

Official Publication of the State Bar of New Mexico

# 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](http://www.sbnm.org/BarBulletinOnline)



**NEW DIGITAL FEATURE:** 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 for more information.

## 2025 Average Estimated *Bar Bulletin* Publication Stats



Circulation

**9,600**



Open Rate Per Issue

**49.6%**



Clicks Per Issue

**1,200**



Click Rate Per Issue

**13%**



State Bar of  
New Mexico

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# DIGITAL BAR BULLETIN

## 2025 RATE CARD

Effective: September 2025

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

	Size	Open	6x-12x	13x-22x**
<b>COLOR ADS</b>				
Back Cover	7 x 9.5	990	940	840
Inside Front Cover	7x 9.5	930	880	790
Inside Back Cover	7 x 9.5	930	880	790
Page 3 and Page 4	7 x 9.5	930	880	790
Full Page	7 x 9.5	850	810	730
1/2 Horizontal	7 x 4.75	520	490	450
1/3 Square	4.65 x 4.75	410	390	350
<b>BLACK AND WHITE ADS</b>				
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	140	135	120
1/6 Vertical	2.25 x 4.75	140	135	120

\*\*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 attorneys and paralegals** receive a 10% discount on display advertising.  
*Above costs do not include tax.*

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

80 cents per word plus tax. No further discounts apply.

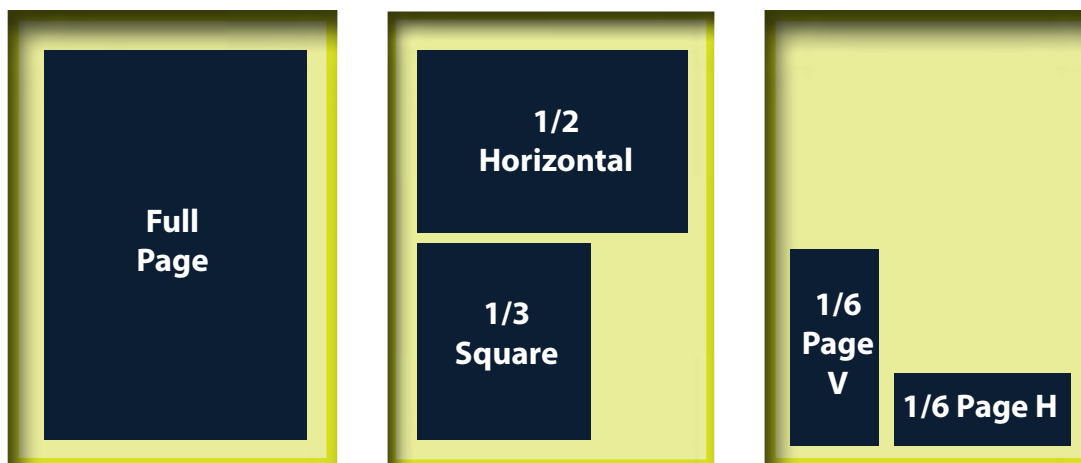
#### Submission Requirements

Email copy as a Microsoft Word attachment to [marketing@sbnm.org](mailto: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](mailto: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.

**General Information:** All advertising will be accepted for publication upon representation that the advertiser or representative is authorized to publish the entire contents and subject matter thereof. The publisher reserves the right to review and edit all ads, to request that an ad 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 for publication, the advertiser will indemnify the State Bar of New Mexico and its employees, agents and representative 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. The publisher reserves the right to repeat the last standing ad 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 State Bar of New Mexico.

**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.

## 2025 BAR BULLETIN PUBLISHING DATES

Publication Date	Advertising Submission Deadline
1/8/25	12/4/24
1/22/25	12/9/24
2/12/25	1/22/25
2/26/25	2/5/25
3/12/25	2/12/25
3/26/25	3/5/25
4/9/25	3/19/25
4/23/25	4/2/25
5/14/25	4/23/25
5/28/25	5/7/25
6/11/25	5/20/25
6/25/25	6/4/25
7/9/25	6/11/25
7/23/25	6/25/25
8/13/25	7/23/25
8/27/25	8/6/25
9/10/25	8/13/25
9/24/25	9/3/25
10/8/25	9/17/25
10/22/25	10/1/25
11/12/25	10/22/25
12/10/25	11/12/25

For information please contact Tom Ende  
Phone: 651-288-3422 • Email: [marketing@sbnm.org](mailto:marketing@sbnm.org)  
5121 Masthead NE, Albuquerque, NM 87109

[www.sbnm.org](http://www.sbnm.org)





## 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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