

We've Got You Covered!



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www.lawdiary.com

Marketing Opportunities for Attorneys

Lawyers Diary and Manual® and 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
- New Hampshire edition is purchased by over 65% of the licensed attorneys in the state
- The Massachusetts edition is relied on by the state's Bar Association for current and accurate data on practicing attorneys
- A large percentage of FL Bar members are also admitted to practice in NY
- www.lawdiary.com experiences over 15,000 hits and 5,000 unique visitors per month

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

Lawdiary.com - Attracts 15,000 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 assure legal firms exposure, while increasing awareness and credibility.

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

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.

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Online Display Advertising

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

Lawdiary.com reaches 15,000 legal professionals each month

*Law firms and solo practitioners, Harvard Law School 2012



Platinum Profile



Gold Profile



Silver Profile

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

Profile Level	Contact Info	Web Link	Email Link	Photo/Logo	CV	Case History	Testimonial	250 Name Mailing List	Description	Pricing w/Advert*	Pricing wo/Advert
Platinum	✓	✓	✓	✓	✓	✓	✓	✓	500 Words	\$300	\$750
Gold	✓	✓	✓	✓	✓	✓			200 Words	\$225	\$575
Silver	✓	✓	✓	✓					100 Words	\$150	\$425

*Requires ad presence in the directory.

Profile Upgrades –

Highlight Profile - \$100 additional.

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

Animated Graphic - makes your profile stand out from the rest:

\$100 if animation is supplied/\$300 if we create (in addition to profile cost).

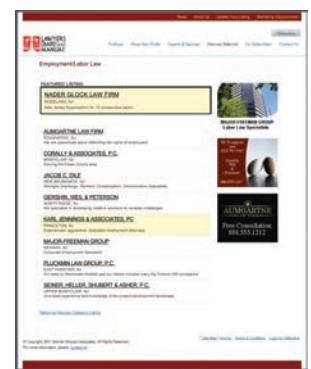
Lawdiary.com ensures your message reaches your target audience with accurate and timely information



State Page



Category Page



Listings Page

Display Advertising –

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

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