

Marketing Opportunities for Attorneys



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Marketing Opportunities for Attorneys

For more than 125 years attorneys have trusted one resource to provide comprehensive, reliable reference information – The *Lawyers Diary and Manual*[®] (LDM). In large and small law firms alike, legal professionals turn to LDM print and online products every day to find the information they need.

If you are seeking referrals, why advertise anywhere else?

LDM products offer unparalleled opportunities at competitive rates to promote your practice to the audience you most want to reach.

- Highlight your specific area of practice or certification
- Reach both print and online subscribers to our legal resource guide for one low price
- Choose basic listings, display advertising, or a combination to showcase your profile
- Expand your reach to non-subscribers on LawDiary.com for a nominal fee

No other directory contains more accurate information or reaches more qualified prospects for attracting referrals.

Which advertising opportunity is right for your firm?

Display Advertising

Area of Practice Listing

Board Certified Attorney Listing

Patent Attorney Listing

Website Advertising

Regardless of which advertising option is right for you, a single new client more than pays for the investment. That's why *Lawyers Diary and Manual* advertisers renew their ads at an annual rate of 85%.

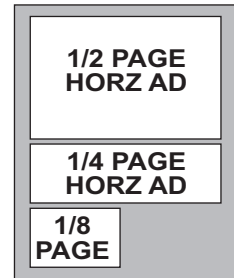
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Display Advertising

Looking for more prominent exposure for your brand or practice?

Attorneys and law firms alike may take advantage of one of four sizes of display ads to promote your practice and expertise. Full, half, quarter or eighth-page ads are available in the print editions of the *Lawyers Diary and Manual* and *LDMreference*. These offer the flexibility to include expanded profiles, logos and other visual elements to enhance your firm's overall presentation.



	<u>NJ</u>	<u>NY</u>	<u>MA</u>	<u>NH</u>	<u>FL</u>
Full Page (6.25" x 9")	\$2645	\$1805	\$1455	\$630	\$1020
Half Page (6.25" x 4")	\$1675	\$1035	\$835	\$380	\$625
Quarter Page (6.25" x 2")	\$935	\$765	\$600	\$265	\$375
Eighth Page (3" x 2")	\$550	\$470	\$385	\$190	\$290

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.

ADMINISTRATIVE LAW

(732) 123-4567 **MICHAEL BARON**
 FAX 765-4321 200 West Arnold Street, Rahway, NJ 07065

ADMIRALTY & MARITIME LAW

(908) 555-4561 **THOMAS BENJAMIN**
 1200 Main Street, Lebanon, NJ 08833
General maritime practice.

(732) 147-8963 **FRANK, JOHNSON & BUSH, L.L.P.**
 (John Frank, Jimmy Johnson, Billy Bush)
 22200 Franklin Road, Manalapan, NJ 07726
 Website: www.frankjohnsonbush.com
Seamen, Pleasure Boats, Cruise Passengers, Fishermen, Longshoremen and other Maritime Personal Injury. NJ & NY.

	<u>NJ</u>	<u>NY</u>	<u>MA</u>	<u>NH</u>	<u>FL</u>
First AOP per line	\$80	\$80	\$60	\$60	\$60
Additional AOP's per line	\$50	\$50	\$40	\$40	\$40
AOP in Bar Directory(each)	\$55	\$55	\$55	\$55	\$55

There is a two line minimum for all listings. Please see samples above 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. Listings appear alphabetically by county and area of certification.

DIRECTORY OF CERTIFIED CIVIL TRIAL ATTORNEYS

ATLANTIC COUNTY

- | | |
|---|---|
| <p>(609) 456-7891
FAX 555-8888
(609) 456-7892</p> | <p>JOHN M. AMATO, '78 (Amato Law Firm, P.C.)
555 New Road, Suite A, Jersey City, NJ 07307
2900 Water Way, Suite 1, Egg Harbor Township, NJ 08234
Website: www.amatolaw.com E-Mail: john@amatolaw.com</p> |
| <p>(609) 333-7777
FAX 646-2781</p> | <p>CARA MARONE, '83 (Marone & Miller, P.A.)
589 Winding Hill, Suite B, West Atlantic City, NJ 08232
E-Mail: cara@maronemillerlaw.com</p> |

BERGEN COUNTY

- | | |
|--|---|
| <p>(201) 900-0000
FAX 700-7000</p> | <p>STEVEN BUSCHETTI, '91 (Buschetti Law Firm, P.C.)
5 Cedar Wood Way, Teaneck, NJ 07666
Website: www.buschetti.com E-Mail: steven@buschetti.com</p> |
| <p>(201) 888-8888
FAX 692-0444</p> | <p>SAM COLE, '79 (Cole & Saperstein, P.C.)
25 Cedar Wood Way, Teaneck, NJ 07666
Website: www.colesaperstein.com E-Mail: sam@colesaperstein.com</p> |

	<u>NJ</u>	<u>NY</u>	<u>MA</u>	<u>NH</u>	<u>FL</u>
Price Per Listing	\$195	n/a	n/a	n/a	\$195

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.

- | | |
|-----------------------|--|
| <p>(609) 222-2222</p> | <p>DAN BILBOA, '04 Pat. Reg. #12,348
(<i>D. Biboa, P.C.</i>)
88 Marshia Street, Suite C, Woodbury, NJ 08096
FAX: (856) 444-4444</p> |
| <p>(201) 123-4567</p> | <p>BENJAMIN FRANKLIN, (NJ'92)(NY'93) Pat. Reg. #12,346
55 Benjamin Road, Flanders, NJ 07836
FAX: (973) 765-4321</p> |

	<u>NJ</u>	<u>NY</u>	<u>MA</u>	<u>NH</u>	<u>FL</u>
Price Per Listing	\$195	\$145	\$135	\$115	\$115

Website Advertising

www.LawDiary.com harnesses the power of the Internet to offer unmatched marketing opportunities for lawyers looking for more referrals. LDM's online *Attorney Referral Directory* puts you directly in front of thousands of legal professionals visiting www.lawdiary.com every month. With a Web profile you can ensure someone looking for your expertise has all the contact info needed to reach you.

	<i>With Print Ad</i>	<i>Without Print Ad</i>
Attorney Referral Profile	\$150/year	\$425/year