



# Bar Council

## Rate Card

# Advertise with Us

Strengthen your brand's position with the Malaysian Bar platform! Advertising with us provides you with unparalleled access to over 20,000 legal practitioners in Peninsular Malaysia.

Using a vast array of advertising channels, we will tailor our services to help enhance your brand recognition and engagement with high-quality target audiences from the legal community.

## Why Us?

Over 20,000 Members with a broad range of practice areas and interests.

Over 8,000 law firms across Peninsular Malaysia.

Over 13,000 social media followers accumulatively on Facebook.

Over 200,000 weekly views on the official websites.

Over 100 events, webinars, conferences that are organised yearly.

*Source: Bar Council statistics, 2020.*

# Advertising Channels

Channel	Description
Electronic direct mail ("EDM")	EDM through email database
Website e-banner Circular e-banner Video banner Sidebar ad Scroll box	E-banner at the top of the website E-banner at the bottom of email circulars Video ad at the bottom of the website Ad (static or video) on the sidebar Blurb on the scroll box
Law firms' areas of practice Specialist services directory Job posting	Ad on law firms' areas of practice Ad on specialist service for lawyers Job posting for legal and support positions
Facebook page Job posting on Facebook page Advertorial	Ad on our Facebook page Job posting for legal and support positions on our Facebook page Online advertorial for educational purposes
CPD Live video ad Event listing	Video ad on CPD Live – a platform for webinars List event, webinar, or conference on the CPD website
Event collaboration	Collaborate with CPD for events, webinars, or conferences

## Advertising Requirement

For technical information and insert specifications, please contact the relevant representatives from the Public Relations ("PR") and Continuing Professional Development ("CPD") Department .

Please note that the file content remains the responsibility of the sender. The Bar Council will not accept responsibility for any issues with the published result, should the file content not be in order.

Cancellation should be made two weeks prior to the agreed published date.

Payment must be made prior to the agreed published date.

# Advertising Rates

Channel	Malaysian Bar Website (RM)	CPD (RM)
EDM	3,000	-
Website e-banner	1,500 / week	1,500 / week
Circular e-banner	1,000 / twice a week	-
Video banner	1,000 / week	-
Sidebar ad	-	1,000 / week
Scroll box	500 / week (law firms) 1,000 / week (other organisations)	-
Law firms' areas of practice	Contact PR for quotation	-
Specialist services directory	500	-
Job posting	150 / week (law firms) 500 / week (other organisations)	-
Facebook page	500 / post	500 / post
Job posting on Facebook page	150 / post (law firms) 500 / post (other organisations)	-
Advertorial	Contact PR for collaboration	500
CPD Live – Video ad	1,000 / video / event	-
Event listing	-	250
Event collaboration	-	Contact CPD for collaboration

## Get in Touch

### Public Relations

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