



**ORANGE COUNTY
BAR ASSOCIATION**

Serving the Legal Profession.
Serving the Community.

MEDIA KIT

2026/2027

ORANGE COUNTY
COURTHOUSE

About Us

Founded in 1933, the Orange County Bar Association (OCBA) has served as the primary platform for attorneys to convene, share information regarding their legal specializations, and provide crucial legal and community services to residents in the surrounding regions.

Established by OCBA leadership in the 1960's to fulfill the Bar's strongly-held value of ensuring access to justice for all, The Legal Aid Society is dedicated to meeting the legal needs of low-income residents, the working poor, children, and disadvantaged groups with special needs in the community through its support of the Legal Aid Society of the Orange County Bar Association, Inc.

The OCBA continues to build on its history and reputation as a vital organization that prioritizes the needs and welfare of its members and the community. The association continues to extend a warm welcome to attorneys and legal professionals in Orange, Osceola, and Seminole counties to take part in its initiatives.



Our membership

Demographics

54%
MALE



46%
FEMALE

OCBA *The Briefs* Magazine Readers

OCBA Members 91%



Elected Officials 8%



Unknown 1%



2/1/2025

Total Annual Membership

2,780



2,120

Attorneys



176

Affiliates



146

Judges



111

Law Students

Pro Bono Hours delivered in the past year to Orange County residents who couldn't afford legal assistance: 9,599 hours

Our community involvement

Sponsorship of our events helps us achieve so much for Orange County. We are committed to providing services through a wide variety of programs. It is part of our mission to engage with members of our community in need of legal services and material support. Here are a few examples of our outreach.

Young Lawyers Section (YLS) – holds numerous events throughout the year that benefit school children. For example, YLS supports:

- Teachers and students at Rock Lake Elementary School by holding a school supply drive and also makes monetary donations each fall. Many of the proceeds of YLS events help fund an annual scholarship for our local community college, to a deserving high school student.
- Paralegal Section – hosts an annual holiday party and collects toys through the Toys for Tots program for local children in need.
- OCBA Foundation – participates in a statewide Justice Teaching Program and Orange County Public Schools AVID program. Members donate their time by visiting schools to teach students at all grade levels about how our government works and the importance of participating in our democratic process.
- Legal Aid Society – we donate so many man hours and funds to this organization that we encourage you to visit the website for more information: legalaidocba.org.
- Law Day 5K – each year the OCBA hosts a race with net proceeds benefitting the Legal Aid Society of the Orange County Bar Association, Inc. And the OCBA Foundation, Inc. For more information about the race contact our Marketing and Sponsorship Manager: urslag@ocbanet.org.

Our Sponsor Needed Event Dates

August 27, 2026	5:00 PM	Trivia Night - Winter Park Community Center
September 26, 2026	3:00 PM	UCF Tailgate
October 16, 2026	9:00 AM - 5:00 PM	New Lawyer Training Program at OCBA
October 23, 2026	8:00 AM	YLS Golf Tournament - Eagle Creek
November 6, 2026	8:30 AM - 5:00 PM	NLTP Day 2 - Orlando Courthouse
December 3, 2026	6:00 PM - 9:00PM	YLS Holiday Party at the Alford Inn
February 11, 2027	5:30 PM	Big Daddy's Karaoke night
March 6, 2027	7:00 AM-11:30 AM	Law Day 5K Harbor Park at Lake Baldwin
May 1, 2027	7:00 PM	OCBA Foundation Gala - Four Seasons

To be included as a sponsor to the above events –
Please contact Ursula Gallagher 407 422 4551 ext. 244 | urslag@ocbanet.org

Annual Sponsorship Packages

Platinum

\$10,000

- (9) Full page ads in *The Briefs* (full color).
- (1) Logo on the OCBA website landing page linked to your website.
- (2) Newsletter Banner Ads (subject to availability and can't promote a firm)
- (1) Preferred vendor listing linked to your website. You can have hotlinks to video etc. in the listing.*
- (8) Bar Luncheon registrations for one person.
- (1) Social event Sponsorship (registration for 2) for the calendar year (Examples: Trivia, LawDay 5K. Optional 6-foot table for branding and marketing at the event selected).
- (1) Thank you to our Platinum Sponsors social post on OCBA platforms.

Gold

\$6,500

- (6) half page ad in *The Briefs* (full color).
- (1) Preferred vendor listing linked to your website. You can have hotlinks to video etc. in the listing.*
- (1) Social event sponsorship (your choice of event).
- (1) eEdition banner ad (based on availability).
- (1) Mailing list of membership to be used one time. (3,000+Members/upon approval of creative).
- (8) Lunch attendances for one person.
- Value added thank you in *The Briefs* magazine.

Silver

\$4,500

- (4) half page ads in *The Briefs*.
- (1) Preferred vendor listing linked to your website.*
- (1) eEdition banner ad (based on availability).
- (8) Lunch attendances for one person.
- Value added thank you in *The Briefs* magazine.

Bronze

\$2,500

- (4) quarter page ads in *The Briefs*.
- (8) Lunch attendances for one person.
- Value added thank you in *The Briefs* magazine.

Bar Luncheon Sponsor

\$3,250

(only 8 possible sponsors)

- (8) Lunch attendances for one person.
- VIP welcome area for Bar Luncheon Sponsors to collect their name tags.
- (1) Full page full color - advertorial/ad in *The Briefs* magazine.
- Logo included on pull-up banner used for photo ops
- Recognition by the OCBA President from the podium.
- ONE title month out of (8) options of lunches -
 - Title month – 12 ft table for branding ahead of event.
 - 2 minutes to speak from the podium during your title month.
 - Location: Marriott Downtown Orlando

*This item is not available to law firms. Contact our advertising department for more details.

OPTIONAL SPONSORSHIP ITEMS

- Annual Law Committee Sponsorship – support the committee and their meetings with your branding information for the entire year! Be included on distribution lists from the committee – have your logo on their event flyers. 2 minutes to speak at their events (up to the committee depending on how many events.) One 1/4 page full-color ad in the Briefs magazine. In person events at OCBA will get you a 6ft. table for your branding and swag give aways. Examples of committees are: Business Law, Criminal Law, Family Law, Estate Guardian and Trust, Insurance. Etc. Also a quarter page full color ad in The Briefs magazine. \$1,500

- Landing Page Logo on the carousel – linked to your home page on your website. Traffic from our membership and the public coming to the OCBA webpage looking for information will see your logo. This option is sold annually only. \$1,000

- Bar Luncheon Attendee Table Sponsor (1) luncheon \$500
 - 6-person table
 - Your business logo on the table center signage
 - Includes (6) for lunch.

- Continued Learning Education / CLE Sponsorship – sponsor a law committee program with your message, logo and branding on all elements of that CLE class. Virtual events are recorded and held online for 18 months. Company gets 2 minutes to speak ahead of the CLE class. \$400

Advertising sponsorship in The Briefs Magazine

We publish nine digital editions annually with a strong open rate, along with four full-color print issues. Our magazine reaches a targeted audience of OCBA attorneys, judges, affiliates, and students across both digital and print platforms.

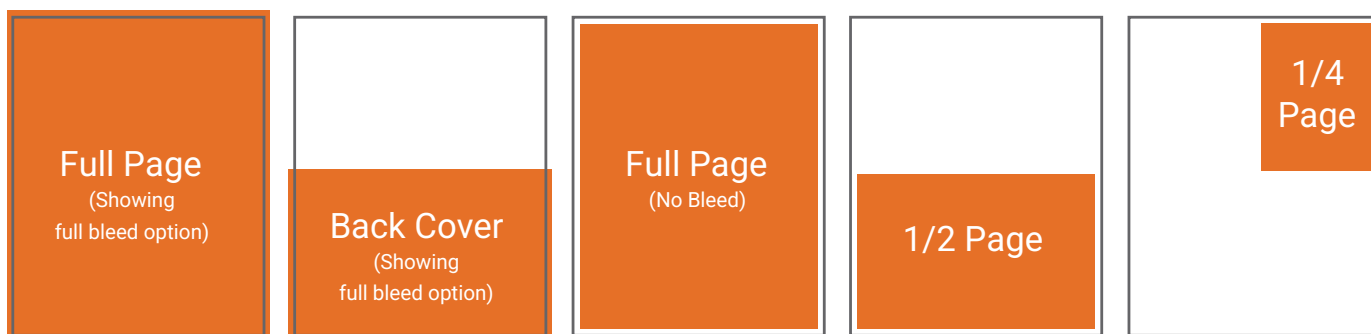
We offer the following sizes

- **Full Page and color** - 7.5" x 10" or 8.75" x 11.25" for full bleed
- **Half Page** - 7.5" x 5" full color
- **Quarter Page** - 3.75" x 4.9375" full color

Premium Positions are

- Inside front cover / Page 2 / Inside back cover / outside back cover

- Camera-ready artwork only
- Production printing requirements
- Preview your file before final submission. Files not properly prepared, or with missing elements or other problems, will be returned to Advertiser. Prepare file at 100% size.
- Turn off compression for all images and graphics.
- Convert all fonts to outlines/curves/paths or provide all printer and screen fonts.
- Embed all images and graphics or submit images as a separate file
Submit color ads in CMYK color mode.
- See ad sizes in the for-size specifications – bleed and non-bleed ads.
- Acceptable File Types: PDF, EPS, TIF, PSD, or jpg; 300 dpi to 1200 dpi. No Microsoft Publisher ads or ads formatted in Microsoft Word.



Full-color Display

Type of Ad	Size W x H	Monthly	10% Discount 3-Mo. Contract	15% Discount 6-Mo. Contract	20% Discount 9-Insertion Contract
Full Page-Inside Front Cover*	7.5" x 10"	\$1200	\$1080	\$1020	\$960
Full Page-Inside Back Cover*	7.5" x 10"	\$1200	\$1080	\$1020	\$960
2/3 Page-Outside Back Cover*	7.5" x 7"	\$1800	\$1620	\$1520	\$1440
Full Page*	7" x 10"	\$1000	\$900	\$850	\$800
1/2 Page*	7.5" x 5"	\$650	\$585	\$552.50	\$550
1/4 Page*	3.75" x 4.9375"	\$475	\$427.50	\$403.75	\$380

*For full page/full bleed color ads, add 1/8" (.125") to all 4 sides. Live matter should be within 1/4" of trim edge. Finished ad size should measure 8.75" x 11.25" for a full bleed ad.

** Outside back cover = 8.75" x 7.625" includes 1/8" bleed off right and left and sides + 1/8" off bottom edge for a full-bleed ad.

Digital Advertising in the OCBA Newsletter or *the Briefs* eEdition

Reach our exclusive network of legal professionals directly in their inbox.

Digital advertising with the OCBA offers a powerful opportunity to connect with our members. Each ad includes a clickable link to your website, driving traffic and visibility where it matters most.

Ad Details	Deadlines
Ad Size: 600 x 200 pixels (Banner)	Newsletter Banner: Due 2 weeks prior to the Monday distribution date.
Rate: \$200 per placement	
File Format: .PNG (must match pixel size)	eEdition Banner: Due 2 weeks before the month's end. Final advertising deadline is always the 10th of the month prior to publication.
Submission: Email your ad file and the URL you'd like it linked to provide details to: urslag@ocbanet.org .	