

COLOR

RGB File Specs

FILE SIZE/RESOLUTION

Max file size 80k

Max resolution 72 dpi.

No animation allowed

LINKS

All ads will link to your specified landing page;

PLEASE PROVIDE URL

www.azbar.org

STATE BAR CLE EMAIL

- Place your banner ad as the sole advertiser in the State Bar of Arizona's CLE email communication sent twice a month to nearly every attorney practicing in the state.
- Advertising space is purchased by the month, two emails sent per month.
- Advertising space is limited to ONE exclusive advertiser each month, on a first-come, first-serve basis. The ad is the exclusive banner ad appearing in a prominent position in the email.

STATE BAR OF ARIZONA CLE EMAIL DEMOGRAPHICS

Firm size of attorneys receiving Email:

- Sole Practitioners and Small Firms
5 or fewer attorneys in firm..... 41%
- Mid-Size Firms, *7-50 attorneys in firm*.....32%
- Large Firms, *51+ attorneys in firm*.....27%

STATE BAR OF ARIZONA CLE EMAIL (Sent twice monthly)

- The official email communication of the CLE department of the State Bar of Arizona
- Delivered to approximately 18,000 attorneys twice each month
- Announces upcoming CLEs and events of interest to attorneys

STATE BAR CLE EMAIL 2022 BANNER AD RATES:

Rates Per Month

1 Month	2 emails	\$ 1,125
2 Month	4 emails	\$ 1,005
6 Month	12 emails	\$ 980
12 Month	24 emails	\$ 960

BANNER AD SIZE

600px wide x 100px high

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AZCLE[®]
from the State Bar of Arizona

Two-Week Planner

June 21 - July 2

21 JUNE
10-11:30 a.m.

Arizona Civil Rights Act: Rights, Responsibilities, and Process
Register: [GotoWebinar](#)

21 JUNE
1-4:15 p.m.

Psychosexual Evaluations: What Every Attorney Should Know
Register: [GotoWebinar](#)

Get your billing done in minutes—not hours. [Save 10%](#)

Clio

10% discount on Clio for State Bar members

22 JUNE
9 a.m. - 12:15 p.m.

Elder Abuse & Exploitation in the Age of COVID
Register: [GotoWebinar](#)

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