We’ve Got You Covered!

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Email: brodniak@lawdiary.com

www.lawdiary.com
**Marketing Opportunities for Attorneys**

Lawyers Diary and Manual® and [www.lawdiary.com](http://www.lawdiary.com) deliver credibility, accuracy, new clients, plus increased profits through online, print and direct marketing strategies. LDM reaches out to serve attorneys and legal suppliers in a constantly evolving business environment with comprehensive, timely and accurate information critical to a successful practice. We are THE recognized resource for the legal profession for over 100 years.

Did you know The Lawyers Diary and Manual ...

- **Enjoys an annual advertiser’s renewal rate of over 85%**
- **New Jersey edition has been in publication since 1888**
- **New York edition has been published since 1898**
- **The Massachusetts edition is relied on by the state’s Bar Association for current and accurate data on practicing attorneys**
- **[www.lawdiary.com](http://www.lawdiary.com) experiences over 17,000 hits and 7,000 unique visitors per month**

Capitalize on LDM’s referral building, cost-effective marketing opportunities.

**Print Advertising** - Reaches more attorneys in NJ, NY & MA than any other legal resource. Choose display advertising, Area of Practice, Board Certified or Patent Attorney Listings.

**Lawdiary.com** - Attracts 17,000 visitors each month, 75% of which are returning and 25% are new visitors. The legal industry and consumers rely on Lawdiary.com to find accurate information fast. Web profiles and display ads ensure legal firms exposure, while increasing awareness and credibility.

**Direct Marketing** - Access to subscribers and non-subscribers via the most comprehensive database of attorneys. LegaList selection is available for one-time or unlimited usage. Phone numbers and email addresses are available, if required.

Visit our website at [www.lawdiary.com](http://www.lawdiary.com)

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Online Display Advertising

Web Profiles

Describe your practice expertise in the Attorney Web Profile linking to your URL.

<table>
<thead>
<tr>
<th>Profile Level</th>
<th>Contact Info</th>
<th>Web Link</th>
<th>Email Link</th>
<th>Photo/Logo</th>
<th>CV</th>
<th>Description</th>
<th>Pricing w/Advert*</th>
<th>Pricing wo/Advert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>500 Words</td>
<td>$300</td>
<td>$750</td>
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<tr>
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<td>✔</td>
<td>100 Words</td>
<td>$150</td>
<td>$425</td>
</tr>
</tbody>
</table>

*Requires ad presence in the directory.

Display Advertising

Lawdiary.com ensures your message reaches your target audience with accurate and timely information.

State Page
3 ads allowed on the page
- $500 per ad

Category Page
9 ads allowed on the page
- $1,000 per ad

Listings Page
3 ads allowed on the page
- $1,500 per ad

Highlight Profile - $100 additional.

Feature Profile - Your profile appears #1 (top) position $250; #2 position $150, #3 position $150.

Did you know the legal profession generates $300+ BILLION in annual revenue?*

Lawdiary.com reaches 17,000 legal professionals each month

*Law firms and solo practitioners, Harvard Law School 2012

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Display Advertising

Want maximum exposure for your practice?
Display ads promote your practice and expertise. Choose from full, half, quarter or eight-page ads in the print editions of Lawyers Diary and Manual® and LDMreference. Display ads provide flexibility to include expanded profiles, logos and other visual elements to enhance your firm’s overall presentation.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>NJ</th>
<th>NY</th>
<th>MA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (6.25&quot; x 9&quot;)</td>
<td>$2,645</td>
<td>$1,805</td>
<td>$1,455</td>
</tr>
<tr>
<td>½ Page (6.25&quot; x 4&quot;)</td>
<td>$1,675</td>
<td>$1,035</td>
<td>$ 835</td>
</tr>
<tr>
<td>¼ Page (6.25&quot; x 2&quot;)</td>
<td>$ 935</td>
<td>$ 765</td>
<td>$ 600</td>
</tr>
<tr>
<td>⅛ Page (3&quot; x 2&quot;)</td>
<td>$ 550</td>
<td>$ 470</td>
<td>$ 385</td>
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</table>

A free two-line area of practice listing is included with each display ad.

Area of Practice Listing

Listing includes name, firm name, address, phone number and a brief profile describing your practice and specialized services. Listings appear alphabetically by practice areas and are priced per line of text, with discounts available for multiple listings.

<table>
<thead>
<tr>
<th>First AOP per line</th>
<th>NJ</th>
<th>NY</th>
<th>MA</th>
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<tbody>
<tr>
<td>$80</td>
<td>$80</td>
<td>$60</td>
<td></td>
</tr>
<tr>
<td>Additional AOP’s per line</td>
<td>$50</td>
<td>$50</td>
<td>$40</td>
</tr>
<tr>
<td>AOP in Bar Directory (ea)</td>
<td>$55</td>
<td>$55</td>
<td>$55</td>
</tr>
</tbody>
</table>

There is a two line minimum for all listings. Please see samples to determine the number of lines in your area of practice listing.

Board Certified Attorney Listing

State certified attorney listings include name, address, phone number, firm affiliation and year of bar admittance (NJ only). Listings appear alphabetically by county and area of certification.

Pricing: $195 per listing per year for New Jersey

Patent Attorney Listing

Nationally registered patent attorney listings include name, address, phone number, firm affiliation, year of bar admittance and patent registration number. Listings appear alphabetically by attorney name.

Price Per Listing

<table>
<thead>
<tr>
<th>NJ</th>
<th>NY</th>
<th>MA</th>
</tr>
</thead>
<tbody>
<tr>
<td>$195</td>
<td>$145</td>
<td>$135</td>
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