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# 2021-2022

## SECTION SPONSORSHIP

### OPPORTUNITIES FOR YOUR COMPANY



# INVOLVEMENT

WITH THE SOLO & SMALL FIRM SECTION OF THE FLORIDA BAR is an excellent way to showcase your products and services to nearly 2,000 Florida Bar attorneys and paralegals throughout Florida. Sponsor the Solo & Small Firm Section and gain valuable exposure for your company or organization. We offer several levels of sponsorships and we welcome your ideas about tailoring a package for your company's preferences.

To reserve your sponsorship, please contact  
Solo & Small Firm Section Program Administrator  
Ricky Libbert at (850) 561-5631 or [rllibbert@floridabar.org](mailto:rllibbert@floridabar.org).

[FLSoloSmallFirm.org](http://FLSoloSmallFirm.org)

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# SECTION SPONSORSHIP OPPORTUNITIES

All Solo & Small Firm Section sponsors receive recognition on the section's website sponsor page, on social media, in section communications, and in newsletters in various degrees according to their respective sponsorship levels. All sponsorships are for one year.

**MEMBERSHIP.** The section is comprised of nearly 2,000 attorney and paralegal members located throughout Florida as well as out-of-state members of The Florida Bar. The section's Executive Council meetings are attended by up to 30 members including those serving as officers, on the Executive Council, as Emeritus members, affiliate member representatives, as well as guests. The meetings are held five times each year at various locations in Florida or virtually. The Executive Council also holds a Long-Range Planning Meeting once a year that may be held virtually or in person.

**COMMUNICATIONS.** The section's QuickLINK e-newsletter is posted as a blog on the section website every two weeks and e-mailed to all section members and promoted on social media. The section's LINK digital magazine is published three times a year on the section's website, e-mailed to all section members and promoted on social media. In March 2021, the section's website analytics showed 331 sessions, 547 page views, and an average session duration of 2 minutes and 18 seconds.

**SOCIAL MEDIA.** The section maintains active social media profiles on Facebook and Twitter, and offers a members-only, closed Facebook group and a LinkedIn group. Currently, we have 1,765-page followers on Facebook, 2,395 followers on Twitter, 418 members in the closed Facebook group, 681 members in the LinkedIn group and 77 followers on Instagram (added profile in February 2021). We average one social media post per day on Facebook, Twitter, LinkedIn and Instagram.

**CONTINUING LEGAL EDUCATION.** Each Florida Bar year (July through June), the section offers two monthly CLE webinars, including a free CLE on Zoom that also is available in our Facebook group. Historically, our in-person CLE seminars have been the annual Solo & Small Firm Conference, Florida Law Update, and Ethics Update, as well as the Agricultural Law Update, held every two years. The Ethics Update will be offered virtually in 2021 and the Florida Law Update (2021) and the Solo & Small Firm Conference (2022) may be held in person or virtually.

# SECTION SPONSORSHIP OPPORTUNITIES

## SECTION ANNUAL SPONSORSHIP \$5000 (Limited to four)

- Recognition as a Section Annual Sponsor on a banner prominently displayed on the section's website homepage.
- Your company's logo and promotional statement will appear on the section website's sponsor page.
- Recognition as a Section Annual Sponsor in all section e-mails, which are sent to all section members and shared on social media.
- Full-page ad in each issue of the section's LINK digital magazine, which is published three times a year on the section's website, e-mailed to all section members and promoted on social media.
- Recognition as a Section Annual Sponsor in the section's biweekly QuickLINK e-newsletter, which is posted as a blog on the section website and emailed to all section members and promoted on social media.
- Your advertisement (Widescreen 16:9) in four issues of the section's biweekly QuickLINK e-newsletter, which is posted as a blog on the section website, emailed to all section members and promoted on social media.
- Direct promotions to section members four times during the year as stand-alone emails.
- Social media feature posts at least one time per month on Facebook, Twitter and LinkedIn.
- Recognition as a Section Annual Sponsor at all functions—virtual or live—that are sponsored by the section.
- At the start of CLE programs your company will be verbally recognized as a Section Annual Sponsor by the moderator and your company logo will be displayed on a slide, along with that of other sponsors.
- Recognition as a Section Annual Sponsor in the section's Executive Council Member Handbook.
- 7-minute presentation at an Executive Council or Long-Range Planning Meeting.

# SPONSORSHIP OPPORTUNITIES

## SECTION ADVOCATE SPONSORSHIP \$3000

- Your company's logo and promotional statement will appear on the section website's sponsor page.
- Recognition as a Section Advocate in all section e-mails, which are sent to all section members and shared on social media.
- 2/3-page ad in two issues of the section's LINK digital magazine, which is published three times a year on the section's website, e-mailed to all section members and promoted on social media.
- Recognition as a Section Advocate in the section's biweekly QuickLINK e-newsletter, which is posted as a blog on the section website and emailed to all section members and promoted on social media.
- Your advertisement (Widescreen 16:9) in two issues of the section's biweekly QuickLINK e-newsletter, which is posted as a blog on the section website, emailed to all section members and promoted on social media.
- Social media feature posts at least every other month on Facebook, Twitter and LinkedIn.
- Recognition as a Section Advocate at functions where signage is available.
- At the start of CLE programs your company will be recognized as a Section Advocate with your company logo displayed on a slide, along with that of other sponsors.
- Recognition as a Section Advocate in the section's Executive Council Member Handbook.
- 7-minute presentation at an Executive Council or Long-Range Planning Meeting.

# SPONSORSHIP OPPORTUNITIES

## SECTION SUPPORTER SPONSORSHIP \$1750

- Your company's logo and promotional statement will appear on the section website's sponsor page.
- Recognition as a Section Supporter in all section e-mails, which are sent to all section members and shared on social media.
- 1/2-page ad in one issue of the section's LINK digital magazine, which is published three times a year on the section's website, e-mailed to all section members and promoted on social media.
- Your advertisement (Widescreen 16:9) in one issue of the section's biweekly QuickLINK e-newsletter, which is posted as a blog on the section website, emailed to all section members and promoted on social media.
- Social media feature posts at least four times per year on Facebook, Twitter and LinkedIn.
- Recognition as a Section Supporter at functions where signage is available.
- At the start of CLE programs your company will be recognized as a Section Supporter with your company logo displayed on a slide, along with that of other sponsors.
- Recognition as a Section Supporter in the section's Executive Council Member Handbook.
- 7-minute presentation at an Executive Council or Long-Range Planning Meeting.

# SPONSORSHIP OPPORTUNITIES

## SECTION FRIEND SPONSORSHIP \$800

- Your company's logo will appear on the section website's sponsor page.
- 1/3-page ad in two issues of the section's LINK digital magazine, which is published on the section's website, e-mailed to all section members and promoted on social media.
- Social media feature posts at least three times per year on Facebook, Twitter and LinkedIn.
- Recognition as a Section Friend at functions where signage is available.
- Recognition as a Section Friend in the section's Executive Council Member Handbook.

## SECTION LAW FIRM SPONSORSHIP \$400

- Your firm's name or logo will appear on the section website's sponsor page.
- 1/3-page ad in one issue of the section's LINK digital magazine, which is published on the section's website, e-mailed to all section members and promoted on social media.
- Social media feature posts at least two times per year on Facebook, Twitter and LinkedIn.
- Recognition as a Section Law Firm Sponsor at functions where signage is available.
- Recognition as a Section Law Firm Sponsor in the section's Executive Council Member Handbook.



# 2020-2021 ADVERTISING SPECIFICATIONS LINK & QUICKLINK

LINK	QUICKLINK
1/3 page—\$275	\$200
1/2 page—\$350	(Various size
2/3 page—\$550	options)
Full page—\$680	

The LINK newsletter is published three times per year. Your advertisement may be submitted electronically as a .jpg, .tif or .pdf file at 300 ppi or larger. Black & white camera-ready copy is also acceptable. Please email advertisements to Program Administrator Ricky Libbert at [rllibbert@floridabar.org](mailto:rllibbert@floridabar.org).

Payment will be accepted on a per-issue basis. You may pay by check by completing the form below and mailing it to Ricky Libbert, The Florida Bar Solo & Small Firm Section, 651 E. Jefferson Street, Tallahassee, FL, 32399-2300. Options to pay online will be available through The Florida Bar. For further information, please contact Ricky Libbert at (850) 561-5631 or [rllibbert@floridabar.org](mailto:rllibbert@floridabar.org).

The Solo & Small Firm Section LINK will accept all advertising that is in keeping with the publication's standards of ethics, legality and propriety, so long as such advertising is not derogatory, demeaning or contrary to The Florida Bar Standing Board Policy 13.10 (e), Bar Journal and News Editorial Policy. The editor reserves the right to place the submitted ad in an issue as space permits during the layout stage.

The QuickLINK e-newsletter is disseminated biweekly to all Solo & Small Firm Section members and is posted as a blog on the section website.

Company Name:

Contact:

Address:

Phone

Email:

Payment

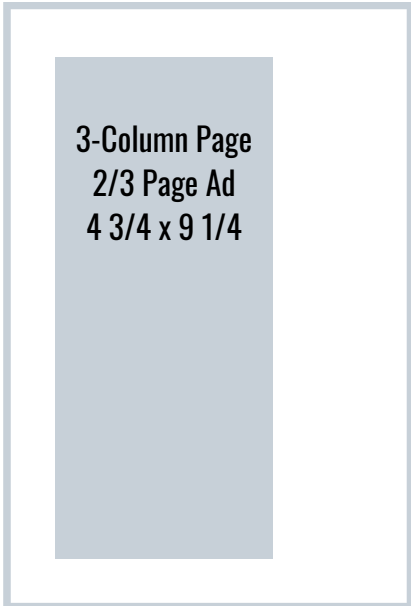
Enclosed: \$

(payable to The Florida Bar)

Signature:

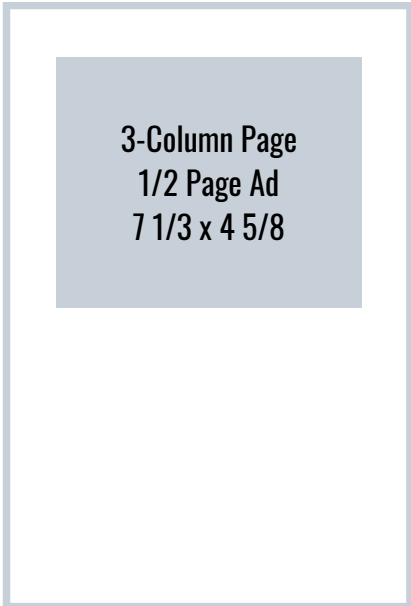
# AD SIZES

## LINK MAGAZINE



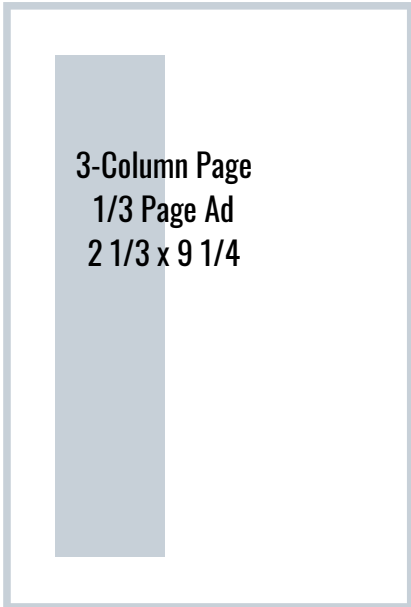
A diagram showing a 3-column page layout with a large grey rectangular ad area occupying the top two-thirds of the page.

**3-Column Page**  
**2/3 Page Ad**  
**4 3/4 x 9 1/4**



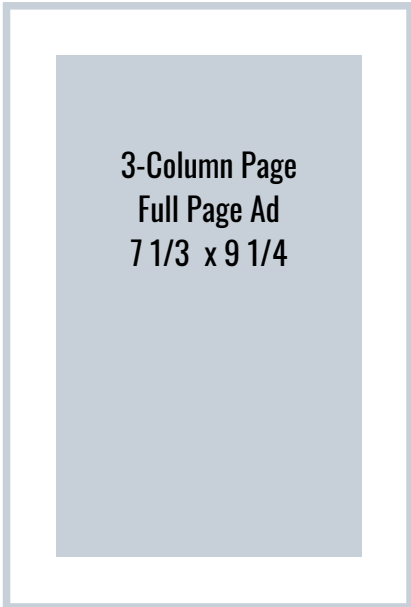
A diagram showing a 3-column page layout with a grey rectangular ad area occupying the top half of the page.

**3-Column Page**  
**1/2 Page Ad**  
**7 1/3 x 4 5/8**



A diagram showing a 3-column page layout with a narrow grey rectangular ad area occupying the top third of the page.

**3-Column Page**  
**1/3 Page Ad**  
**2 1/3 x 9 1/4**



A diagram showing a 3-column page layout with a grey rectangular ad area occupying the entire page.

**3-Column Page**  
**Full Page Ad**  
**7 1/3 x 9 1/4**