

Exhibit 1

THE STATE BAR OF CALIFORNIA

Web Site Advertising Policy  
(Current)

- (a) Purpose: This policy shall permit the State Bar of California to place advertisements within the California Bar Journal pages, Sections' members-only pages, and the Member Benefits section of its Web site, as more fully set forth below, for the purposes of attracting members and the public to the State Bar of California Web site, by providing greater access to information and resources, and potentially generating additional revenue for the State Bar.
- (b) Definition: An "Advertisement," for purposes of this policy, shall mean any display ad, banner, logo, icon or text (including any hypertext link associated with any of the foregoing), (i.e., sections, boards, commissions, committees, etc.), or representing a product or service of such an entity, which is placed or permitted to be placed on the California Bar Journal pages, Sections' members-only pages, and the Member Benefits section of the State Bar of California Web site for the purpose of inducing sales of or otherwise publicizing or promoting a product or service.
- (c) Advertising Procedures:
  - (1) Advertisements may be placed only within the California Bar Journal pages, Sections' members-only pages, and the Member Benefits section of the Web site.
  - (2) The California Bar Journal shall take responsibility for the coordination of solicitation, billing, and revenue collection for advertisements which appear on the California Bar Journal pages, Sections' members-only pages, and the Member Benefits section of the Web site.
  - (3) The California Bar Journal shall develop rate cards and specifications for advertisements on the California Bar Journal pages, Sections' members-only pages, and the Member Benefits section of the Web site which are appropriate for the

market, updating and modifying such rate cards and specifications as necessary from time to time.

- (4) The State Bar shall separately track the revenue arising from California Bar Journal advertisements on the Web site and the revenue arising from the print media advertisements, so that the fiscal success of the California Bar Journal Web site advertising policy may be accurately tracked.
- (5) The acceptance of advertisements with respect to the California Bar Journal pages, Sections' members-only pages, and the Member Benefits section of the Web site shall be within the absolute discretion of the Editor and General Manager of the California Bar Journal.
- (6) The final format of any documents required to implement the foregoing shall be subject to the approval of the Executive Director in consultation with the State Bar's Office of General Counsel.

(Source: Board of Governors' Resolution, September 1996 and March 2004.)