



# Integrated Media for developing business

**ALM** is a leading integrated media company focused on the business and practice of law. Our products and services provide insight, news and information that legal professionals rely on to stay current and be informed regarding important topics in their practice of law and the legal profession as a whole.

## Our Reach

Through print publications, online destinations, conferences, seminars and events, ALM offers unmatched access to key audiences in the legal community—from managing partners, litigators, and general counsel to C-level decision makers, technology decision makers, and practitioners in many sub-specialties.

## Our Research

Our knowledge of the legal marketplace is informed by the insights of ALM Legal Intelligence and by the latest news and analysis provided by our award-winning editors. Our surveys, custom research and analysis help legal professionals understand their position in the marketplace and help you amplify and optimize your communications to your target audience.

## Your Results

In today's fragmented marketplace, acquiring and maintaining the attention of legal decision-makers is more challenging than ever. And traditional business development techniques are simply not enough. To achieve results you need an integrated approach. ALM's portfolio of media offerings are an integral component needed to reach key legal audiences, develop new clients and grow business.

## THE LEGAL MARKET

The legal sector generates **over \$250 billion**

in fees. By contrast, auditing and accounting firms generate \$100 billion

(2007 Economic Census, U.S. Census Bureau)

The legal industry is expected to **grow at 4.2%** through 2012

(First Research Industry Profile, 2008)

The gross revenues of the top 100 law firms for 2009 reached **\$84.3 billion**

With the country's 14 largest law firms each reaching revenues of more than \$1 billion

(AmLaw 200 Survey, May 2009)

The 1000 largest law firms alone **will spend \$2.2 billion** on technology this year

(Law Firm Technology Leadership Study, Millward Brown)

## In Print

Our print publications provide substantive content that legal professionals consider vital to their effective practice of law. With local, regional, national and international distribution, ALM publications span the breadth of the legal profession—from litigation and corporate counsel, to general legal news and focused, insightful commentary from recognized experts in the legal community. Making ALM print publications part of your business development strategy provides you with an authoritative platform from which to bring your firm or company to the attention of over engaged readers and decision makers in the legal marketplace.

### PUBLICATIONS





## Online

As the pace of news cycles continue to accelerate and the demand for comprehensive, anywhere, anytime access to important legal news and information continues to rise, ALM web sites, emails and e-newsletters provide the thorough, insightful and timely coverage of the issues that matter most to legal professionals. The audience of our destination websites includes legal technology

decision-makers, attorneys in hi-tech practices, and litigators around the world. Adding ALM web sites to your business development media mix provides you with a real-time method of bringing your message to high-value, technologically savvy legal professionals both in and out of the office.

## In Person

ALM Events, including galas, conferences and tradeshow, provide members of the legal community with the opportunity to come together to recognize achievement, advance professional knowledge, and network with key decision-makers. ALM Events are attended by management-level executives, senior law firm partners and successful practitioners from a wide cross-section of legal specialties. Sponsoring ALM Events affords you unmatched access to these highly motivated, highly valued audiences in an intimate, one-on-one setting that brings direct attention to your message and helps grow your business.



## *The leader in legal media.*

### NATIONAL MAGAZINES

- *The American Lawyer*
- *The American Lawyer Student Edition*
- *Corporate Counsel*
- *Focus Europe*
- *Law Technology News*
- *The Minority Law Journal*
- *Diversity & The Bar*

### ONLINE PROPERTIES

- Law.com
- CLECenter.com
- ALMLegalIntel.com
- Lawcatalog.com
- Lawjobs.com
- Verdictsearch.com
- ALMExperts.com

For complete listings, please visit: [alm.com](http://alm.com)

### NEWSPAPERS

- *The National Law Journal*
- *The Recorder*
- *Connecticut Law Tribune*
- *Daily Business Review*
- *Delaware Law Weekly*
- *Fulton County Daily Report*
- *The Legal Intelligencer*
- *Legal Times*
- *New Jersey Law Journal*
- *New York Law Journal*
- *Pennsylvania Law Weekly*
- *Texas Lawyer*
- *Regional Magazine Supplements*

### PRODUCTS

- ALM Legal Intelligence
- Law Journal Press
- Law Journal Newsletters
- ALM Reprints
- MA3000 World Class Docketing and Calendaring

### TRADESHOWS & EVENTS

- LegalTech
- Virtual LegalTech
- Chief Information and Technology Officers Forum
- IP Counsel Forum
- General Counsel Conferences
- Social Media Risks and Rewards
- Litigation Summit
- Controlling Legal Costs

For complete event listings, please visit: [almevents.com](http://almevents.com)

# Custom Print Products

ALM offers a variety of print product capabilities for free run of publications or tradeshow only. Please contact your ALM representative for prices and availability.

## CUSTOM PRODUCTS



### BELLY BAND

A 4" paper strip featuring your advertising message, it is wrapped around the middle of a magazine, secured in the back with spot glue.



### TIP-ON

Your advertising message is attached to the cover of the magazine.



### COVER ONSERT

A loose promotional piece that is inserted into a polybag along with the magazine.



### COVER STICKER

Your message featured prominently on the cover.



### POLYBAG

Your message featured on a polybag enclosing an issue of the magazine.



### WRAP ENVELOPE

A specially produced envelope featuring your advertisement, logo or special message, enclosing an issue of the magazine. Tradeshow only.



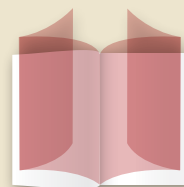
### TIP-IN INSERT

A promotional brochure, flyer or catalog that is glued into the magazine.



### BLOW-IN CARD

A business reply or other promotional card that is inserted in the pages of the magazine without being secured.



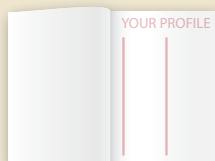
### 6 TO 8 PAGE GATEFOLD

Include marketing messaging among editorial content or in a six to eight page gatefold spread to gain maximum exposure.



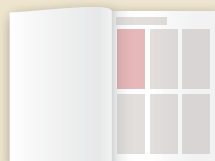
### POSTER POSITIONS

Display essential advertising information on one of our premium poster positions for all leading professionals to see.



### CORPORATE PROFILES

Increase exposure in a corporate profile highlighting your business's key attributes.



### OUTSIDE PERSPECTIVES

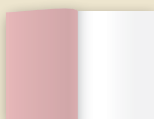
White papers and newsletters can be included in this special advertising section.



### PROFESSIONAL ANNOUNCEMENTS

White papers and newsletters can be included in this special advertising section.

## PREMIUM COVER POSITIONS



### COVER 2

Inside front cover



### COVER 3

Inside back cover



### COVER 4

Back cover



### HALF COVER

Split front cover



### MULTIPLE COVERS

Overlap front covers



### TIP-ON

Overlap front cover

**Also Available:** Spot gluing & hand-applied specialty pieces.

# Online Advertising

## In-Page Units

ALM's in-page units can be targeted to specific practice areas, geographic regions or particular constituencies. In addition, you can reach all of ALM's users site-wide with Run of Network placements. In-page units are also available on ALM e-newsletters.

Popular in-page units include 160x600 wide skyscrapers, 728x90 leaderboards, 300x250 medium rectangles, among others. In addition to traditional ad unit sizes, ALM web sites also feature a premium 500x300 Interstitial unit, which is positioned at the top of the page in between the web user and the content.

## Sponsor Spotlight

One of ALM's most effective ad units, the Sponsor Spotlight offers a unique opportunity to promote your marketing message on ALM's highest-traffic pages. These units have the look and feel of "editorial" copy, and include a paragraph of text, your logo and a link to your Web site. Sponsor Spotlights are also available in ALM e-newsletters.

## Co-Branded Email

With this "standalone" e-mail,—deliver your message to a targeted segment of ALM's registered users. Co-branded e-mails drive branding and develop lead generation in one package.

## Editorial Video

Showcase your firm or company alongside editorial video featuring the biggest industry topics. Your firm's name will appear during the video's opening as well as on the video hub page. As added value, sponsors also receive a 300x250 medium rectangle graphic ad on the page of their sponsored video.

## Video

Take your law firm or legal services company online with a professionally produced video featuring you and your organization.

## Microsites

Set yourself apart from the competition and bring your prospects closer to your product or brand with Law.com's InfoCenter program. Engage Law.com's audience of qualified legal decision makers and collect valuable lead information with this exciting custom opportunity. Law.com's InfoCenters are co-branded pages built into the Law.com network that showcase your top lead generating assets: white papers, case studies, webcasts and product downloads.

## e-Newsletters

ALM's e-newsletters solidify relationships with online subscribers by bringing them the targeted legal news they care about most on a recurring basis. With immediacy and impact, e-newsletters let audiences know that news has just arrived—and can be instantly accessed simply by opening their email. Marketers can take advantage of e-newsletters' great promotional potential through a variety of sponsorships and other online advertising formats.

## Podcasts

In addition to producing podcasts covering specific editorial topics featured in ALM's publications and websites, ALM can produce tailored podcasts for your organization. Audio spotlights are also available within ALM's editorial podcast programs.

## Webcasts

ALM's webcast opportunity is a unique marketing vehicle for your organization that will drive traffic, capture qualified leads and provide an interactive and educational platform for its products and/or services. ALM offers a choice of two different types of webcasts:

Custom webcasts are created and driven by "the sponsor." All of the content as well as the marketing is specific to the sponsor's topic of choice.

ALM Editorially-driven webcasts provide an opportunity to align your message in a targeted editorial environment. Content is derived from select editorial features from ALM's portfolio of national publications.

Both webcast opportunities provide your company with maximum brand awareness and the ability to capture qualified leads.

## Quick Polls

Survey the ALM online audience with a question of your choice on publication specific sites such as [theamericanlawyer.com](http://theamericanlawyer.com) and [corpcounsel.com](http://corpcounsel.com). Your firm or company name and hyperlinked logo will be displayed on both question and results page. Benefit from targeted exposure and direct access to opinions and preferences of an elite legal audience.



# THE AMERICAN LAWYER

**T**he *American Lawyer* covers the business of the most successful and intriguing firms across the U.S. and around the world. For decades, our commitment has been to captivate, inform and inspire the nation's lawyers.

Every month, over 107,000\* legal professionals turn to *The American Lawyer* for reports on the biggest cases and deals, management columns, technology reviews, law firm profiles and lifestyle coverage. Our in-depth coverage of the profession and signature rankings serve as the standard by which the nation's elite lawyers measure themselves. Our surveys provide law firm data that readers simply cannot get from any other source: vital statistics on a range of topics from law firm financials to associate satisfaction and more.

*The American Lawyer* has been recognized as one of the best business publications in the country by American Business Media, the American Society of Magazine Editors and *Folio Magazine*. In the past seven years, *The American Lawyer* has won more than 90 awards.

With intelligent editorial and a loyal, influential readership, *The American Lawyer* presents the perfect advertising opportunity for marketers looking to reach important professionals.

## SIGNATURE ISSUES

### The Am Law 100

Ranking of the hundred most profitable U.S. law firms

### The Am Law 200

Ranking of the second hundred most profitable U.S. law firms

### The A-List

Ranking of the top 20 U.S. law firms based on revenues, associate satisfaction, diversity and pro bono

### The Associates Survey

Associates grade the top U.S. firms on a variety of criteria

### The Global 100

Ranking of the top-grossing law firms in the world

## REGULAR COLUMNS AND FEATURES

**Bar Talk:** News on firms and clients, successes and failures

**Arguments:** Timely takes on legal policies of current and historical import

**IP Land:** The big ideas and trends shaping intellectual property law

**Big Deals:** Which firms are handling the hottest transactions

**Dicta:** Piercing insights into the world of lawyers

**Supreme Advocacy:** Veteran Supreme Court reporter Tony Mauro analyzes the people and issues behind the day's headlines

**Big Suits:** Recent winners and losers—who got the business and why

### Lawyers Lives

Lifestyle section covering travel, cars, wine and gadgets

### Management:

Prominent consultants and analysts report on firm management trends

### Am Law Tech:

To-the-point reviews of the latest technologies



# AMERICANLAWYER.COM



*The American Lawyer's*  
dedicated web site



**423,000+\***  
Average Monthly  
Page Views



**150,000+\***  
Average Unique  
Visitors Per  
Month\*

With exclusive online content, surveys and rankings and streaming video, AmericanLawyer.com is the leading daily news source covering legal business.

Our compiled data reveal the online audience for AmericanLawyer.com is largely exclusive from *The American Lawyer* print audience by 58% reaching even more practicing attorneys and litigators.

## ON THE SITE

### News and information

The latest content for legal professionals, updated daily

### Streaming Video

Exclusive online videos on current issues and topics ranging from Who's Hiring Associates to the Challenges Facing the SEC

### Excerpts from the current issue

Content from *The American Lawyer*, including top surveys like the A-List and the Am Law 100

### A Rich Archive

More than a decade of past issues available on-demand

### The Am Law Daily

A daily focus on topics related to "The Firms," "The Talent," "The Work," "The Management," "The Score" and "The Life"

### Surveys and Rankings

From the Global 100 to AmLaw 200, access to the complete surveys and rankings

## EMAIL

### *The American Lawyer's* Email Newsletters

Reaching influential decision makers each day, *The American Lawyer* e-mail newsletters are sent daily to over 50,000 attorneys, in-house counsel, corporate and law firm executives.



### The Am Law Daily News Alert 46,000\*\* Email Subscribers

Covers the latest daily news headlines about large law firms. Over 46,000 AmericanLawyer.com registrants receive this email alert five times a week.



### The Am Law Litigation Daily 50,000\*\* Email Subscribers

Reaching over 50,000 registrants a day, this newsletter highlights breaking developments, and top stories and personalities related to major court cases around the country.

\*HBX Site Catalyst. \*\*Internal records and analysis.



## CONFERENCES & EVENTS

### CALENDAR HIGHLIGHTS

#### February

##### **6th Annual Law Firm Chief Information Officers Forum**

New York

##### **LegalTech**

New York

#### March

##### **6th Annual IP Counsel Forum**

California

##### **Virtual LegalTech**

#### June

##### **22nd Annual General Counsel Conference**

New York

##### **LegalTech West Coast**

New York

#### September

##### **Virtual LegalTech**

#### October

##### **4th Annual Law Firm Management Forum**

New York

##### **2nd Annual Litigation Summit**

New York

#### November

##### **Telecommunications Forum**

Canada

#### December

##### **Virtual LegalTech**

### The American Lawyer Conferences and Events

*The American Lawyer* is not simply a magazine for law firm managing partners and business leaders, it is also very much about face-to-face events where law practitioners, entrepreneurs and corporate decision-makers come together to learn, network and transact business. Each year, *The American Lawyer* presents awards recognizing the achievements within the legal industry. For 2010, *The American Lawyer* also awards the Litigation Department of the Year in April. A variety of sponsorship packages are available for these premier industry events.

#### THE AMERICAN LAWYER AWARDS

*The American Lawyer* recognizes outstanding achievement in the legal profession through our gala awards dinner. Held each year in October, the dinner is a highly regarded and anticipated annual event. We take pride in celebrating our industry and delight in creating this special evening to toast the notable achievements of some of its most honored members. *The American Lawyer Awards* is attended by over 500 top-tier law firm leaders, who gather to honor the best of the profession.



#### 2010 LITIGATION DEPARTMENT of the YEAR AWARDS

In April, *The American Lawyer* honors the law firm litigation departments that have earned the right to be called the best in the profession. This biennial event showcases the best overall litigation department as well as top top honors in Intellectual Property law, Labor and Employment law and Product Liability law. The winning law firms have not only reinforced professional values but also have redefined success with their achievements.

# PUBLICATION PROFILE

## QUICK FACTS



**14,175**  
Circulation\*\*



**107,730**  
Readership††

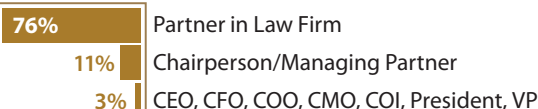


**Passalong 6.6**  
Readers after  
Subscriber\*

## READER ENGAGEMENT†

- Readers spend **38 minutes** with a typical issue
- **84%** read at least three out of four issues
- Subscribers report having a subscription for an average of nearly **9.5 years**
- **89%** of readers plan to renew their subscription

## PROFESSIONAL PROFILE†



**43% of subscribers** serve on their firms' management committees

## FIRM/COMPANY PROFILE†

- Average Firm/Company Size  
Attorneys: 461 | Employees: 1,759
- Approximate average annual gross revenue of firm/company: \$697.3 million
- In U.S. jurisdictions where the firm/company does not have offices, they retain the service of local counsel an average of 38 times per year

## PERSONAL PROFILE†

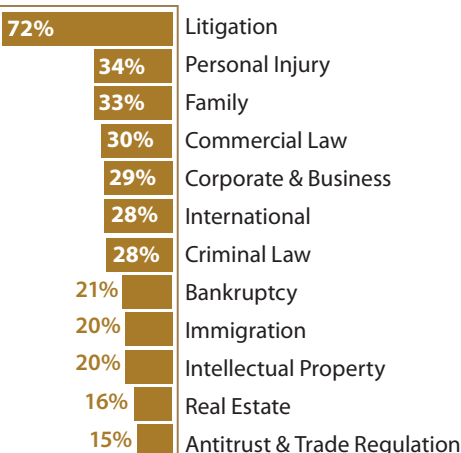
- Average Age: 54.6 Years
- Male: 82% | Female: 18%
- Average annual employment income: \$769,000
- Average annual household income: \$878,000
- Total market value of investments: \$3.44 Million
- Average household net worth: \$3.8 Million

## TOP PRACTICE AREAS†



## REFERRALS†

Subscribers working in law firms refer matters to other law firms/outside counsel an average of **7 times per year**.  
Areas in which they refer matters:



Subscribers' firms referred matters to another law firm an average of **111 times per year**

Average annual amount of business personally referred to by subscriber to other law firms/attorneys: **\$718,400**

## EDITORIAL AWARDS

In the past 3 years, *The American Lawyer* has won more than 35 awards for its outstanding work in a range of business journalism and design categories. Recent awards include:

### American Society of Business Publication Editors (ASBPE)



- Gold: Feature Article
- Gold: Special Section
- Silver: Story on Original Research
- Silver: Special Section

### American Business Media Jesse H. Neal Award | 2008



- Best Single-theme Issue
- Best Single Issue of a Magazine
- Best Single Article
- Best Department

\*The passalong rate is the subscriber reported number of other professionals by title, who read the subscriber's copy of the publication

\*\*BPA Worldwide™ Circulation Statement June 2009

†2008 Subscriber Study for *The American Lawyer*, Erdos & Morgan

††Readership equals the product of subscriber and passalong rate plus audited circulation



## THE AMERICAN LAWYER FEATURES

### January 2010

**Closing Dates:** Space: **Nov. 27** | Material: **Dec. 8**

#### Special Features

- **Litigation Department of the Year**

#### Bonus Distribution

- American Association of Law Schools, January 6-10, New Orleans, LA
- Marketing Partner Forum, January 13-15, Palm Beach, FL
- American Intellectual Property Law Association (AIPLA) Mid-Winter Meeting, January 27-30, La Quinta, CA

#### Focus Europe

Distributed to subscribers of *Corporate Counsel* and *The American Lawyer*.

**Space: Nov. 10 | Material: Nov. 17**



### February 2010

**Closing Dates:** Space: **Dec. 28** | Material: **Jan. 7**

#### Special Features

- **Litigation Technology**
- **Laterals Report**

#### Bonus Distribution

- LegalTech New York, February 1-3, New York, NY 
- 6th Annual Law Firm Chief Information Officers Forum, February 2-3, New York, NY 

### March 2010

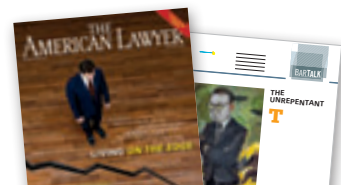
**Corporate Ad-Q Study** **Closing Dates:** Space: **Jan. 27** | Material: **Feb. 5**

#### Special Features

- **Intellectual Property**
- **Canadian Big Deals**
- **Sponsored Section:** Irish Lawyer
- **Diversity Scorecard**

#### Bonus Distribution

- Legal Marketing Association (LMA) Annual Meeting, March 10-12, Denver, CO
- Minority Corporate Counsel Association (MCCA) 9th Annual CLE Expo, March 18-19, Chicago, IL
- ABA TechShow, March 25-27, Chicago, IL
- 6th Annual IP Counsel Forum, March 23-24, San Jose, CA 
- Virtual LegalTech, March 18 
- 7th Annual BC Power Summit, March 24-25, Vancouver, Canada 



## THE AMERICAN LAWYER FEATURES




April 2010

Closing Dates: Space: **Feb. 26** | Material: **Mar. 9**

### Special Features

- **Corporate Scorecard**
- **Canadian Big Suits**
- **Deal Makers of the Year**
- **Special Report:** Austria

### Bonus Distribution

- General Counsel, CEOs and CFOs at the Fortune 500
- National Association for Law Placement (NALP) Annual Conference, April 28-May, San Juan, PR
- Legal Sales and Service Organization (LSSO) Annual Meeting, TBA, TBA
- A Fresh Look at Ontario's Healthcare Challenges, April 19th, Toronto, Canada 
- Cap and Trade-Carbon Constraints, April, Canada 
- Healthcare Innovation and Policy, April, Canada 

May 2010

Closing Dates: Space: **Mar. 30** | Material: **Apr. 8**

### Special Features

- **AmLaw 100**
- **German Lawyer**

### Bonus Distribution

- General Counsel, CEOs and CFOs at the Fortune 500
- National Association of Legal Search Consultants (NALSC) Annual Meeting, TBA
- Association of Legal Administrators (ALA), May 3-6, Boston, MA
- Biotechnology Industry Organization (BIO) Annual Meeting, May 3-6, Chicago, IL
- American Intellectual Property Law Association (AIPLA) Spring Meeting, May 6-8, New York, NY
- International Trademark Association (INTA), May 22-26, Boston, MA
- Law Firm Business Development Forum, May, New York, NY 
- 2nd Annual Legal Issues in the Energy Industry, May, Houston, TX 
- Virtual LegalTech, May 20th 

### Labor & Employment Report

Space: **Mar. 11** | Material: **Mar. 23**

Distributed to subscribers of *Corporate Counsel* and *The American Lawyer* and at all relevant tradeshow through the end of 2010.




June 2010

Closing Dates: Space: **Apr. 29** | Material: **May. 10**

### Special Features

- **AmLaw 100-200**
- **Canadian Big Deals**

### Bonus Distribution

- 22nd Annual General Counsel Conference, June 8-9, New York, NY 
- LegalTech West Coast, June 23-24 
- Legal Sales and Service Organization (LSSO) Annual Meeting
- Special Libraries Association (SLA) Annual Conference, June 13-16, New Orleans, LA
- ABS 2010-Canadian Structured Finance Forum, June, Canada 

### Litigation Report

Space: **Apr. 8** | Material: **Apr. 16**

Published in the spring and the fall, Litigation is distributed to subscribers of *Corporate Counsel*, *The American Lawyer* and at all relevant tradeshow through the end of 2010.



## THE AMERICAN LAWYER FEATURES

### July/August 2010

Law Firm Ad-Q Study **Closing Dates:** Space: **May 28** | Material: **Jun. 8**

#### Special Features

- **Law Firm A-List**
- **Pro Bono**
- **Sponsored Section:** Italian Lawyer
- **Law Librarian Survey**
- **AmLaw Tech**

#### Bonus Distribution

- Heads of Pro Bono practices at law firms of 50 or more attorneys
- American Association of Law Libraries (AALL), July 10-13, Denver, CO
- National Bar Association (NBA) Annual Meeting TBA, TBA
- American Bar Association (ABA) Annual Meeting, July 30-August 4, Chicago, IL
- International Legal Technology Association (ILTA) Annual Meeting, October, TBD

#### Focus Europe

Distributed to subscribers of *Corporate Counsel* and *The American Lawyer*.

**Space: Apr. 16 | Material: Apr. 27**

### September 2010

**Closing Dates:** Space: **Jul. 29** | Material: **Aug. 9**

#### Special Features

- **Lifetime Achievement Awards**
- **Canadian Big Deals**
- **Sponsored Section:** Iberia Special Report
- **Mid-Level Associates Survey**

#### Bonus Distribution

- Intellectual Property Owners Association (IPO) Annual Conference, September 12-14, Atlanta, GA
- Virtual LegalTech, September 23 
- BC Gas Summit, September, Canada 

#### IP Report

The 25 Most Influential People in IP, IP Boutiques and the newest developments. Distributed to subscribers of *Corporate Counsel*, *The American Lawyer*, and at all relevant tradeshows through the end of 2010.

**Space: July 9 | Material: July 21**

### October 2010

**Closing Dates:** Space: **Aug. 30** | Material: **Sept. 8**

#### Special Features

- **Global 100**
- **Business Litigation**
- **Canadian Big Suits**
- **Intellectual Property**

#### Bonus Distribution

- General Counsel, CEOs and CFOS at the Fortune 500
- International Bar Association (IBA), October 3-8, Vancouver, CAN
- American Intellectual Property Law Association (AIPLA) Annual Conference, October 21-24, Washington, D.C.
- Association of Corporate Counsel (ACC) Annual Meeting, October 24-27, San Antonio, TX
- 4th Annual Law Firm Management Forum, October, New York, NY 
- 2nd Annual Litigation Summit, October, New York, NY 
- Atlantic Power, October, Canada 

#### Litigation Report

Distributed to subscribers of *Corporate Counsel* and *The American Lawyer* and at all relevant tradeshows through Spring 2011.

**Space: Aug. 20 | Material: Sept. 1**

## THE AMERICAN LAWYER FEATURES



November 2010

Closing Dates: Space: **Sep. 29** | Material: **Oct. 8**

### Special Features

- **Associates Technology Survey**
- **Special Report:** Canada

### Bonus Distribution

- The 8th Annual General Counsel West Coast Conference, November, San Francisco, CA **ALM**
- Alberta Power, November, Canada **ALM**
- Telecommunications Forum, November, Canada **ALM**
- Private Equity, November, Canada **ALM**
- Canadian Securities Regulation Course, November, Canada **ALM**

December 2010/January 2011

Closing Dates: Space: **Oct. 28** | Material: **Nov. 8**

### Special Features

- **Managing Partners Survey:**  
Strategies for the Future
- **Canadian Big Deals**
- **Business Consultants**
- **Corporate Bankruptcy & Restructuring Report**
- **EDD Report**

### Bonus Distribution

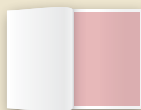
- Virtual LegalTech, December 14, TBD **ALM**
- 2nd Annual Controlling Legal Costs, December, TBD
- Mergers & Acquisitions, December, Canada **ALM**
- American Association of Law Schools, January 6-10, New Orleans, LA
- Marketing Partner Forum, January 13-15, Palm Beach, FL
- American Intellectual Property Law Association (AIPLA) Mid-Winter Meeting, TBD, TBD

### Focus Europe

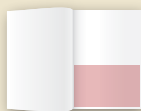
Distributed to subscribers of *Corporate Counsel* and *The American Lawyer*.

Space: **Nov. 17** | Material: **Nov. 26**

## AD SIZES



FULL PAGE

HALF PAGE  
HorizontalHALF PAGE  
VerticalQUARTER PAGE  
HorizontalQUARTER PAGE  
VerticalQUARTER PAGE  
Square

## PRINT ADVERTISING RATES

## Black &amp; White

	1x	6x	12x	18x	24x
Full Page	\$11,370	\$10,180	\$9,395	\$8,545	\$7,520
Half Page	\$7,245	\$6,470	\$5,975	\$5,430	\$4,790
Quarter Page Horizontal/Vertical	\$5,430	\$4,880	\$4,520	\$4,110	\$3,590
Quarter Page Square	\$4,545	\$4,075	\$3,755	\$3,435	\$3,025
Full Page Spread	\$20,965	\$18,765	\$17,305	\$15,680	\$13,810
Half Page Spread	\$13,345	\$11,935	\$11,020	\$9,970	\$8,795

## Color

	1x	6x	12x	18x	24x
Full Page	\$14,560	\$13,030	\$11,890	\$10,730	\$9,395
Half Page	\$9,780	\$8,800	\$8,025	\$7,290	\$6,340
Quarter Page Horizontal/Vertical	\$8,050	\$7,220	\$6,605	\$5,980	\$5,225
Quarter Page Square	\$7,190	\$6,440	\$5,880	\$5,345	\$4,650
Full Page Spread	\$24,755	\$22,150	\$20,215	\$18,240	\$16,060
Half Page Spread	\$18,670	\$16,715	\$15,235	\$13,840	\$12,050

## Covers

	1x	6x	12x	18x	24x
Back Cover	\$19,190	\$17,295	\$15,930	\$14,520	\$12,960
Cover 2 or 3	\$17,455	\$15,725	\$14,625	\$13,335	\$11,785

## OTHER OPPORTUNITIES

## Poster Positions

	AmLaw 200	AmLaw 100	Global 100
Full Page + Quarter on Poster	\$11,455	\$15,645	\$15,645

SPECIAL  
OPPORTUNITIES

Regionally or industry targeted advertising available. Please contact your sales representative for rates.

POSTER  
POSITIONS

## Please check with your representative for:

Regionally or industry Targeted Advertising, Printed Polybags, Single or Double Gatefolds, Split Covers, Loose Inserts, Trade Show Belly Bands, Trade Show Cover Stickers and Bags.



## SEMI-ANNUAL SUPPLEMENT ADVERTISING RATES\*

### Litigation

	1x
Full Page	\$11,050
Half Page	\$6,420
One-Third Page Square	\$4,170

## ANNUAL SUPPLEMENT ADVERTISING RATES\*

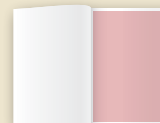
### Labor & Employment

	1x
Full Page	\$11,050
Half Page	\$6,420
One-Third Page Square	\$4,170

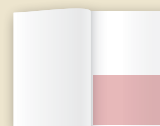
### Intellectual Property

	1x
Full Page	\$11,050
Half Page	\$6,420
One-Third Page Square	\$4,170

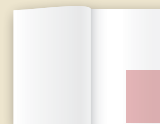
## AD SIZES



FULL PAGE



HALF PAGE  
Horizontal



ONE-THIRD PAGE  
Square

\* Special Supplements to *Corporate Counsel* and *The American Lawyer*.



## ONLINE ADVERTISING RATES

### Banner Placements\*



Sponsor Spotlights are text-based units that include the following:

- A 75x75 logo
- Headline: 30 characters in length maximum, including spaces.
- Description: 400 characters in length maximum, including spaces.

	< 500,000	≥ 500,000	> 1 Million
125x125 Tile	\$35	\$30	\$25
160x600 Skyscraper	\$85	\$75	\$65
300x250 Rectangle	\$85	\$75	\$65
728x90 Leaderboard	\$85	\$75	\$65

### Sponsor Spotlight

	Weekly Page Views	1x	4x	12x
Sponsor Spotlight	19,630	\$4,915	\$4,425	\$3,690

### Interactive Banner Opportunities\*

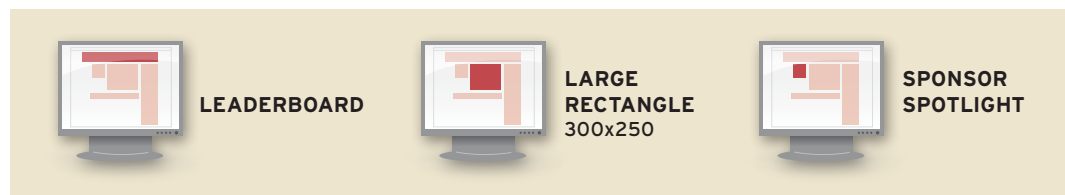
	≥ 100,000
500x300 Interstitial	\$110

\*CPM by Impressions.

## INTERACTIVE OPPORTUNITIES

### Video Sponsorship Opportunities

	1x
Video Sponsorship (1 Month)	\$5,250



## EMAIL OPPORTUNITIES

### AmLaw Litigation Daily\*

	Daily**	Weekly**	1x	4x	12x
728x90	50,000	250,000	\$8,800	\$7,920	\$6,600
300x2500	50,000	250,000	\$8,800	\$7,920	\$6,600
Spotlight	50,000	250,000	\$8,800	\$7,920	\$6,600

### AmLaw Daily\*

	Daily**	Weekly**	1x	4x	12x
728x90	46,000	230,000	\$7,400	\$6,660	\$5,550
300x2500	46,000	230,000	\$7,400	\$6,660	\$5,550
Spotlight	46,000	230,000	\$7,400	\$6,660	\$5,550

\*Sold on weekly basis.

\*\*Subscriptions.

## SURVEYS & RANKINGS SPONSORSHIPS

### Annual Surveys

	Price/Year
AmLaw 200, Mid-Level Associates Survey, The A-List	\$4,186
AmLaw 100 Survey Package	\$11,960
NLJ 250, Who Represents America's Biggest Companies?, Corporate Scorecard, Global 100	\$5,980

## AD SIZES



FULL PAGE



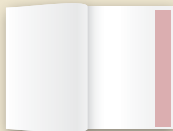
HALF PAGE  
Horizontal



HALF PAGE  
Vertical



QUARTER PAGE  
Horizontal



QUARTER PAGE  
Vertical



QUARTER PAGE  
Square



POSTER

## PRINT ADVERTISING RATES

### Black & White

	1x	6x	12x	18x	24x
Full Page	\$15,145	\$9,510	\$9,025	\$8,255	\$7,380
Half Page	\$8,140	\$6,315	\$5,745	\$5,255	\$4,695
Quarter Page Horizontal/Vertical	\$5,480	\$5,015	\$4,570	\$4,190	\$3,705
Quarter Page Square	\$4,580	\$4,060	\$3,790	\$3,530	\$3,050

### Color

	1x	6x	12x	18x	24x
Full Page	\$18,240	\$16,095	\$13,640	\$12,870	\$12,335
Half Page	\$11,320	\$9,995	\$8,480	\$7,975	\$7,330
Quarter Page Horizontal/Vertical	\$8,190	\$7,225	\$6,750	\$6,150	\$5,300
Quarter Page Square	\$7,780	\$6,850	\$5,805	\$5,455	\$5,035
Poster	\$20,740	\$18,435	\$16,580	\$15,145	\$14,025
Full Page Spread	\$31,000	\$27,360	\$23,190	\$21,885	\$20,980

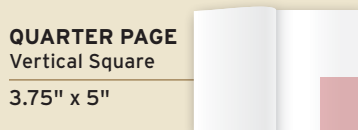
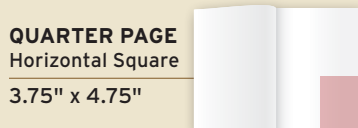
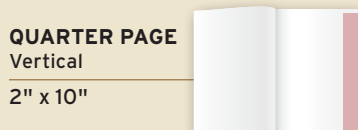
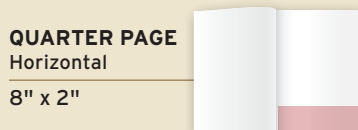
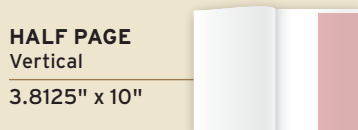
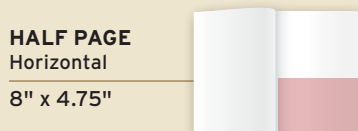
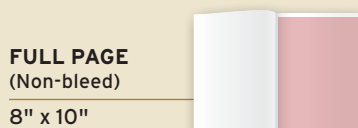
### Covers

	1x	6x	12x	18x	24x
Back Cover	\$21,045	\$18,665	\$16,425	\$15,660	\$15,090
Cover 2 or 3	\$20,145	\$17,890	\$15,765	\$15,025	\$14,465

## PUBLICATION SPECS

TRIM SIZE	9" x 10.8125"
BLEED SIZE	9.25" x 11.0625"
LIVE AREA	8" x 10"
SPREAD	18" x 10.8125"
SPREAD LIVE	17" x 10"
SPREAD BLEED	18.25" x 11.0625"
LINE SCREEN	133

## AD SIZES



## SUBMISSION GUIDELINES

All advertisements should be submitted as digital files.

## Proofs

A contract proof must be provided: If no contract proof is provided, we cannot be responsible for the ad's reproduction quality. **A proof must be delivered even when files are sent via e-mail or FTP. ALM will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a hard-copy proof.**

## Submitting Your Digital Ads

PDF is the preferred format for submitting files.

- **PDF Files:** You must provide **press-quality PDF files**. Please contact ALM's production department to ensure that you have the proper job options and PPD file via e-mail to download. For additional information about submitting files to our FTP site, please call 347-227-3102 or e-mail [jcusmano@alm.com](mailto:jcusmano@alm.com).
- **CD** (650 MB/74 min or 700 MB/80 min)
- **E-mail:** Up to 3 MB files; larger files should be compressed using Stuffit or Winzip, or use the FTP site
- **Platform:** Macintosh
- **Software:** Quark XPress 7 or lower (for Mac); Adobe InDesign CS or higher; Adobe Photoshop CS (for Mac); Adobe Illustrator CS (for Mac)

## Image Specifications:

- All image files should be set to a minimum 266 dpi (300 dpi recommended).
- Image files must be Photoshop compatible (must open in Photoshop); preferred format PSD. EPS and Tiff files also accepted.
- All color image files must be CMYK (no RGB or spot colors accepted)
- Do not use color jpeg encoding.
- All hi-res files with clipping paths must be in EPS format (do not use clipping paths in Quark XPress).

## Font Specifications

- For application files, include all screen and printer postscript or open type fonts. Truetype fonts must also be included in file.
- For PDF files, all fonts must be embedded.

## Submission

You must indicate the publication name and issue date the ad is being submitted for, or your files cannot be processed. Please submit all digital advertising materials to:

[jcusmano@alm.com](mailto:jcusmano@alm.com)

or mail to:

*The American Lawyer*  
C/O Advertising Department  
120 Broadway, 5th Floor  
New York, NY 10271

## QUESTIONS

If you have questions about material deadlines or other non-technical issues, call the Advertising Department at **212-457-9495**.

If you have questions about ad delivery or technical issues, call the Production Department at **347-227-3102**.