



CANADIAN
BAR ASSOCIATION
Alberta

2025/2026 Media Kit

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

DEMOGRAPHICS

27%

Early career
(<4 years)

36%

Mid-career
(5 - 15 years)

37%

Mature career
(15+ years)

PRACTICE TYPES

64% Private practice

6% In-house counsel

5% Government

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

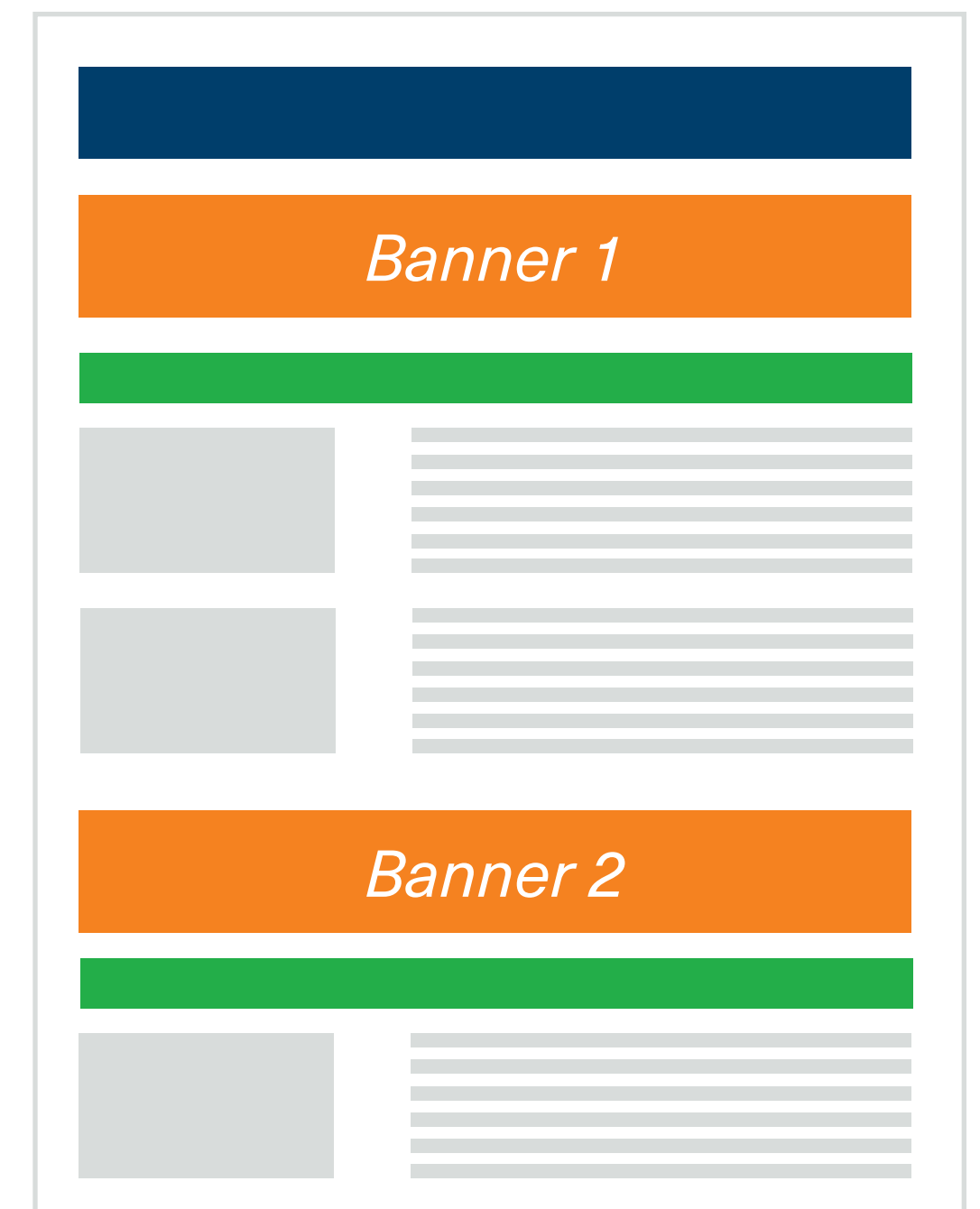
Dimensions: 650 x 150 px

Bi-monthly (2nd and 4th 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

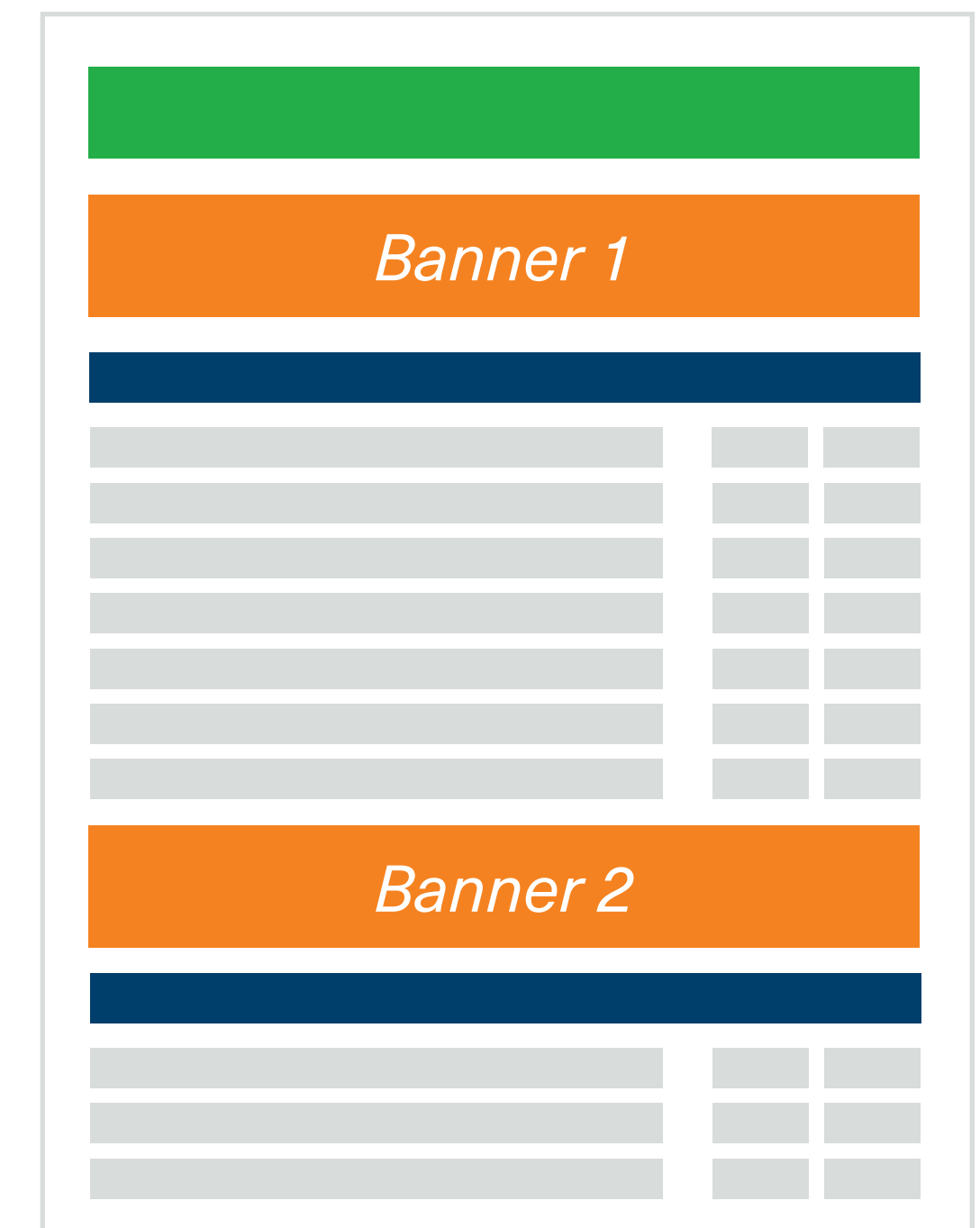
Dimensions: 650 x 150 px

Bi-weekly on Mondays

4,500+ recipients

36% average open rate

10% average click-through

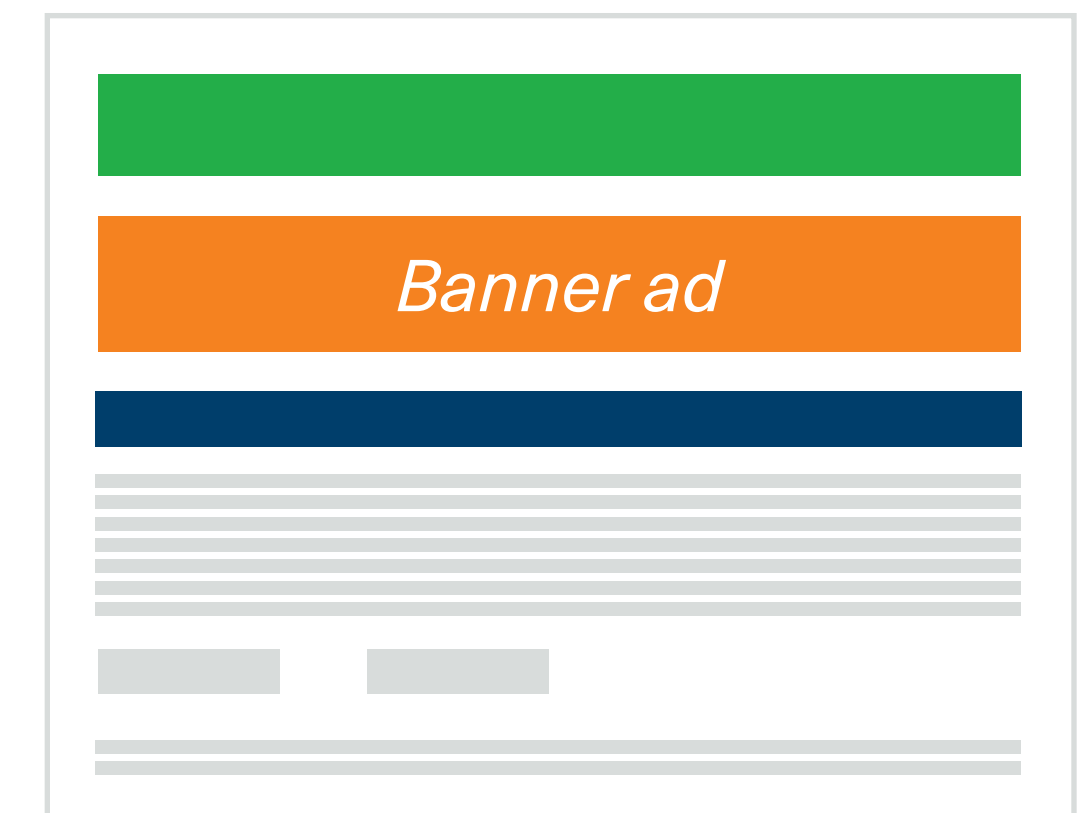


[View sample](#)

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](#)

3-month campaign
Fall, Winter, Spring

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

Min. 10 emails

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

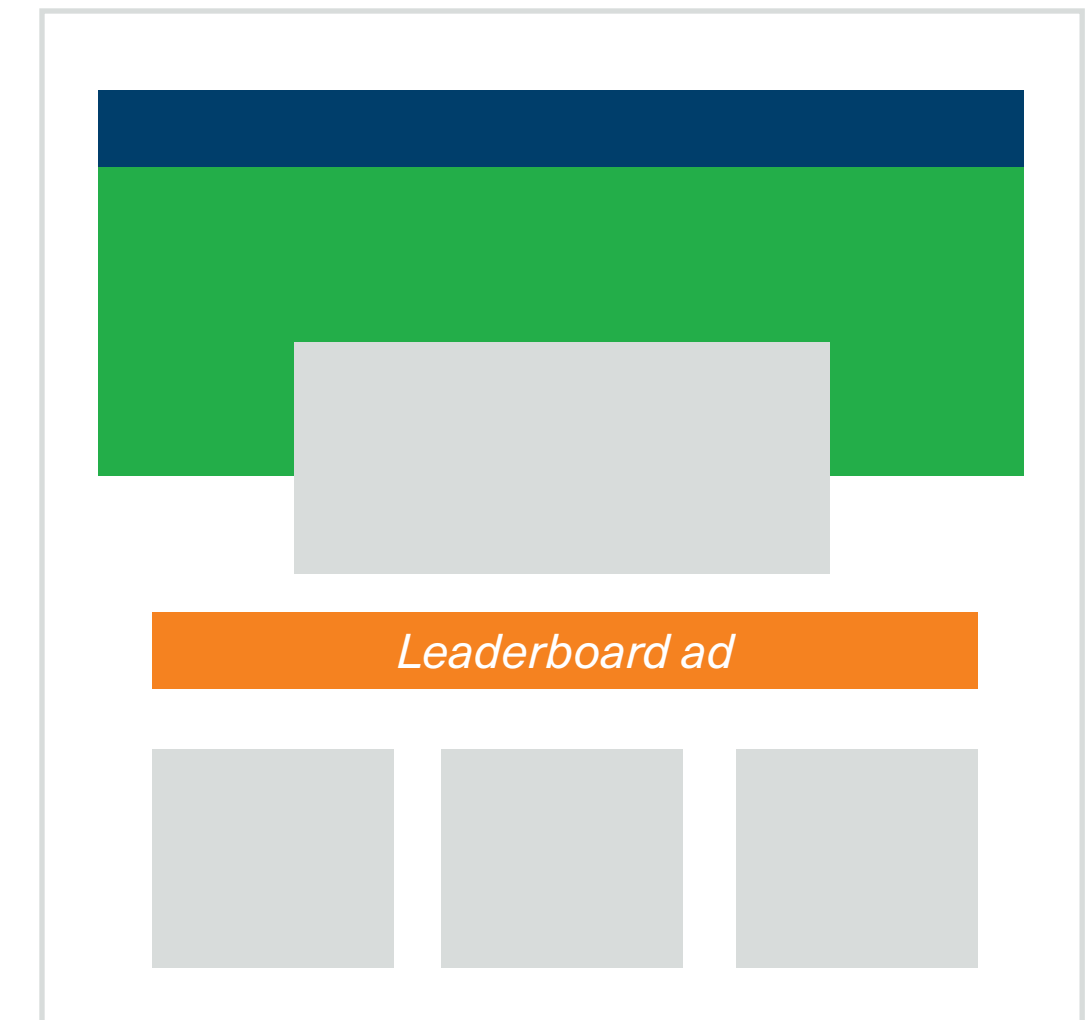
Advertorial: \$2,500

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





CANADIAN
BAR ASSOCIATION
Alberta

Book a meeting today

Nicole Ouellet

Manager, Member Services & Communications

ads@cba-alberta.org

403 218 4310