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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.

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- New Hampshire edition is purchased by over 65% of the licensed attorneys in the state
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*Law firms and solo practitioners, Harvard Law School 2012



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Gold Profile



Silver Profile

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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.

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

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



State Page



Category Page



Listings Page

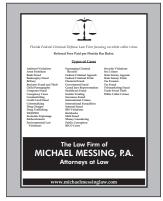
Display Advertising –

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

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.





Ad Size		NY		MA		FL	NH
Full Page (6.25" x 9")	\$1	,805	\$1	,455	\$1	,020	\$630
½ Page (6.25" x 4")	\$1	,035	\$	835	\$	625	\$380
1/4 Page (6.25" x 2")	\$	765	\$	600	\$	375	\$265
1∕8 Page (3" x 2")	\$	470	\$	385	\$	290	\$190

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

Full Page Ad

1/2 Page 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.

	NY	MA	FL	NH
First AOP per line	\$80	\$60	\$60	\$60
Additional AOP's per line	\$50	\$40	\$40	\$40
AOP in Bar Directory (ea)	\$55	\$55	\$55	\$55

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

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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.

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