

# RES GESTAE

## MEDIA KIT 2026



Res Gestae connects your brand with an elite audience of high-income legal professionals in Lee County. As trusted leaders and decision-makers, these readers are discerning consumers of luxury goods, fine dining, and premium services—making the magazine an ideal platform for high-end retailers, restaurants, and lifestyle brands looking to reach an affluent, influential market.

The award-winning publication of the Lee County Bar Association, *Res Gestae* magazine has been in print for nearly 25 years. A glossy, full-color magazine, *Res Gestae* is a go-to source for local attorneys, judges and county officials for legal news, social and business calendar functions, member information and more.

### RES GESTAE BI-MONTHLY CONTENT

Editorial features that highlight trends and topics of interest within the Southwest Florida legal community and beyond

- Monthly social and business calendar of events
- New membership listings and 100 Club
- Legal lens social photos and event recaps
- Young Lawyer Division spotlight on young talent
- Judge, attorney and sponsor profiles
- Florida Bar official updates and other relevant news
- Office Space commercial real estate feature
- The Dish feature, highlighting go-to dining spots around town
- Nonprofit spotlight for community causes and local partners



**PRINT CIRCULATION:** 800+ to all Lee County Bar Association members and advertisers

**FREQUENCY:** Bi-monthly, arriving every two months

**READERSHIP:** 3,000+

*Res Gestae* readers look to this Lee County Bar Association publication as a top referral source. This offers an incredible opportunity for advertisers who want to reach an educated audience with strong consumer buying power.

**Contact Us Today to Advertise in *Res Gestae*!**

To advertise, contact Ed Kitsos at 239.267.2638 | [rgsales@prioritymarketing.com](mailto:rgsales@prioritymarketing.com)

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### COMMERCIAL/NON-MEMBER RATES

Ad Size	Dimensions (W x H)	1 Issue Rate	6 Issue Rate
Qtr Page	3.75" x 4.75"	\$400	\$380
Half Page Vertical	3.75" x 9.75"	\$650	\$630
Half Page Horizontal	7.75" x 4.75"	\$650	\$630
Full Page Bleed	8.75" x 11.25"	\$1,000	\$950
2-Page Spread	17.25" x 11.25"	\$1,750	\$1,675
Inside Front Cover (SOLD)	8.75" x 11.25"	\$1,500	\$1,425
Inside Back Cover	8.75" x 8.625"	\$1,500	\$1,425
Back Cover (SOLD)	8.75" x 8.625"	\$2,400	\$2,300

**Exclusive for LCBA Members - Enjoy an additional 5% discount on all print rates listed above.**

### INTERESTED IN A CUSTOM PACKAGE?

We'll work with you to design an advertising plan tailored to your organization's unique needs. Contact us today to get started.



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## PRINT & DIGITAL ADVERTISING PACKAGES

Expand your reach throughout Southwest Florida and beyond by choosing one of Res Gestae's print + digital advertising packages! Maximize your visibility while enjoying exclusive package savings.

### GOLD PACKAGE

**\$1,100**

**VALUE \$1,450/SAVING \$350**

This 1-month package includes 1 full page ad, newsletter skyscraper ad (2 sends), and one website banner ad that will be on the website for 1 month.

### SILVER PACKAGE

**\$800**

**VALUE \$1,000/SAVINGS \$200**

This 1-month package includes 1 half page ad, newsletter banner ad (2 sends), and one website banner ad that will be on the website for 1 month.

### BRONZE PACKAGE

**\$500**

**VALUE \$600/SAVINGS \$100**

This 1-month package includes 1 quarter page ad and one website banner ad that will be on the website for 1 month.

## ADDITIONAL ADVERTISING OPPORTUNITIES

### DEDICATED EBLAST

**\$350**

Dedicated e-blast to LCBA  
800+ Members.

Advertiser to provide 300  
Words max, 1 image,  
and subject line

### E-NEWSLETTER AD

**SKYSCRAPER AD \$250**  
**BANNER AD \$150**

Dedicated e-blast to LCBA  
800+ Members.

Skyscraper ad  
250 x 500 pixels  
Banner ad 558 x 80 pixels

### FACEBOOK POST

**\$150**

Receive 2 featured posts  
on the LCBA Facebook ad  
throughout the month.

Advertiser to provide post  
copy: max 50 words, max  
5 hashtags, and 1 image.

### WEBSITE BANNER ADS

**\$200**

Featured ad on LeeBar.org  
for 1 month.

## EDITORIAL SPONSOR PACKAGES

- **The Dish** - Gain premium visibility as the issue's featured restaurant or local business with a two-page editorial feature, including your logo and professional photos. **Cost: \$2,000. Note: Cost can be offset with trade**
- **Issue Cover Package** - Position your organization at the forefront of a Res Gestae issue with our exclusive Cover Package. This opportunity includes: **Cover Placement:** Your organization featured as the issue's cover image (professional cover photo provided by the advertiser). **Inside Feature Article:** A one-page editorial written by our publication and aligned with the issue's theme. Advertisers may provide additional high-resolution images for use within the article. **Editorial Integrity:** This package is an editorial feature, not an ad or advertorial. All cover selections and accompanying articles are content-driven and must support the editorial theme of the issue. To maintain editorial balance and variety, organizations are eligible for cover placement no more than once in a 12-month period. **Cost: \$3,000**
- **Attorney/Firm Spotlight** - Introduce your firm or a new attorney on your team and their expertise. Includes a full page article inside the magazine. **Cost: \$1,000**
- **Have another idea?** Contact us to discuss what might be possible!

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### SUBMISSION DEADLINES FOR RES GESTAE MAGAZINE

Magazine Issue	Content & Space Due	Ads Due
<b>January &amp; February   The Art of Law</b> <ul style="list-style-type: none"> <li>• Meet 2026 LCBA President</li> <li>• Meet 2026 LCBA Members at Large</li> <li>• Introducing YLD President</li> <li>• LCBA's 2026 events lineup</li> <li>• 2025 events recap</li> <li>• Special Ad Section: The Case for Culture</li> </ul>	<b>November 21, 2025</b>	<b>December 1, 2025</b>
<b>March &amp; April   Women in Law</b> <ul style="list-style-type: none"> <li>• Recognizing women legal leaders</li> <li>• Get to know the YLD Board</li> <li>• Swearing-in Luncheon and Mock Trial</li> <li>• Nonprofit Spotlight: Ronald McDonald House Charities® SWFL</li> <li>• American Bar Association Law Day</li> <li>• Special Ad Section: Celebrating Women in Law</li> </ul>	<b>February 6, 2026</b>	<b>February 11, 2026</b>
<b>May &amp; June   Legally Balanced</b> <ul style="list-style-type: none"> <li>• Work-life balance</li> <li>• LCBA member hobby spotlights</li> <li>• LCBA's Mental Health &amp; Wellness Mission (MHWM)</li> <li>• Shrimp Boil Recap</li> <li>• Special Ad Section: Downtime Directory</li> </ul>	<b>March 27, 2026</b>	<b>April 8, 2026</b>
<b>July &amp; August   All-Stars</b> <ul style="list-style-type: none"> <li>• Recognizing legal all-stars</li> <li>• Law Week recap</li> <li>• Special Ad Section: Unwind like an All-Star</li> <li>• Special Ad Section: Board Certified Attorneys</li> </ul>	<b>May 29, 2026</b>	<b>June 5, 2026</b>
<b>September &amp; October   Raising the Bar</b> <ul style="list-style-type: none"> <li>• Mentorship</li> <li>• Pro bono services</li> <li>• Volunteer and get involved</li> <li>• LCBA Foundation</li> <li>• Special Ad Section: Breast Cancer Awareness</li> </ul>	<b>July 31, 2026</b>	<b>August 5, 2026</b>
<b>November &amp; December   Closing Arguments: A Year in Review</b> <ul style="list-style-type: none"> <li>• Reflecting on 2026's milestones and highlights</li> <li>• 2026 event recap</li> <li>• Special Ad Section: 2026 Milestones &amp; Moments</li> </ul>	<b>September 30, 2026</b>	<b>October 7, 2026</b>

*\*Editorial themes are subject to change*

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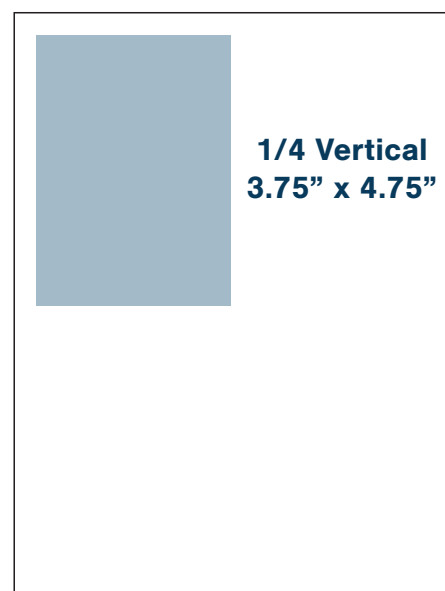
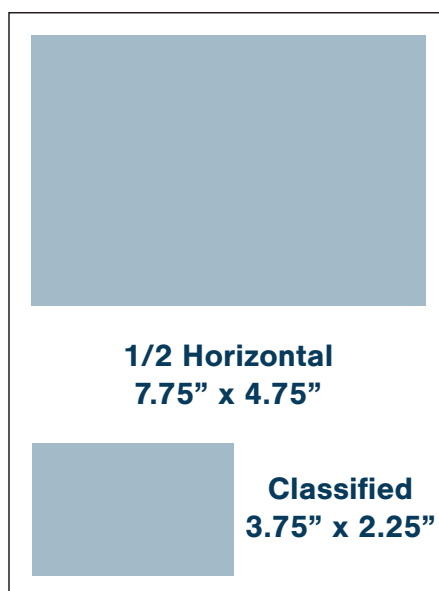
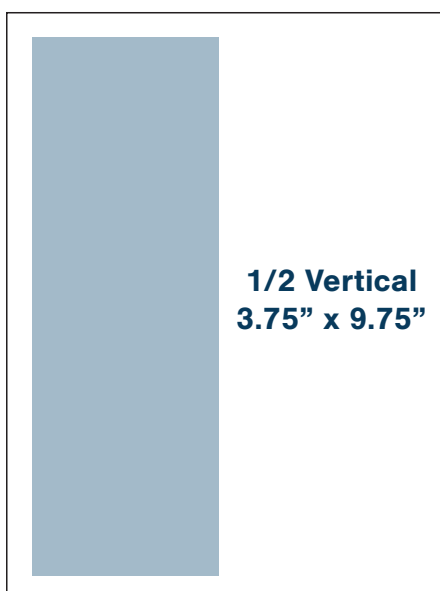
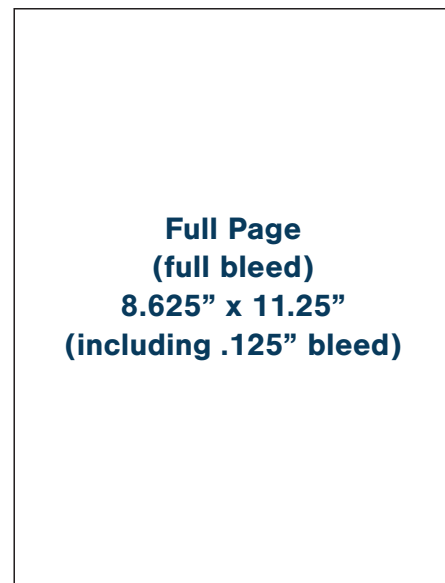
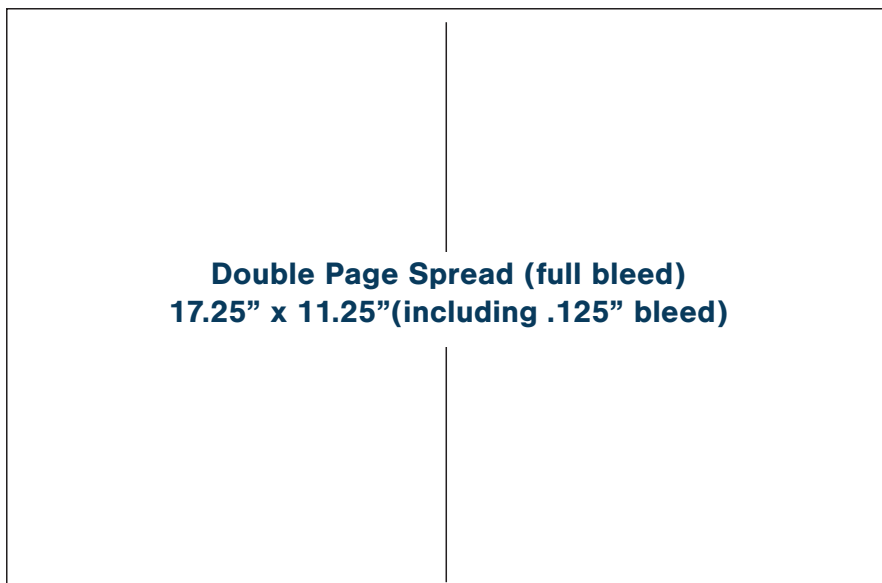
## MECHANICAL SPECS

Print Magazine: 8.5" x 11"

Bleed: 8.625" x 11.25"

Live or non-bleed: 7.75" x 9.75"

Trim: 8.5" x 11"



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### DIGITAL ADS

#### Website Ads

Leverage our growing monthly website traffic (estimated at 2,500+) to gain valuable impressions. With 800+ LCBA member visits and public access to our attorney directory, your rotating ad will reach a wide audience. Limited to five placements for maximum impact.

Ad Unit	Dimensions (W x H)	1-Month Commitment	6-Month Commitment	12-Month Commitment
Banner	555 x 80 pixels	\$200	\$190	\$180

*\*Limited to only 5 Ad Placements sold.*

#### E-Newsletter Ads

The e-newsletter is sent weekly to 4100+ LCBA members and legal professionals acting as a source of ongoing information. Drive traffic to your website with a clickable digital ad featured in 4 e-newsletters per month.

Ad Unit	Dimensions (W x H)	1-Month Commitment	6-Month Commitment	12-Month Commitment
Banner	555 x 80 pixels	\$150	\$145	\$135
Skyscraper	250 x 500 pixels	\$250	\$240	\$225

*\*Average open rate - 38%, Average CTR - 2%*

#### Facebook Post

Build brand awareness and connect with the LCBA's 1700+ member community with 2 monthly social media posts.

Ad Unit	1-Month Commitment	6-Month Commitment	12-Month Commitment
Facebook Post	\$150	\$145	\$135

*\*Advertiser to provide post copy: max 50 words, max 5 hashtags, and 1 image (square min: 300X300).*

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## Dedicated Email Blast

Gain exclusive access to 4100+ LCBA members and legal professionals with a dedicated email designed to drive engagement for your product, service, or event.

Ad Unit	One Email Send	3 Email Sends	6 Email Sends
Banner	\$350	\$325	\$300

*\*Advertiser to provide: 300 words max, 1 image, subject line, and URL.*

*\*Maximum of 1 dedicated email sent per week. These book up quickly.*

*\*Average open rate - 38%, Average CTR - 2%*

**Digital - Formats Accepted:** Image-based files only: jpg, png, or gif. No Flash, third-party or HTML accepted. Digital Links: Include the exact URL you want the ad to link to.

**Ad Submission:** Email final ads to: [rgsales@prioritymarketing.com](mailto:rgsales@prioritymarketing.com).

**Digital Ad Deadlines:** All Digital Ads, Social Ads, Images and copy are due 14 days prior to ad campaign start date.

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**Print Ad - Line Screen Requirements:** 133-Line with a resolution of 300 dpi or higher.

**Print Ad - Color Requirements:** CMYK only. Do not use spot, RGB or LAB colors.

**Print Ad - Formats Accepted:** High resolution/print ready PDF files are preferred. We also accept .tif, .eps and high-resolution .jpg files. Embed all fonts, or plan to convert to curves or outlines. Ads must be sized according to specs above. **Please do not include any printer's marks (crop, bleed, registration, etc.)**

**Ad Submission:** Email final ads to: [rgsales@prioritymarketing.com](mailto:rgsales@prioritymarketing.com).

**Ad Approval:** Camera-ready ads submitted will not receive a proof. Res Gestae magazine cannot be held responsible for any errors in the content of your ad submission. If files are prepared improperly and mechanical specs are not met, Res Gestae magazine cannot guarantee the reproduction of the ad. Res Gestae magazine is unable to make changes to advertiser-supplied files. Publisher reserves the right to reject poor quality ads.

**Professional Advertising Design:** Receive a discounted price on advertising design. Pay only \$350 for the initial print or digital ad design. The design fee includes up to two (2) revisions. Additional revisions will be billed at a discounted rate of \$145 per hour. Final ad design will be provided to customer as a high-resolution PDF and/or JPG for use in other publications and promotions as desired.

**Payment:** Invoices not paid in full prior to publication will be subject to a late fee of 2%, with interest at 1% per month, and attorneys' fees and costs. Clients signing a 3- or 6-month term agreement must honor the terms of their agreement, or be held responsible to pay the full open rate and penalties.

**Deadline:** All advertising agreements are due by the first of the month, prior to the publication date, to reserve ad space. All advertisers receiving professional advertising design support through the Res Gestae team are to submit text, logos, images and any ad instructions via email to [rgsales@prioritymarketing.com](mailto:rgsales@prioritymarketing.com) by the first of the month prior to the publication date. Camera-ready ads must be received by the publication submission deadlines outline on page 4.

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