

NEW YORK STATE BAR ASSOCIATION

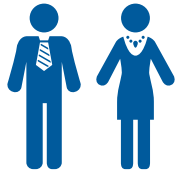
NYSBA Member Benefits

Partnership Program

A Vendor Prospectus

About NYSBA | Member Profile
Comparison | Print | Electronic

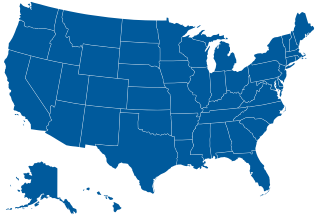
About the New York State Bar Association



72,000 members



With 72,000 members, the New York State Bar Association is the largest voluntary state bar association in the nation. We have members in all 50 states, Washington, D.C., Puerto Rico and 122 countries.

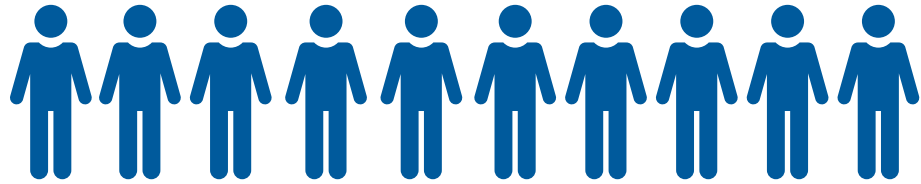


50 states

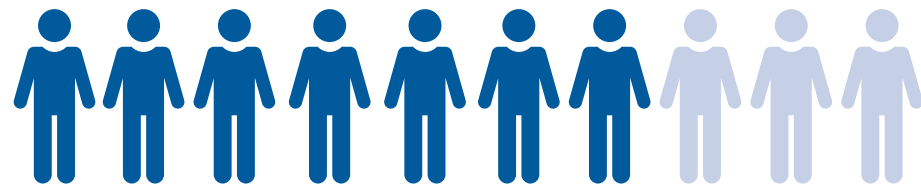
122 countries



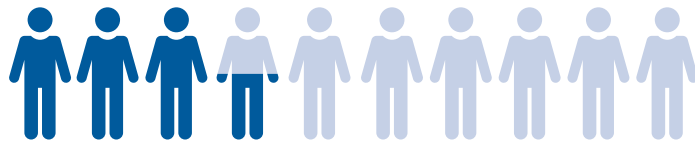
New York State Bar Association **Member Profile**



72,000 members



70% of NYSBA attorneys in private practice



53% of NYSBA members in private practice are solo or small firm practitioners



47% are in practices of ten to one hundred or more attorneys



65% Male



35% Female

Please note: percentage figures are based upon reported data.



72,000 Members with 70% of NYSBA attorneys in private practice. Roughly 53% of NYSBA members in private practice are solo or small firm practitioners whereas the remaining 47% are in practices of ten to one hundred or more attorneys.



Within NYSBA there are **25 specialized law sections** with membership sizes varying between 300 to 9,000 members. NYSBA also has more than **60 committees, special committees and task forces**. These entities sponsor conferences, seminars and institutes, monitor legislation and conduct studies. They contribute to policy-making, both in subject areas and association-wide. Many publish material dealing with their fields of expertise, much of which is not available through commercial publishers



Our **MEMBER BENEFIT PARTNERS** include industry leaders such as:

PREMIER PARTNERS



MarketYourLawPractice.com



www.nysba.org/MemberBenefits
800.582.2452/518.463.3200



We Are Here to Help

Victoria Shaw

Advertising & Member
Benefits Coordinator

One Elk Street
Albany, NY 12207

p. 518.487.5581
e. vmason@nysba.org

Holly Klarman

Advertising &
Sponsorship Sales

p. 410.584.1960
e. hklarmannetworkmediapartners.com

A vertical orange ribbon with a circular medallion in the center. The word "BRONZE" is written in white capital letters inside the medallion.

BRONZE

Bronze level benefits include: \$12,500 per year (contract typically 3-5 years)

Logo listing on our Member Benefits web page (<http://www.nysba.org/MemberBenefits/>).

Logo listing in the Membership Guide slip sheet.

Logo listing in the *State Bar News* on the back cover under Benefits of Membership.

Listing under the Member Benefits Section of the *Sidebar* e-newsletter at least once per year.

\$7,500 credit to support your Member Benefits Program through advertising in NYSBA's print and digital members resources or through event sponsorship.

➤ *Member Benefits Partners are encourage dto market their programs to NYSBA members outside of the above mentioned benefits, including advertising in the Bar Journal, the Bar News, NYSBA.org and member resources.*



SILVER

Silver level benefits include: **\$20,000 per year (contract typically 3-5 years)**

Logo listing on our Member Benefits web page (<http://www.nysba.org/MemberBenefits/>).

Logo listing in the Membership Guide slip sheet.

Logo listing in the *State Bar News* on the back cover under Benefits of Membership.

Listing under the Member Benefits section of the *Sidebar* e-newsletter at least once per year.

\$10,000 credit to support your Member Benefits Program through advertising in NYSBA's print and digital members resources or through event sponsorship.

➤ *Member Benefits Partners are encouraged to market their programs to NYSBA members outside of the above mentioned benefits, including advertising in the Bar Journal, the Bar News, NYSBA.org and member resources.*

A gold ribbon graphic with a circular center containing the word "GOLD" in white capital letters.

GOLD

**Gold level benefit include:
\$30,000 per year (contract typically 3-5 years)**

Logo listing on our Member Benefits web page (<http://www.nysba.org/MemberBenefits/>)

Logo listing in the Membership Guide slip sheet.

Logo listing on the back of the *State Bar News* on the back cover under Benefits of Membership.

Listing under the Member Benefits section of *Sidebar* at least once per year.

\$15,000 credit to support your Member Benefits Program through advertising in NYSBA's print and digital members resources or through event sponsorship.

➤ *Member Benefits Partners are encourage dto market their programs to NYSBA members outside of the above mentioned benefits, including advertising in the Bar Journal, the Bar News, NYSBA.org and member resources.*

Member Benefit Partnership Packages at a Glance

	Gold \$30,000	Silver \$20,000	Bronze \$12,500
Logo Listing on Member Benefits web page (http://www.nysba.org/MemberBenefits/).	✓	✓	✓
Logo listing on the back of <i>State Bar News</i> under "Benefits of Membership" • In at least three (3) issues annually.	✓	✓	✓
Listing under Member Benefits section of the bi-monthly <i>Sidebar</i> e-newsletter at least once per year.	✓	✓	✓
Logo listing included in the Membership Guide slip sheet.	✓	✓	✓
\$7,500 Advertising/sponsorship credit to promote your program through NYSBA's member resources.			✓
\$10,000 Advertising/sponsorship credit to promote your program through NYSBA's member resources.		✓	
\$15,000 Advertising/sponsorship credit to promote your program through NYSBA's member resources.	✓		
First opportunity to secure exhibit space at NYSBA's Annual Meeting and other events.	✓		

Member Benefits Partners are encouraged to market their programs to NYSBA members in addition to the above benefits. Additional Opportunities include:

- *Bar Journal* advertising
- *State Bar News* advertising
- Banner advertising on NYSBA.org and in NYSBA e-newsletters
- Listing in the *Professional Services Guide*
- Sponsorship opportunities at NYSBA's Annual Meeting, CLE programs, and other events