

NEW YORK STATE BAR ASSOCIATION

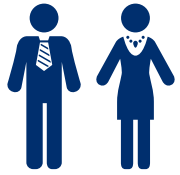
NYSBA Member Benefits

Partnership Program

A Vendor Prospectus

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Comparison | Print | Electronic

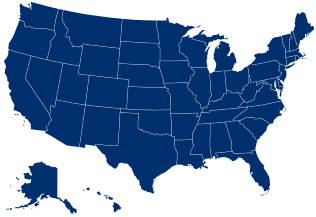
About the New York State Bar Association



69,000 members



With 69,000 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 100+ countries.



50 states

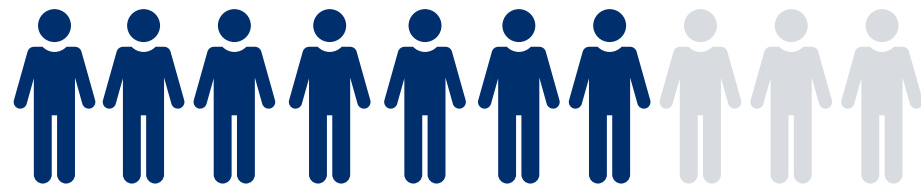
100+ countries



New York State Bar Association **Member Profile**



69,000 members



69% 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



69,000 Members with 69% 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 **26 specialized law sections** with membership sizes varying between 300 to 5,000 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:



Business Services & Practice Resources



MarketYourLawPractice.com



CasePrepPlus



AVIS



www.nysba.org/MemberBenefits
800.582.2452/518.463.3200



We Are Here to Help

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BRONZE

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

Logo listing on our Member Benefits webpage (www.nysba.org/MemberBenefits/)

Logo listing in the Membership Guide slip sheet.

Ability to send targeted Twitter posts to NYSBA's 10,000 +/- followers 4 times per year once per quarter.

Listing in the *NYSBA Weekly* content E Newsletter at least once per year.

Ability to coordinate targeted eblast/print mailing twice annually per opportunity. Vendor may send one eblast/print mailing per quarter. Targeted eblasts/print mailings may be purchased through MCI directly with the fees going towards your advertising credit.

\$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 to market their programs to NYSBA members outside of the above mentioned benefits, including advertising in the NYSBA Bar Journal, the NYSBA Bar News, NYSBA.org and member resources.*

A silver ribbon badge with a circular center containing the word "SILVER" in white capital letters.

SILVER

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

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

Logo listing in the Membership Guide slip sheet.

Ability to send targeted Twitter posts to NYSBA's 10,000 +/- followers 4 times per year once per quarter.

Ability to coordinate targeted eblast/print mailing twice annually per opportunity. Vendor may send one eblast/print mailing per quarter. Targeted eblasts/print mailings may be purchased through MCI directly with the fees going towards your advertising credit..

Listing in the *NYSBA Weekly* content 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 encourage to market their programs to NYSBA members outside of the above mentioned benefits, including advertising in the NYSBA Bar Journal, the Bar News, NYSBA.org and member resources.*



GOLD

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

Logo listing on our Member Benefits webpage (www.nysba.org/MemberBenefits/)

Logo listing in the Membership Catalog.

Ability to send targeted Twitter posts to NYSBA's 10,000 +/- followers 8 times per year twice per quarter.

Ability to coordinate targeted eblast/print mailing three times annually per opportunity. Vendor may send one eblast/print mailing per quarter. Targeted ebasts/print mailings may be purchased through MCI directly with the fees going towards your advertising credit.

Listing in the *NYSBA Weekly* content E Newsletter 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 to market their programs to NYSBA members outside of the above mentioned benefits, including advertising in the NYSBA 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 Webpage (www.nysba.org/MemberBenefits/)	✓	✓	✓
4 Twitter posts to NYSBA's 10,000 +/- followers		✓	✓
8 Twitter posts to NYSBA's 10,000 +/- followers	✓		
Listing in <i>NYSBA's Weekly</i> content 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	✓		
Ability to coordinate targeted eblast/print mailing twice annually per opportunity.		✓	✓
Ability to coordinate targeted eblast/print mailing three times annually per opportunity.	✓		

Member Benefits Partners are encourage 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