

OCBAR.ORG WEBSITE

The OCBA website is visited by thousands of legal professionals each month. One of the most popular advertising options we offer is the leaderboard ad spot on various webpages across OCBAR.org. Interested? Contact us for availability.

2024 WEBSITE AD RATES	1 month	3 months	6 months
Leaderboard - 728x90 pixels	\$985	\$890	\$780
Billboard - 480x140 pixels	\$745	\$670	\$595
Small Button - 140x140 pixels	\$245	\$225	\$200
Signature Banner - 728x90 pixels	\$590	\$535	\$475

MONTHLY MAGAZINE eBLAST

This eBlast provides OCBA members with digital access to our award-winning monthly magazine *Orange County Lawyer*. The eBlast is sent out to more than 7,000 members during the first week of each month. See below for ad specs and rates.

2024 OCL eBLAST AD RATES	1 month	3 months	6 months
Leaderboard - 728x90 pixels	\$750	\$675	\$600
Billboard - 600x100 pixels	\$600	\$540	\$480
Signature Banner - 728x90 pixels	\$600	\$540	\$480

BIWEEKLY eNEWSLETTER

The OCBA biweekly newsletter is emailed to more than 7,000 OCBA members twice a month. There are several ways to advertise in the newsletter.

2024 eNEWS AD RATES	1 month	3 months	6 months
Leaderboard - 728x90 pixels	\$1,050	\$945	\$840
Content Spot*	\$945	\$850	\$755
Medium Button - 190x220 pixels	\$840	\$755	\$675
Signature Banner - 728x90 pixels	\$685	\$615	\$545

* Content Ad - includes an image of 190x110 pixels and 50-word ad copy

WEEKLY CLE eBLAST

The OCBA sends a weekly rundown of CLE offerings to 4,000 OCBA section members every Friday. These are the most active and engaged members of the OCBA.

2024 CLE eBLAST AD RATES	4 weeks	12 weeks
Leaderboard - 728x90 pixels	\$950 per 4 weeks	\$855 per 4 weeks
Billboard - 600x100 pixels	\$800 per 4 weeks	\$720 per 4 weeks
Signature Banner - 728x90 pixels	\$800 per 4 weeks	\$720 per 4 weeks

2024 DIGITAL ADVERTISING SPECIFICATIONS



ORANGE COUNTY BAR ASSOCIATION

Digital Advertising
P.O. Box 6130
Newport Beach, CA 92658
Phone: 949.440.6700, ext. 123
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For availability contact:

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