

## Experts & Services

### Connecting Vendors to Legal Professionals

#### Using Targeted Online Advertising: lawdiary.com and LDMonline

Looking for new ways to stay competitive and promote your products and services to attorneys, paralegals and other legal professionals?

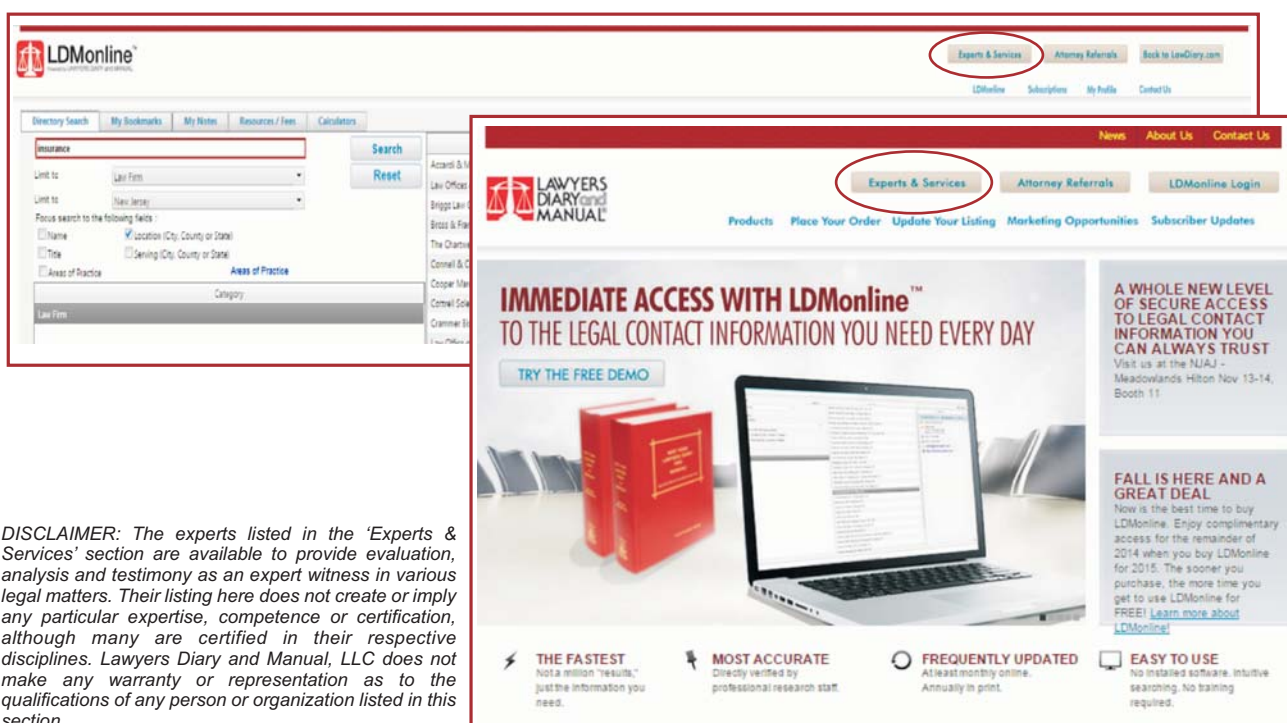


As a vendor to the legal community, you can maximize your professional presence by advertising online on Lawyers Diary and Manual's main public Web site, lawdiary.com, and its secure subscription site, LDMonline.

#### 'Experts & Services' to the Legal Community – Get Your Offerings Noticed Online!

- We've been introducing experts and services to the communities of law and government for more than 100 years. We know what works. And we've expanded our coverage on the Internet – and yours, too!
- Raise your visibility in specific categories and subcategories, including: dozens of "Experts" specific classifications, "Court Reporting and Deposition Services," "Litigation Support Services," "Process & Subpoena Services" and "Real Estate Services".
- With tens of thousands using our products as their "go to" reference of choice, it only makes sense to be listed.

#### Our 'Experts & Services' Button Appears Prominently on Our Homepage and in Our Online Product!



**DISCLAIMER:** The experts listed in the 'Experts & Services' section are available to provide evaluation, analysis and testimony as an expert witness in various legal matters. Their listing here does not create or imply any particular expertise, competence or certification, although many are certified in their respective disciplines. Lawyers Diary and Manual, LLC does not make any warranty or representation as to the qualifications of any person or organization listed in this section.

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The 'Experts & Services' are categorized by three states and cover many different legal offerings:

- **Massachusetts:** five main categories, including Court Reporting & Deposition Services (including four subcategories, such as Transcription Services and Video Production Services), Experts (including 10 subcategories, such as Experts-Construction, Experts-Forensics, and Experts-Psychiatric), Litigation Support Services, Process & Subpoena Services, and Real Estate Services
- **New Jersey:** five main categories, including Court Reporting & Deposition Services, Experts (including 40 subcategories, such as Experts-Automotive, Experts-Dental, Experts-Insurance, and Experts-Toxicology), Litigation Support Services (including nine subcategories, such as Interpreters & Translators and Trust and Audit Support), Process & Subpoena Services, and Real Estate Services
- **New York:** five main categories, including Court Reporting & Deposition Services, Experts (including 15 subcategories, such as Experts-Accounting, Experts-Economics, Experts-Engineering, and Experts-Psychological), Litigation Support Services (including nine subcategories, such as Interpreters & Translators and Trust and Audit Support), Process & Subpoena Services, and Real Estate Services

Our Experts & Services area has been greatly expanded for maximum coverage by revamping the profile formats and listing hierarchy. Legal vendors have three options to raise their recognition, and now legal professionals have a greater selection of vendors:

- 1) **Featured Profile:** At the beginning of each category, priority listings are offered. They are highlighted in yellow with large bold black font. A Featured Profile links to complete contact information, Web site and email address, a detailed company description and company logo.
- 2) **Enhanced Profile:** Listed alphabetically, Enhanced Profiles are placed below the yellow-highlighted Featured Profiles and formatted in large blue and standard black fonts. An Enhanced Profile offers a distinct advantage over a Basic Profile listing by linking to contact information, Web site and email address, a company description and company logo.
- 3) **Basic Profile:** Listed alphabetically, Basic Profiles are placed below Featured and Enhanced Profiles and formatted in standard blue and black fonts. A Basic Profile only links to company contact information.

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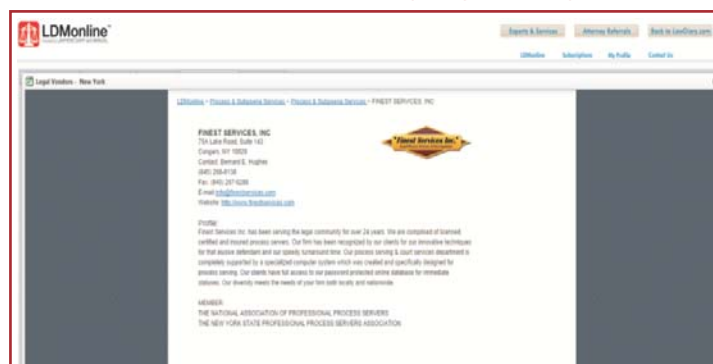
The Featured and Enhanced Profiles can be enriched with color photographs and graphics. Below are examples of the two types of profiles and their associated company descriptions.



*Featured listing has more prominence*

*Enhanced listing in alphabetical order with bold font*

#### Featured & Enhanced Company Descriptions



#### Pricing and Contact Information

Online advertising appearing on both **lawdiary.com** and **LDMonline** begin at \$425 per year—alternatives often cost this price per week!

Print and online advertising packages are available at discounted rates.

For more information, please contact Bill Brodniak at (908) 219-8705 or [brodniak@lawdiary.com](mailto:brodniak@lawdiary.com).

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