

CALIFORNIA BAR JOURNAL

MISSION

The new California Bar Journal website - www.calbarjournal.com - and the California Bar eJournal are edited for every attorney member of the State Bar of California - a mandatory bar. Each month [calbarjournal.com](http://www.calbarjournal.com) and the California Bar eJournal provide members with timely information about the Bar as well as updates on CLE, trends in the practice of law, ethics, opinions and changing legislation - local, state and federal. Articles and news directly aid and improve members' law practices and strengthen the delivery of legal services.

PROFILE

- The [calbarjournal.com](http://www.calbarjournal.com) site and the California Bar eJournal are the only official publications of the State Bar of California.
- The new standalone [calbarjournal.com](http://www.calbarjournal.com) website will continue to attract visits from members but will also provide full articles and news for the California Bar eJournal via links for greatly expanded traffic.
- The California Bar eJournal is sent to every member of the State Bar of CA each month - every member is required to supply an email address as of February 1, 2010.
- The California Bar eJournal distribution is over 226,000 and continues to grow.
- The California Bar Journal has historically been the publication of choice for its readers, and the new web-based [calbarjournal.com](http://www.calbarjournal.com) will continue to deliver news of the State Bar of California, legal and ethics education, attorney discipline, MCLE and more.
- Members of The State Bar of California are primarily in private practice, although 10% are working as In-House Counsel, 3% are in public positions, and 11% continue their membership but are in other positions.
- Virtually all members of the State Bar of California are involved in one way or another in the buying responsibilities within their organization for products, services, systems and education
- All "subscribers" to the California Bar eJournal are qualified within one year, as memberships renew annually. All members of The State Bar of California must notify the Bar within 30 days of any address/email/firm/organization membership changes - and changes average 180 per business day.

For advertising, call:

Mike Walker
601 West Fifth Street, Suite 205
Los Angeles, CA 90071
PHONE: 213/896-9210
FAX: 213/896-9209
mike@rwwcompany.com

The State Bar of California
180 Howard Street • San Francisco, CA 94105 • 415/538-2000

EXCLUSIVE EDITORIAL SECTION SPONSORSHIPS

Targeted marketing is an option available only through calbarjournal.com.

Deliver your message to the readers most interested in your products.

We have broken down the following 8 categories as the most important for Attorneys:

- Top Headlines
- Opinion
- MCLE Self Study
- Attorney Discipline
- You Need to Know
- Trials Digest
- Public Comment
- Archived Issues

Exclusive Editorial Section Sponsorships Monthly Rate of \$7,000 includes:

- Top Leaderboard
- Skyscraper
- Lower Leaderboard

For advertising, call:

Mike Walker
601 West Fifth Street, Suite 205
Los Angeles, CA 90071
PHONE: 213/896-9210
FAX: 213/896-9209
mike@rwwcompany.com

CALIFORNIA BAR JOURNAL



ONLINE ADVERTISING OPPORTUNITIES

The California Bar Journal online is THE source for State Bar of California Members to get the news and information they need.

Because of this viral approach to the news, calbarjournal.com has become a favorite bookmark for State Bar of California Members. As news breaks, we are there and so is your marketing message, reaching decision makers who rely on the California Bar Journal for up to date news coverage. Make sure your message is front and center using the following:

TOP LEADERBOARD

\$4,000/Month (Top Headlines, MCLE Self Study)

\$750/Month (Opinion, Attorney Discipline, You Need to Know, Trials Digest, Public Comment, Archived Issues)

Size: Two 184 x 90 pixel banners, file size maximum 30k

SKYSCRAPER

\$4,000/Month (Top Headlines, MCLE Self Study)

\$750/Month (Opinion, Attorney Discipline, You Need to Know, Trials Digest, Public Comment, Archived Issues)

Size: 120 x 600 pixels, file size maximum 30k

LOWER LEADERBOARD

\$3,500/Month (Top Headlines, MCLE Self Study)

\$500/Month (Opinion, Attorney Discipline, You Need to Know, Trials Digest, Public Comment, Archived Issues)

Size: 728 x 90 pixels, file size maximum 30k

The State Bar of California
180 Howard Street • San Francisco, CA 94105 • 415/538-2000

CALIFORNIA BAR

eJOURNAL

TOP LEADERBOARD CALIFORNIA BAR eJOURNAL OCTOBER 2009 **TOP LEADERBOARD**

Bar names 16 lawyers under investigation for loan modification activities
An unprecedented number of complaints from consumers moves the bar to waive confidentiality in favor of public protection.

UC Irvine offers a new approach to law school
Erwin Chemerinsky heads a new program that combines scholarship and the practical with a 21st century respect for international collaboration, public interest law and interdisciplinary work.

Howard Miller is sworn in as the State Bar's 85th president
The Los Angeles lawyer says he wants to reintroduce pro bono work as a core value of the legal profession and pledged to enlist California lawyers to represent victims of loan modification fraud.

Insurance disclosure rule approved
The Supreme Court approves a rule that requires lawyers to tell clients if they do not carry malpractice insurance.
• Rule 3-410
• ABA rule
• Employment discrimination and civil rights

Cruz Reynoso receives Witkin Award
The former Supreme Court justice is honored as a legal giant who "altered the landscape of California jurisprudence."

The best in legal services are honored

Task force appointed to investigate leak
Judicial candidate was leaked to a news outlet.

E-mail addresses required
A new rule of court requires every lawyer to provide an e-mail address to the State Bar by Feb. 1.

Amnesty for some lawyers who owe bar dues

SKYSCRAPER

- Public comment sought on family law proposals
- Prison guards fatally injure an inmate while trying to subdue him
- State Bar President Howard Miller weighs in on lawyer dues
- A court rules that a false complaint to the bar about a lawyer was akin to extortion

MCLE SELF-ASSESSMENT TEST
THOMSON WEST

Does your last name start with the letters A through Q? You're up next for MCLE compliance.

Looking for classmates in trouble?
• Disbarments
• Suspensions
• Public reprimands
• Resignations

State Bar Highlights
Member Services
When You Become 18
Numbers of the Bar
MCLE FAQs

CalBar connect

LOWER LEADERBOARD

OFFICIAL PUBLICATION OF THE STATE BAR OF CALIFORNIA

© 2009 The State Bar of California Contact Us | Notices | Privacy Policy Design by Duplex

ONLINE ADVERTISING OPPORTUNITIES

The California Bar eJournal is distributed on the first of each month to over 226,000 State Bar Members informing them of the latest news and information regarding the State Bar of California.

TOP LEADERBOARD \$7,000/Month

Size: Two 184 x 90 pixel banners, file size maximum 30k

SKYSCRAPER \$7,000/Month

Size: 120 x 600 pixels, file size maximum 30k

LOWER LEADERBOARD \$6,000/Month

Size: 728 x 90 pixels, file size maximum 30k

For advertising, call:

Mike Walker
601 West Fifth Street, Suite 205
Los Angeles, CA 90071
PHONE: 213/896-9210
FAX: 213/896-9209
mike@rwwcompany.com

The State Bar of California
180 Howard Street • San Francisco, CA 94105 • 415/538-2000