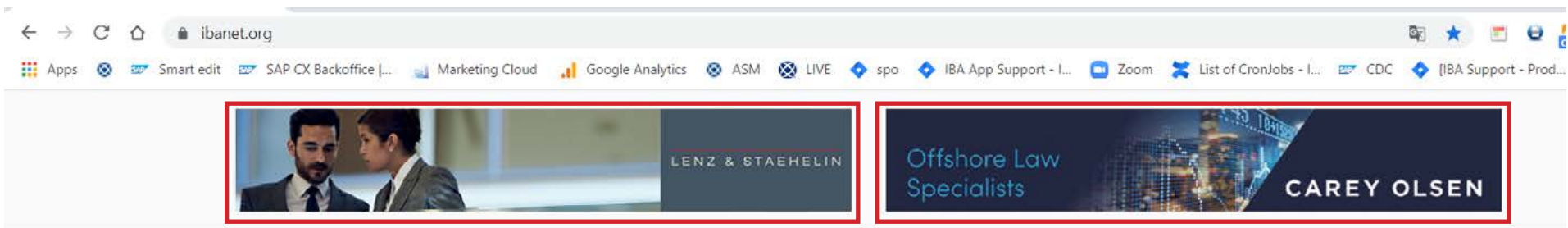




# International Bar Association – Leaderboard advertising 2023



International Bar Association  
the global voice of the legal profession



Sign in

- About ▾
- Committees and Divisions ▾
- Outreach ▾
- Membership ▾
- Conferences and Events ▾
- Digital Content ▾

## International Bar Association



The foremost membership organisation for international legal practitioners, bar associations and law societies, the IBA was born out of the conviction that it could contribute to global stability and peace through the promotion and protection of the rule of law. [Read more](#)

 Join the IBA



The IBA's virtual events provide a forum for the dissemination of specialist legal information and are a great way to network and discuss the latest updates and developments in your area of practice.

Forthcoming events →

# Leaderboard advert statistics

The International Bar Association's (IBA) website is a chief point reference for the legal practitioners the world over, providing an extensive range of content to the global legal profession.

## Page views

- 6,734,862 page views in the last 12 months

## Monthly page views

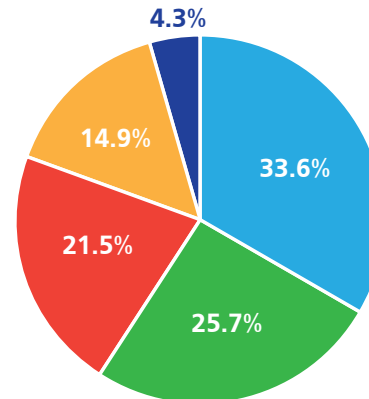
February 2022	413,351
March 2022	571,954
April 2022	556,272
May 2022	540,771
June 2022	447,392
July 2022	481,274
August 2022	536,563
September 2022	662,274
October 2022	951,621
November 2022	629,045
December 2022	350,231
January 2023	594,114

## Audience insight

- senior and managing partners law firms
- majority are in private practice

## Geographical breakdown by continent

1.  Asia
2.  Europe
3.  Americas
4.  Africa
5.  Oceania
6.  (not set)



## Technology coverage - Mobile

Android	- 60.54%
iOS	- 37.95%
Others	- 1.5%

## Technology coverage - Browser

Chrome	- 64.51%
Safari	- 18.54%
Others	- 16.95%

On average, an advert on the IBA website will receive 561,238 page views per month

For further information regarding all advertising opportunities with the IBA email [andrew.webster-dunn@int-bar.org](mailto:andrew.webster-dunn@int-bar.org)

# Leaderboard advertisement booking form 2023

To make a booking, complete the form below giving your invoicing details, ticking the months you wish to secure and then email the form to [andrew.webster-dunn@int-bar.org](mailto:andrew.webster-dunn@int-bar.org)

## Tick boxes below to indicate selected months

January	February	March
April	May	June
July	August	September
October	November	December

If your invoicing address is registered in the UK or EU Member state, you MUST provide your VAT reg no., below, to ensure that VAT is charged correctly.

Invoicing contact details and address

Title (Dr, Mrs, Mr etc) \_\_\_\_\_

First name \_\_\_\_\_

Last name \_\_\_\_\_

Email address \_\_\_\_\_

Firm/organisation name \_\_\_\_\_

Address line 1 \_\_\_\_\_

Address line 2 \_\_\_\_\_

Address line 3 \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Postcode/ZIP Code \_\_\_\_\_

VAT number (UK AND EU MEMBER STATES ONLY) \_\_\_\_\_

Purchase order number \_\_\_\_\_

## Cost

£3,000 per  
calendar month

## Dimensions (pixels)

600 (wide) x 90 (high)

## File format

Gif, JPG

## Resolution

72dpi

## max file size

100KB

International Bar Association  
5 Chancery Lane, London WC2A 1LG

NB. The minimum duration of a booking is one calendar month beginning on the 1st day of said month and ending on last calendar day of the month booked, the maximum booking in one calendar year is 3 months. Notification of the number of page impressions received for that month will be forwarded to you along with your invoice within 7 days of the end of the calendar month booked. See terms & conditions for payment details.

# Terms and Conditions – Leaderboard adverts

- 1 These terms and conditions (the 'Conditions') apply to all Advertisements submitted to the International Bar Association (IBA) for publication on the website at [www.ibanet.org](http://www.ibanet.org).
  - 2 The placing with the IBA of a booking for the insertion of an advertisement ('Advertisement') in the Website will amount to acceptance of these Conditions by the party placing the booking ('Buyer'). Any other conditions stipulated by the Buyer shall be void to the extent they are inconsistent with the Conditions. In these Conditions the 'Advertiser' means the legal person either advertising the products or services promoted in the Advertisement or making the announcement contained in it.
  - 3 The Buyer contracts with the IBA as principal. If the Buyer is acting as the advertising agency or media buyer for the Advertiser or in some other representative capacity, the Buyer warrants that it is authorised by the Advertiser to place the Advertisement with the IBA and will indemnify the IBA against any claim made by the Advertiser against the IBA arising from its publication.
  - 4 The submission of an insertion order for an advertisement is an offer to contract not merely a reservation of space and can be rejected at any time by the IBA up to the time of actual publication on the Website. The IBA accepts an Advertisement for publication only by publishing the Advertisement on the Website and in no other manner. Prior to publication, no Advertisement has been accepted for publication and all Advertisements are subject to rejection at any time. An insertion order that has been submitted to the IBA can only be withdrawn, cancelled or changed if at least 30 days' prior written notice is given to the IBA.
  - 5 Cancellations of bookings for skyscraper advertisements cannot be accepted within two months of the booking commencement dates. All adverts cancelled within the two months period will be liable to pay the full amount due for the period of the booking.
  - 6 All payments for an advertisement are payable within thirty days of the date of invoice. If payments are not made in a timely manner, the IBA may terminate this agreement immediately and decline all future advertisements booked from the Website. A 1.5 per cent per month handling charge will be applied to all delinquent accounts outstanding after 30 days and any legal costs incurred in the collection of payment will be borne by the Buyer.
  - 7 The Buyer must pay for the advertisement irrespective of whether the Buyer has been paid by the Advertiser in respect thereof.
  - 8 The IBA reserves the right to require that a pre-payment, bank guarantee, or other collateral security is furnished as a condition of accepting any booking.
  - 9 It is the responsibility of the Buyer to ensure that every Advertisement conforms to all advertising standards, applicable laws and other regulations and does not contravene any third party's rights. Publication of the Advertisement on the Website does not constitute acceptance by the IBA that the Advertisement does so conform and the IBA has a continuing right to require the Buyer to change or modify the Advertisement to the extent it deems necessary to conform to such requirements. The IBA reserves the right to withdraw the Advertisement from publication at any time without liability to any person if it considers in its absolute discretion that the Advertisement or any material to which users can link through the Advertisement fails to conform to the above requirements or is inappropriate for or unsuited to the editorial policies of the IBA.
  - 10 To the full extent permitted by law, the IBA will not be liable for any loss or damage, whether direct or indirect, including consequential loss or any loss of profits or similar loss, in contract or tort or otherwise, relating to the Advertisement or this agreement or any error in the Advertisement or any failure of the Advertisement to appear on the Website from any cause whatsoever.
  - 11 The Buyer will be responsible for all charges, costs and expenses relating to the publication of the Advertisement on the Website, including production costs and the cost of any changes or modifications, throughout the whole period the IBA has agreed to publish the Advertisement on the Website. The Buyer will remain liable for all agreed charges throughout any time during which the Advertisement is withdrawn from publication. Agreed charges are exclusive of any applicable sales tax, value added tax or other tax or duty, which may be imposed by any relevant taxation authority and are payable by the Buyer. The Buyer will be responsible for the insurance of any artwork and other material delivered to the IBA and the IBA cannot be responsible for any loss or damage. The IBA reserves the right to charge the Buyer for all costs and expenses incurred in changing or modifying any Advertisement that does not conform in every respect to the technical specifications for the Website (which can be supplied on request) or which contravenes (in the opinion of the IBA) any of the requirements set out in these Conditions or is inappropriate for or unsuited to the editorial policies of the IBA.
  - 12 The Buyer is solely responsible for any liability arising out of publication of the Advertisement or relating to any material to which users can link through the Advertisement.
  - 13 The Buyer warrants that the Advertisement complies with all national and international legal and regulatory requirements and codes of practice (whether voluntary or obligatory), in all jurisdictions in which the Advertisement will appear. Without limiting the generality of the foregoing, the Buyer also warrants that the Advertisement: does not contain any libelous, inaccurate, misleading or false material; does not unfairly prejudice the legitimate interests of any third party or infringe or violate any copyright, trade mark or other personal or proprietary right of any person or render the IBA liable to any proceedings whatsoever.
  - 14 The Buyer shall indemnify the IBA fully and hold it harmless against any and all losses, claims, damages, costs (including legal costs) or liabilities which the IBA may incur as a result of (i) the IBA's publication of the Advertisement and (ii) without prejudice to the generality of the foregoing, any breach or alleged breach of any of the warranties set out in Section 11 above.
  - 15 The Buyer may not assign or transfer this agreement, in whole or in part, without the IBA's prior written consent. Any attempt to assign this agreement without such consent will be null and void.
  - 16 Should the Advertisement be rejected for some reason prior to publication on the Website, the Buyer will be refunded the full value of the payment made. It is possible that the credit card company may pass on a minor charge due to differing currency rates between the time the charge was made and the time the refund was made. The Buyer agrees to accept this charge.
  - 17 The Buyer shall pay all taxes related to the Advertisement.
  - 18 The IBA reserves the right to adjust the rates, terms and conditions of all bookings already made, by giving 50 days' notice of amendments.
  - 19 This agreement will be governed by and construed in accordance with the laws of England and for the IBA's benefit the English courts shall have non-exclusive jurisdiction in respect of any dispute arising.
  - 20 This agreement is the complete and exclusive agreement between the parties relating to its subject matter, superseding and replacing all prior agreements, communications, and understandings (both written and oral), provided that all pricing will be governed by the IBA's rate card, whether printed on paper or electronically. Terms and conditions on any insertion order or booking form supplied by the Advertiser will not be accepted as part of this agreement. This agreement may only be modified, or any rights under it waived, by a written document signed by both parties.
- In view of the global nature of the IBA's coverage we ask all advertisers to be sensitive to the world's various cultures.