



AN OVERVIEW

HEADNOTES

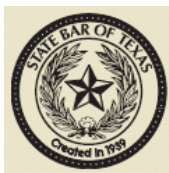
Published monthly by the Dallas Bar Association, distributed to 10,000 Dallas-area attorneys.

For more than 135 years, the Dallas Bar Association has been the source that esteemed lawyers depend upon for networking opportunities, professional development, and community involvement. What began in 1873, continues today with more than 10,000 members who practice in a variety of legal niches and of all ages.

Each month, *Headnotes*, the official newsletter of the DBA, provides members with substantive law articles, membership news, and a calendar of upcoming Continuing Legal Education programs. The DBA hosts more than 400 CLE programs each year, and *Headnotes* is an important tool in the publicity of these events. Survey results show that 93% of members read *Headnotes*.

In 1979, the Dallas Bar Association moved its headquarters to the historic Belo Mansion. And in 2003, the DBA opened the Pavilion at the Belo Mansion, a first-class expansion which accommodates more than 600 attendees for seminars, receptions and meetings. Undoubtedly, the uniqueness and convenience of the Belo Mansion, coupled with the DBA's high-caliber membership, has contributed to the enviable reputation the Dallas Bar Association has developed nationwide.

In 2005, *Headnotes* was recognized for its excellence by collecting *all five Bar Association Newsletter Awards* presented by the State Bar of Texas — including *best overall newsletter*. And then in 2006, 2007 and 2008 *Headnotes* earned nine more newsletter awards presented by the State Bar of Texas.



In 2007 and 2005, *Headnotes* was the recipient of the prestigious *Luminary Award for Excellence in Publications* presented by the National Association of Bar Executives Communications Section, a division of the American Bar Association.



DALLAS BAR ASSOCIATION

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Rev 01/09



ADVERTISING SCHEDULE

HEADNOTES

Published monthly by the Dallas Bar Association, distributed to 10,000 Dallas-area attorneys.

Each issue of Headnotes includes three to six articles on a particular focus, typically written by members of the Dallas Bar Association who practice in the particular area of law.

<u>ISSUE</u>	<u>FOCUS</u>	<u>AD SPACE DEADLINE</u>	<u>AD MATERIALS DUE</u>
February 2009	Energy Law	January 7	January 14
March 2009	Health Law	February 6	February 13
April 2009	Appellate Law	March 6	March 13
May 2009	Criminal Law	April 7	April 14
June 2009	Bankruptcy Law	May 7	May 14
July 2009	Intellectual Property Law	June 8	June 15
August 2009	Family Law & Probate/Trusts	July 7	July 14
September 2009*	Business Litigation	August 7	August 14
October 2009*	Tort & Insurance Law	September 4	September 11
November 2009	Labor & Employment Law	October 6	October 13
December 2009	Tax Law & Employee Benefits	November 6	November 13
January 2010	Real Property & Construction Law	December 7	December 14
February 2010	M&A and Corporate Securities	January 7	January 14

** Ask about our bonus distribution during the fall to reach even more Dallas-area attorneys.*

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