



CANADIAN  
BAR ASSOCIATION  
Alberta

# 2025/2026 Media Kit

[cba-alberta.org](http://cba-alberta.org)



# About CBA Alberta

The CBA is Canada's largest association for legal profession, and we have been championing lawyers and Canadian law since 1896.

We represent more than 40,000 lawyers, judges and students, including over 5,500 here in Alberta.

We are the essential ally and advocate for the legal profession, connecting our members to the people, knowledge and skills they need to successfully practice law.

# Who we reach

## MEMBERSHIP

**5,500 +**  
CBA Alberta members

## PRACTICE TYPES

**64%** Private practice  
**6%** In-house counsel  
**5%** Government

## DEMOGRAPHICS

|                            |                              |                              |
|----------------------------|------------------------------|------------------------------|
| <b>27%</b>                 | <b>36%</b>                   | <b>37%</b>                   |
| Early career<br>(<4 years) | Mid-career<br>(5 - 15 years) | Mature career<br>(15+ years) |

## LOCATION

**61%** Calgary region  
**33%** Edmonton region  
**6%** Other

# Engaged membership

CBA Alberta members are engaged in their association with high levels of volunteerism and participation in events.

**7% increase**

in membership between  
2020 and 2025

**1/10 members**

volunteer with CBA  
Alberta each year

**6/10 members**

attend at least one CBA  
Alberta-hosted CPD  
or networking event  
annually

# Enhance your profile with CBA Alberta advertising & sponsorship opportunities

- Get your brand recognized by Alberta lawyers
- Thousands of lawyers, judges, students, and other members of the profession visit our website and read our newsletters
- We offer unique opportunities to increase brand awareness and drive lawyers to your website
- Put your brand at the centre of a promotion campaign with webinar and event sponsorships. Contact us to discuss your custom package.

Email newsletter

# The Legal Brief

CBA Alberta's membership newsletter. It is the go-to resource for the latest news from the CBA, the legal community, government, and the courts, plus job postings from leading employers in Western Canada.

*Per issue*

Banner 1: \$525

Banner 2: \$475

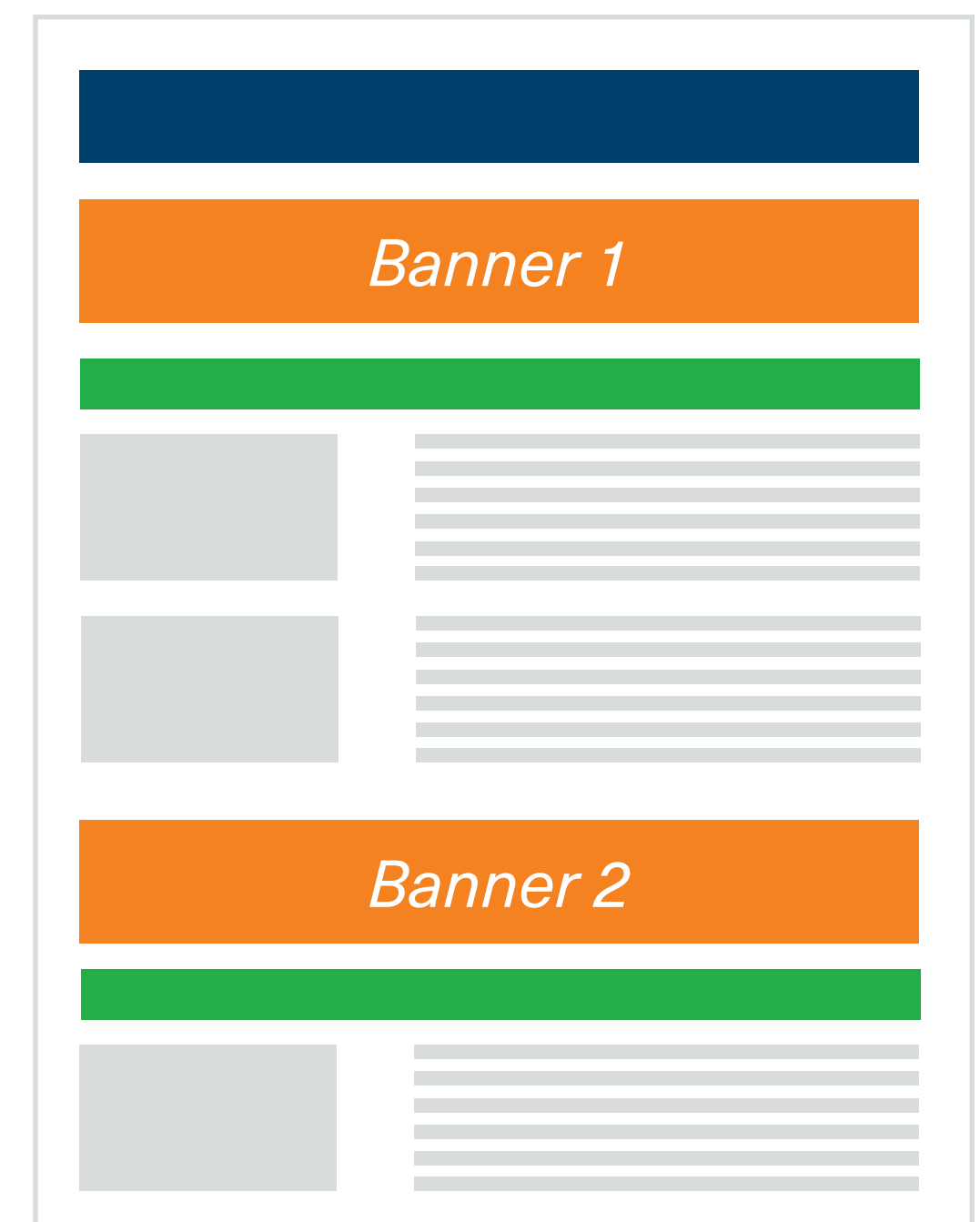
Dimensions: 650 x 150 px

Bi-monthly (2<sup>nd</sup> and 4<sup>th</sup> Thursday)

4,500+ recipients

**40%** average open rate

**15%** average click-through



[View sample](#)

Email newsletter

# PD Newsletter

Exclusively for CBA Alberta members, the PD Newsletter is their resource for all things professional development, with local events and programs offered by our CBA branches across the country.

*Per issue*  
Banner 1: \$525  
Banner 2: \$475  
Dimensions: 650 x 150 px

Bi-weekly on Mondays  
4,500+ recipients  
**36%** average open rate  
**10%** average click-through

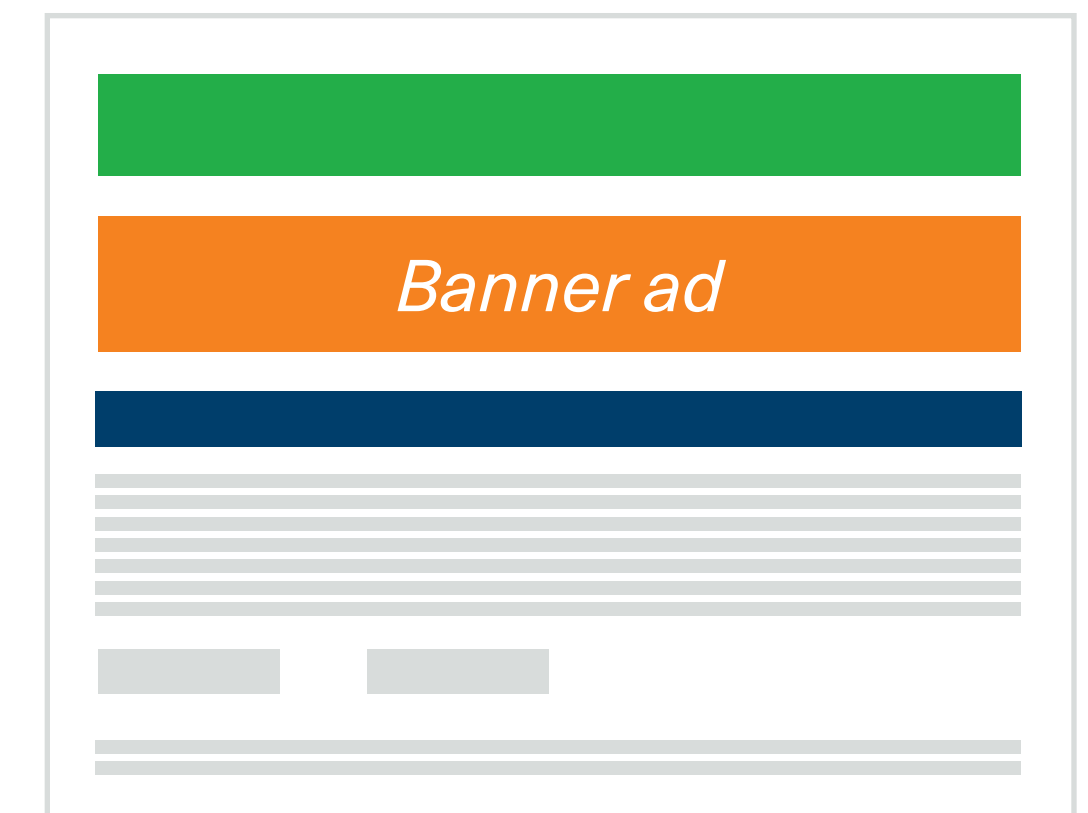


[View sample](#)

Direct email

## Section Notices

Reach a specific area of practice and highly-engaged members through Section notices. Sections are practice-focused or interest-based groups that host 6 - 10 in-person and online events per year.



[View sample](#)

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*3-month campaign*  
*Fall, Winter, Spring*

Min. 10 emails

Banner ad: \$1,500 - \$2,000  
*(varies by Section)*  
Dimensions: 650 x 150 px

**45%** average open rate  
**20%** average click-through

Digital advertising

# CBA-Alberta.org

Expand your reach and connect with CBA Alberta members and other visitors to our website. Your banner ad will appear on the homepage, and the Sections and Professional Development pages, which are among the highest-visited pages on the website.



*1-month placement*

Leaderboard ad: \$2,400

Dimensions: 970 x 90 px

**200,000** page views per year

**60,000** unique visitors per year

**2:19** average session duration

Digital advertising & sponsored content

# CBA Alberta Law Matters

CBA Alberta's digital magazine, a leading resource for Alberta lawyers that provides a voice for influential legal analysis from our contributors. Make your mark with in-site advertising or advertorial content.

*1-month placement*

Leaderboard ad: \$1,400

Dimensions: 970 x 90 px

Big Box ad: \$1,700

Dimensions: 970 x 90 px

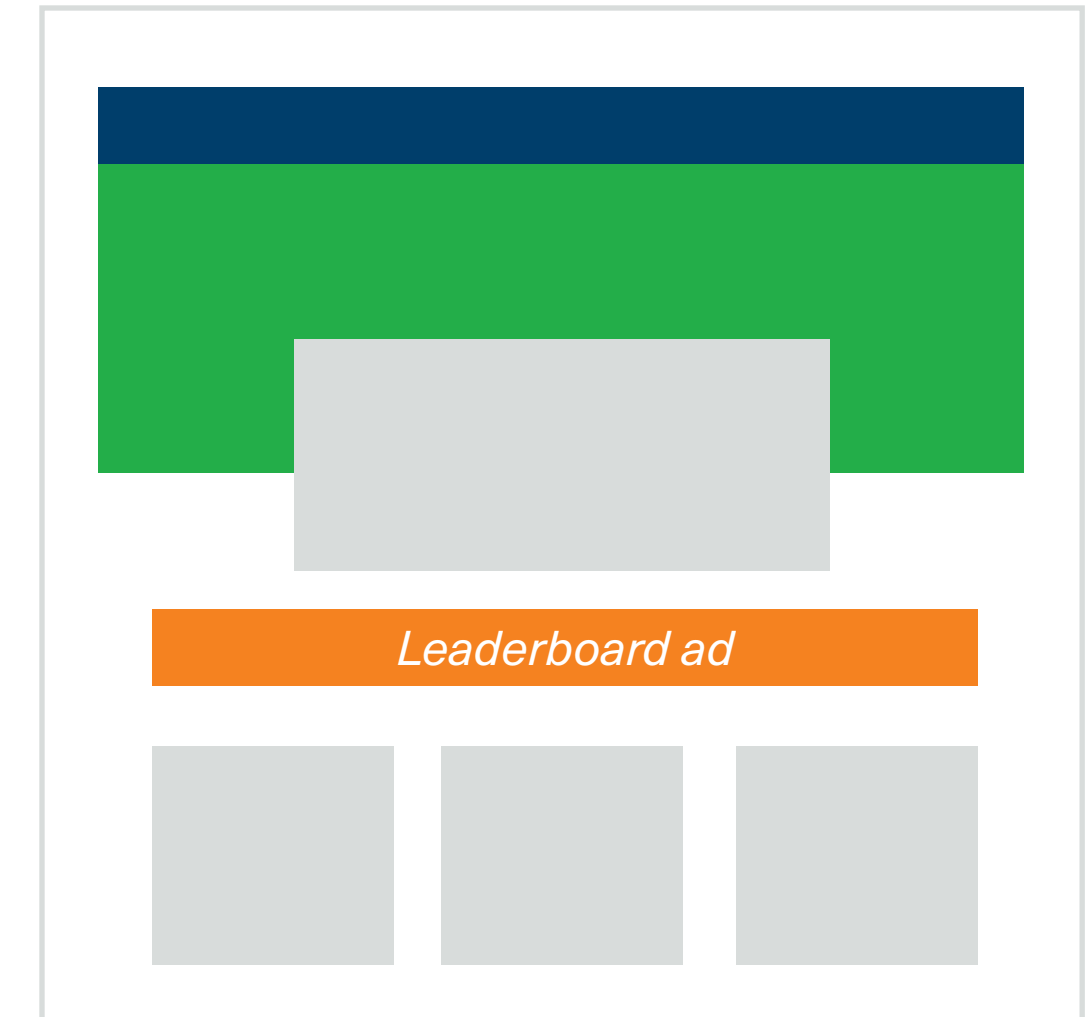
Advertorial: \$2,500

750 - 1,000 words provided by the advertiser

**64,000** page views per year

**16,000** unique visitors per year

**1:16** average session duration





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# Book a meeting today

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