

# THE 2009 SOUTH FLORIDA'S BEST LAWYERS®



Distributed to readers of *The Miami Herald*,  
*Daily Business Review* and featured on [Law.com](http://Law.com)

# A Select Status - A Select Opportunity

**For** the first time ever, Incisive Media and Best Lawyers® have partnered to produce this special, once-a-year compilation of all the listed Best Lawyers® in South Florida. This publication is a direct result of the success and response to similar annual sections in *New York* magazine, *The Washington Post Magazine*, and the *Los Angeles Times Magazine*. **South Florida's Best Lawyers** will be a special stand-alone glossy magazine with exclusive content covering Best Lawyers and the foremost legal issues of South Florida.



Sample Cover of Stand-Alone Glossy Magazine

Reach the more than 600,000 readers of *The Miami Herald* and hundreds of thousands of legal professionals through the *Daily Business Review* and Law.com.

*The Miami Herald* provides unparalleled reach in the South Florida consumer and business markets--while the *Daily Business Review* and Law.com are focused on the legal, business and real estate markets. There is no better way to influence and impact clients and referrals in the affluent, well-informed and ambitious Miami and South Florida markets.

## How you were chosen

The first, most respected and preeminent guide to the best in practice, Best Lawyers® has set the gold standard for integrity and reliability for 25 years. Because lawyers are not allowed to pay a fee for inclusion, Best Lawyers® is known as the most objective, unbiased source of legal referrals anywhere.

- Lawyers are selected only through rigorous peer-review.
- Best Lawyers® is updated annually and based on almost 2 million confidential evaluations by only the top attorneys in the country.
- Extensive telephone interviews are conducted with these leading attorneys throughout the balloting process.
- Unlike any other survey, Best Lawyers® publishes an advertisement-free book each year. Every year, every name in Best Lawyers® is set in type before any solicitations are mailed.

## Best Lawyers® Lawyers of the Year

For the first time ever, Best Lawyers has decided to name lawyers in a selection of high-profile legal specialties and certain large legal communities "Best Lawyers Lawyers of the Year" based on particularly high vote totals from their peers. They will be naming these lawyers as "Lawyers of the Year" in South Florida and will be announcing this honor to the public for the first time in this publication.



# The only chance this year to stand apart from the competition.

Showcase your selection for South Florida's Best Lawyers with an impactful and effective Premier Profile highlighting yourself or all of the lawyers in your firm selected for Best Lawyers®. Reserve your profile space today – year-round on Law.com, and in the special stand-alone glossy magazine distributed to all readers of both *The Miami Herald* (December 26, 2008 issue) and *Daily Business Review*.

*“My experience could not have been more positive. Literally the day after the profile ran, I was called by two new clients who had seen the profile and wanted to retain our firm. Preparation of the profile was easy, and the staff members were exceptionally responsive throughout. I was very pleased with the entire process and results.”*

– H. Dean Steward, profiled two years in a row in the *Los Angeles Times Magazine*

## Premier Profiles

Stand out with a Premier Profile that highlights the achievements and expertise of your firm. Choose from a two-page spread, full-page or half-page, and get expert help in creating your profile.



Premier Two-Page Spread Profile



Premier Full-Page Profile



Premier Half-Page Profiles

## We provide the following:

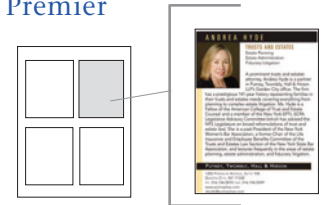
- The services of a professional photographer, experienced writer and a creative designer who will work with you and your team to create your profile
- Two-page spread and full-page profiles include full-color logo and personalized fact box options
- Bonus copies of South Florida's Best Lawyers – one for each listed lawyer in your firm
- Firm featured in advertisements in the *Daily Business Review*, *The National Law Journal* and *Corporate Counsel* magazine announcing this exclusive magazine
- **Bonus:** Magazine will be distributed to all readers of the *Daily Business Review*
- Magazine will be featured on Law.com and promoted to the site's more than 500,000 unique monthly users; Your firm will be featured with a link to the firm's website
- Your law firm featured in an e-mail announcing the magazine directly e-mailed to Florida Law.com registered users
- 100 double-sided reprints of your Premier Profile for your office—(total value of about \$2,000)

**ONLINE:** Section will be posted and promoted online at Law.com, with more than 500,000 unique users per month\*

## Traditional Profiles

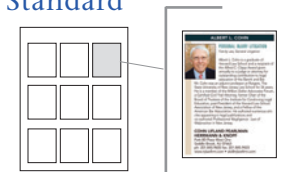
For individual attorneys: Create a profile that capitalizes on this opportunity. You provide the following information and we'll put it all together in a profile that makes you shine:

### Premier



- A full-color headshot
- 165-word biography about you or your firm
- Your name and contact information

### Standard



- A full-color headshot
- 100-word biography about you or your firm
- Your name and contact information

**For Both:** Section will be featured on Law.com and promoted to the site's 500,000 plus unique monthly visitors; Florida Law.com registered users will be directly e-mailed a copy of the section.

# Rates\*

## Premier 2-Page Spread Profile \$38,850

**Early Bird (10% off): \$34,965**

Width/Depth

16" x 9.5"



## Premier Full-Page Profile \$22,150

**Early Bird (10% off): \$19,935**

Width/Depth

8" x 9.5"



## Premier Half-Page Profile \$13,300

**Early Bird (10% off): \$11,970**

Width/Depth (non-bleed)

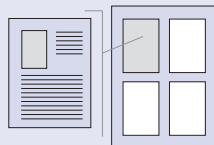
7" x 5"



## Premier Traditional Profile \$7,150

**Early Bird (10% off): \$6,435**

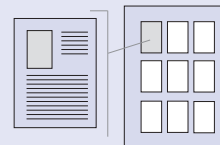
Four per page





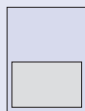

## Standard Traditional Profile \$3,250

**Early Bird (10% off): \$2,925**

Nine per page



## Display Advertising

	2-Page Spread	Full-Page	1/2 Page	1/4 Page
	\$37,750	\$21,050	\$12,150	\$6,650
<b>Early Bird (10% off):</b>	<b>\$33,975</b>	<b>\$18,945</b>	<b>\$10,935</b>	<b>\$5,985</b>
				
Width/Depth (non-bleed)	15" x 9.88"	7" x 9.88"	7" x 5"	4.85" x 5"
Trim	16" x 10.75"	8" x 10.75"	N/A	N/A
Width/Depth (bleed)	16.25" x 11"	8.5" x 11"	N/A	N/A

## LAW.COM

Magazine will be posted and promoted online at Law.com, which has more than 500,000 unique users per month!\*\*

## EARLY BIRD BONUS!

**Save 10%**

Deadlines

**Early Bird Space Closing:**

**October 24**

**Early Bird Material Deadline:**

**November 5**

**Final Space Closing: November 7**

**Final Material Deadline: November 14**

Contact

\*All rates are net; 20% additional charge for premium positions; This magazine is a special advertising supplement and will be labeled as such. It is not an editorial section and therefore, as stated by the guidelines of the American Society of Magazine Editors, will not appear or be promoted on the cover, table of contents or spine of *The Miami Herald*.

\*\* Omniture 2008

# BEST LAWYERS®

- The first and most respected guide to the legal profession, with 25 years of experience
- Rigorous peer-review survey of only top attorneys, with thousands of extensive telephone interviews
- Advertisement-free book published each year
- Harvard Law School-educated, Pulitzer Prize-winning editors

## Over Two Decades of Experience

Founded in 1981 and first published in 1983, Best Lawyers® is the oldest lawyer-rating publication in the U.S., and the gold standard for accuracy and integrity. Jerome J. Shestack, former ABA President says Best Lawyers is “a thorough, reliable and valuable resource for all who seek the best in our profession.”

## Highest Quality Voting Pool

A survey is only as good as the voting pool. Best Lawyers only polls lawyers who are already considered within the profession to be the top lawyers in their fields. They are given elaborate, customized ballots listing nominees from their geographic area and practice specialty.

## Unprecedented Involvement by Lawyers

Every year, over 50% of Best Lawyers' 30,000 voters nationwide complete and return their ballots. Because of this unprecedented return rate, the current edition of Best Lawyers is based on more than 2 million confidential evaluations by only the top attorneys in the country – by far the most extensive database developed by any lawyer survey.

## Thousands of Extensive Telephone Interviews

Best Lawyers conducts extensive telephone interviews to supplement its balloting process. For each edition, as many as half of all voters are interviewed by specially trained researchers. These sometimes lengthy conversations provide vital additional information on nominees, as well as on the local legal community. Best Lawyers also verifies every attorney's contact information directly.

## Disciplinary Checks

Best Lawyers reviews all its listed lawyers' disciplinary records on an annual basis and removes those few lawyers who have an outstanding disciplinary action.

## Integrity

Best Lawyers has a reputation for unimpeachable integrity. Both editors are graduates of Harvard Law School and Pulitzer Prize-winning, New York Times best-selling authors. Lawyers are not allowed to pay a fee to be listed, nor are they required to make a purchase. Every year, every name in Best Lawyers is set in type before any solicitations are mailed. An advertisement-free book is published each year to prove it (no other survey does this).

# THE 2009 SOUTH FLORIDA'S BEST LAWYERS®

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*Daily Business Review* and featured on Law.com

## Law Firm Info

Best Lawyers' Name(s): \_\_\_\_\_  
Law Firm Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

## Selection

- |  |  |
|--|--|
| <input type="checkbox"/> Premier 2-Page Spread Profile: \$38,850<br>Early Bird (10% off): \$34,965 | <input type="checkbox"/> 2-Page Spread Display: \$37,750<br>Early Bird (10% off): \$33,975 |
| <input type="checkbox"/> Premier Full-Page Profile: \$22,150<br>Early Bird (10% off): \$19,935     | <input type="checkbox"/> Full-Page Display: \$21,050<br>Early Bird (10% off): \$18,945     |
| <input type="checkbox"/> Premier 1/2 Page Profile: \$13,300<br>Early Bird (10% off): \$11,970      | <input type="checkbox"/> Half Page Display: \$12,150<br>Early Bird (10% off): \$10,935     |
| <input type="checkbox"/> Premier Traditional Profile: \$7,150<br>Early Bird (10% off): \$6,435     | <input type="checkbox"/> 1/4 Page Display: \$6,650<br>Early Bird (10% off): \$5,985        |
| <input type="checkbox"/> Standard Traditional Profile: \$3,250<br>Early Bird (10% off): \$2,925    |  |

Total: \_\_\_\_\_

(Early Bird Deadline: October 24)

## Payment Info

☐ Bill Me      ☐ Check Enclosed      ☐ Credit Card (please fill out below)

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Credit Card Type:      ☐ MasterCard      ☐ Visa      ☐ American Express

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Card #: \_\_\_\_\_ Exp-Date: \_\_\_\_\_

Name as printed on card: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Signature

Please sign here: \_\_\_\_\_

Cancellations will not be accepted after the space closing date. If ad materials are not received by material deadline, advertiser will be billed for space. By signing this agreement, advertiser acknowledges that this magazine is a special advertising supplement and will be labeled as such. It is not an editorial section and therefore, as stated by the guidelines of the American Society of Magazine Editors, will not appear or be promoted on the cover, table of contents or spine of The Miami Herald. The profile furnished for this magazine is for the sole purpose of the magazine and will be copyrighted © 2008 ALM Properties, Inc. Further duplication without permission is prohibited. For additional redistribution options, please contact Reprints at 800-888-8300 or reprintscustomerservice@incisivemedia.com