

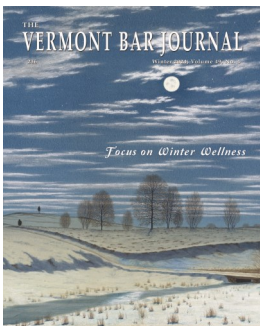


Advertising, Sponsorship, Vendor Directory and Affinity Partnerships

The Vermont Bar Association offers various advertising, sponsorship, vendor directory, and affinity partnership opportunities. Whether the professional relationship is multi-year or event-based, our opportunities seek to meet the needs of our partners and VBA members.

[Contact](#) us about working with the VBA!

Vermont Bar Journal



Advertising in the *Vermont Bar Journal* exposes you to over 2400 of our members representing small, medium, and large firms, solo practitioners, judges, government attorneys, paralegals, law firm administrators, law students, and many others interested in the law. The Vermont Bar Journal is published quarterly and distributed in print and digitally to our members and other subscribers. The Bar Journal offers an easy way to deliver your message to the target audience of legal professionals.

Contact:

Advertising, Website Sponsorship and Affinity Partnership (Lisa Maxfield lmaxfield@vtbar.org)

Vermont Bar Journal Editor (Kim Velk, Esq. kvelk@vtbar.org)

Event Sponsorship (Laura Welcome lwelcome@vtbar.org)

Online Classifieds

The VBA Website reaches a targeted audience of legal professionals. Why bother with generic online advertising when you can reach the right audience, right here! The VBA online classifieds provides an opportunity for members and non-members to post employment opportunities, office shares/rentals, services and items for sale. Classified advertisements are posted for a thirty day period. Click [HERE](#) to submit an advertisement for placement.

Vermont Bar Association

PO Box 100

Montpelier, VT 05601-0100

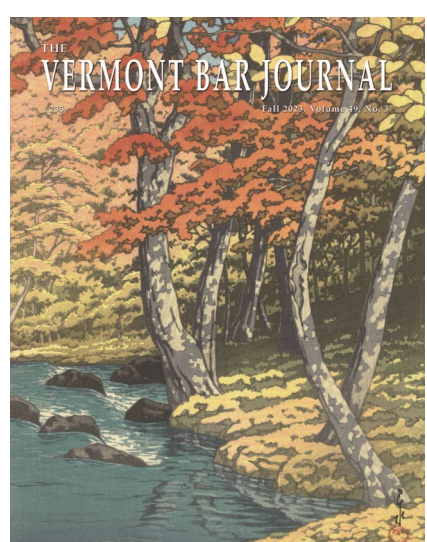
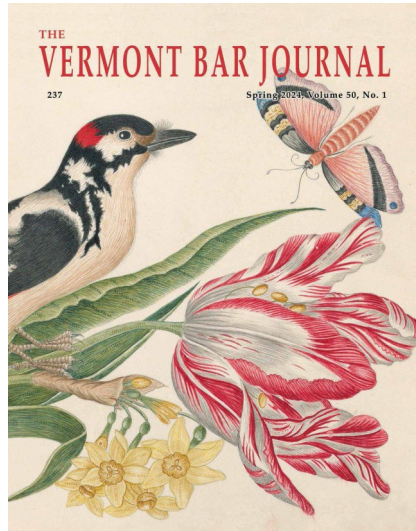
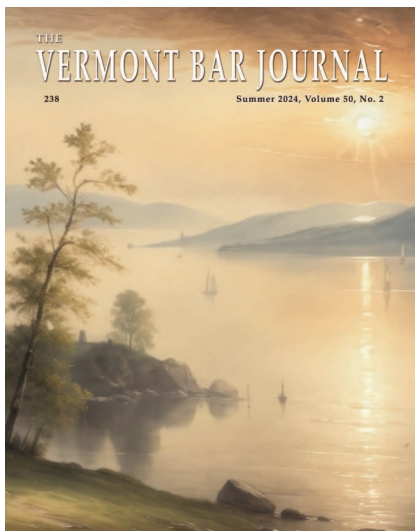
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www.vtbar.org

RATE INFO & SPECS - VERMONT BAR JOURNAL

Size	Annual Cost (4 issues)	Per Issue Placement Cost	Specifications	
Full-page - Covers Inside Front Cover Inside Back Cover Back Cover (four-color only)	1850.00	(annual only)	Live Area - 7.5"w x 10"h Trim Size - 8"w x 10.5"h Bleed Size - 8.5"w x 11"h	<p>Digital Format Required format for black-and-white or four-color digital advertisement is hi-res Adobe Acrobat PDF with all fonts and images embedded</p> <p>Ad Copy Deadlines Spring Issue—Mar. 15 Summer Issue—June 15 Fall Issue - Sept. 15 Winter Issue—Dec. 15</p>
Full-page (black/white only)	1460.00	425.00	Live Area - 7.5"w x 10"h Trim Size - 8"w x 10.5"h Bleed Size - 8.5"w x 11"h	
2/3 page (black/white only)	1175.00	335.00	4.75"w x 9.75"h	
1/2 page (black/white only)	980.00	275.00	7.25"w x 4.75"h	
1/3 page (black/white only)	745.00	225.00	2.3"w x 9.75"h - Vertical 7.25"w x 3"h - Horizontal 4.75"w x 4.75" h - Box	
1/6 page (black/white only)	500.00	175.00	2.25"w x 4.75"h—Vertical 4.75"w x 2.25"h—Horizontal	

THE VERMONT BAR JOURNAL



VBA Website Homepage Scrolling Banner

Place your logo hyperlinked to your landing page on the home page of the Vermont Bar Association website, www.vtbar.org, which has an average of 12,000+ pageviews per month. This sponsor ad (304 x 278 pixels), located on the right side of the home page, cannot be missed!

One year listing \$800.00

Sponsorship and Exhibiting

Do you provide a product or service of interest to the legal community? If so, please consider being a sponsor/exhibitor at our events. These events include our Annual Meeting held in September, our Mid-Year Meeting in March, and occasional stand-alone continuing legal education programs. The impact of personal contact and name recognition at these events is invaluable to your business development. Commit to sponsorship early; you will receive maximum exposure through VBA channels. Let us help you build relations with Vermont attorneys. Use our mailing list [HERE](#) to receive updates on upcoming events. Contact Laura Welcome at lwelcome@vtbar.org for information.

Affinity Partnerships

The VBA Affinity Partner Program offers exclusive discounts and savings to VBA members while also supporting bar association initiatives. With a focus on supporting our members, the program aims to identify providers that assist attorneys in streamlining their legal practice, improving productivity, and enhancing overall well-being. Are you interested in being an affinity partner? For more information, contact Lisa Maxfield at lmaxfield@vtbar.org.

Vendor Directory

Reach more than 2,400 legal professionals in the VBA's Vendor Directory, which is integrated into our online membership directory used by attorneys daily. The vendor directory can be displayed entirely or searched by vendor type. For \$150 per year, you can showcase your company's services to VBA members in Vermont and beyond. A listing in the Vendor Directory includes your company contact information, description of service, website link, and logo. Interested? Submit this [form](#) today!

VERMONT BAR ASSOCIATION

Advertising Policies

All advertising is subject to approval by the Vermont Bar Association. The Vermont Bar Association reserves the right at any time to decline advertisements which it deems inappropriate.

The following is a non-inclusive list of advertising that is unacceptable to the publisher:

1. Advertising that is false, misleading, defamatory, violative of the laws of the State of Vermont or any other applicable laws, is obscene, or which does not conform to contemporary community standards of good taste or decency. No advertising will be accepted that violates or may enable another to violate the Vermont Rules of Professional Responsibility.
2. Advertising relating to alcoholic beverages or tobacco or illegal products or services or advertising relating to lotteries or games of chance.
3. Advertising by or on behalf of candidates for public office, or advertising advocating positions on political or social issues.

4. Advertising that may imply Vermont Bar Association endorsement, recommendation, support or approval unless prior endorsement, recommendation, support or approval has been awarded by the Vermont Bar Association.
5. Advertising for programs containing any continuing legal education credits not provided by or sponsored by the Vermont Bar Association.

CLASSIFIED ADVERTISING: Classified advertising will be accepted in the following categories: employment opportunities; sale of used law books; sales of law office equipment or furnishings; and real estate rental or office share opportunities. General advertising of professional services to lawyers, such as expert witness services, or other advertising that cannot qualify under this standard of advertising, must be purchased at regular display rates.

PAYMENT/RATES: The Vermont Bar Association reserves the right to request part or full payment before publishing any advertising. The VBA shall set and vary advertising rates from time to time as they shall determine.