

DIGITAL BAR BULLETIN

The *Bar Bulletin* has been the State Bar of New Mexico's official publication since 1962.

The *Bar Bulletin* is published digitally twice a month from January through October and once a month in November and December. The *Bar Bulletin* includes important announcements, news and events for the New Mexico legal community, a calendar of continuing legal education courses, New Mexico Court of Appeals and New Mexico Supreme Court opinions, rule-making activity, display advertising, classified advertising and features and articles from the legal community. The current circulation of approximately 9,600 includes a loyal readership of all actively practicing attorneys in New Mexico, court officials, judges, libraries, advertisers and other subscribers.

Read the current issue of the *Bar Bulletin*:

www.sbnm.org/BarBulletinOnline



INTERACTIVE DIGITAL FEATURES: Opportunity to get more visits to your website! All digital advertisements can be linked to your webpage of choice at no extra cost! Contact our Sales Representative Tom Ende for more information.

2025 Average *Bar Bulletin* Publication Stats



Circulation

9,600



Open Rate Per Issue

53.53%



Clicks Per Issue

1,399



Click Rate Per Issue

14.72%



State Bar of
New Mexico
Est. 1886

DIGITAL BAR BULLETIN

2026 RATE CARD

Effective: January 2026

DISPLAY ADVERTISING FREQUENCY RATES (All rates are per insertion/week)

	Size	Open	6x-12x	13x-22x**
COLOR ADS				
Inside Front Cover	7 X 9.5	930	880	790
Page 3 and Page 4	7 X 9.5	900	850	760
Full Page	7 X 9.5	850	810	730
1/2 Horizontal	7 X 4.75	520	490	450
Table of Contents 1/3 Square	4.65 X 4.75	470	450	410
1/3 Square	4.65 X 4.75	410	390	350
1/6 Horizontal	4.65 X 2.25	260	255	240
1/6 Vertical	2.25 X 4.75	260	255	240
BLACK AND WHITE ADS				
Full Page	7 X 9.5	720	690	620
1/2 Horizontal	7 X 4.75	400	380	340
1/3 Square	4.65 X 4.75	290	270	250
1/6 Horizontal	4.65 X 2.25	170	165	150
1/6 Vertical	2.25 X 4.75	170	165	150
BAR BULLETIN EMAIL ADS				
Leaderboard Banner	728 px x 90 px	250	245	230

****New Mexico CLE accredited providers and non-profits (must provide NTTC form) qualify for this rate.**

View the last page for publication and ad submission dates.



Special Features Available!

Discounted Bar Bulletin + eNews customized bundle packages are also available -
Please contact our Sales Representative for more information.

State Bar of New Mexico licensees receive a 10% discount on display advertising.

Above costs do not include tax.

CLASSIFIED ADVERTISING RATES (All rates are per insertion/week)

\$1.00 per word plus tax. No further discounts apply.

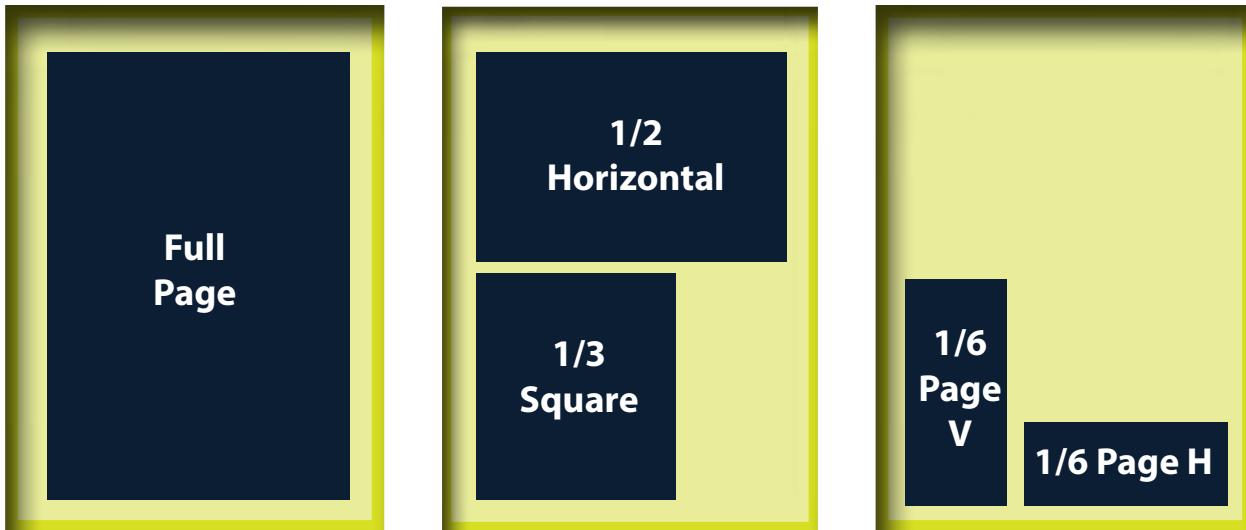
Submission Requirements

Email copy as a Microsoft Word attachment to marketing@sbnm.org.

We do not accept PDF files for classifieds ads.

For information please contact Tom Ende
Phone: 651-288-3422 • Email: marketing@sbnm.org

SPECS AND SUBMISSION REQUIREMENTS



Bleeds are not available for the *Bar Bulletin*

Position Guarantee

Add 15% to the insertion rate.

Submission Deadlines

See the *Bar Bulletin* publishing dates and ad deadlines in the chart on the next page.

Cancellations must be received via email by 5 p.m. (MT) 13 business days prior to the issue publication date.

Production Charges

In-house design services are available at the following rates:

1/6: \$35

1/3: \$45

Half: \$60

Full: \$100

Display Ad Submission Requirements

All artwork must be 300 dpi. Files should be submitted via email.

Acceptable Display Ad File Types

PDF: This is the preferred format for ad submission.

All fonts must be embedded.

TIFF, PNG and JPEG: Create your ad with a resolution of 300 dpi at 100% size. Upsizing an ad from a smaller dimension or lower resolution will result in pixilation. When submitting Adobe Photoshop files, please render type layers and flatten the document.

Unacceptable file types: We cannot accept ads in the following formats: Microsoft Word, Publisher, Powerpoint or Corel Draw.

Note: *Production charges may be incurred if supplied ads do not follow these specifications.*

Terms and Conditions: All advertising must be prepaid; State Bar of New Mexico licensees may be billed through their bar numbers. For a frequency discount, advertising must be inserted within a 12-month period to be eligible. By submitting advertising content for publication, the Advertiser warrants that the advertiser or representative is authorized to publish the entire contents and subject matter thereof. The State Bar of New Mexico ('Publisher') reserves the right to review and edit all advertising content, to request that advertising content be revised prior to publication or to reject ads. The Publisher reserves the right to insert the word "advertisement" above any advertising copy. In consideration of publication, the advertiser will indemnify the the Publisher and its employees, agents and representatives from and against any loss or expense arising out of publication of such advertisement, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement. Publisher reserves the right to repeat the last standing advertising content or to charge for space reserved if acceptable copy is not received by the deadline. Cancellations must be received via email by 5 p.m. (MT) 13 business days prior to the issue publication date. No modifications to display or classified advertisements shall be permitted after publication of the issue, except in cases where an error has been made by the Publisher.

Frequency Discounts: advertising must be inserted within a 12 month period to be eligible for frequency discount rates.

Short Rates: an advertiser who does not complete a committed schedule within a contract year will be subject to a short rate to earned frequency rate.

2026 BAR BULLETIN PUBLISHING DATES

Publication Date	Advertising Submission Deadline
1/14/26	12/19/25
1/28/26	1/6/26
2/11/26	1/21/26
2/25/26	2/3/26
3/11/26	2/17/26
3/25/26	3/4/26
4/8/26	3/18/26
4/22/26	4/8/26
5/13/26	4/22/26
5/27/26	5/5/26
6/10/26	5/19/26
6/24/26	6/2/26
7/8/26	6/15/26
7/22/26	6/30/26
8/12/26	7/22/26
8/26/26	8/5/26
9/9/26	8/18/26
9/23/26	9/1/26
10/14/26	9/22/26
10/28/26	10/4/26
11/11/26	10/21/26
12/9/26	11/16/26

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5121 Masthead NE, Albuquerque, NM 87109
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