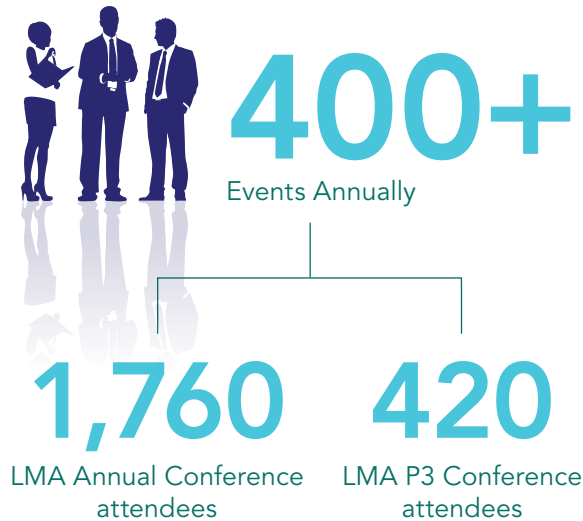
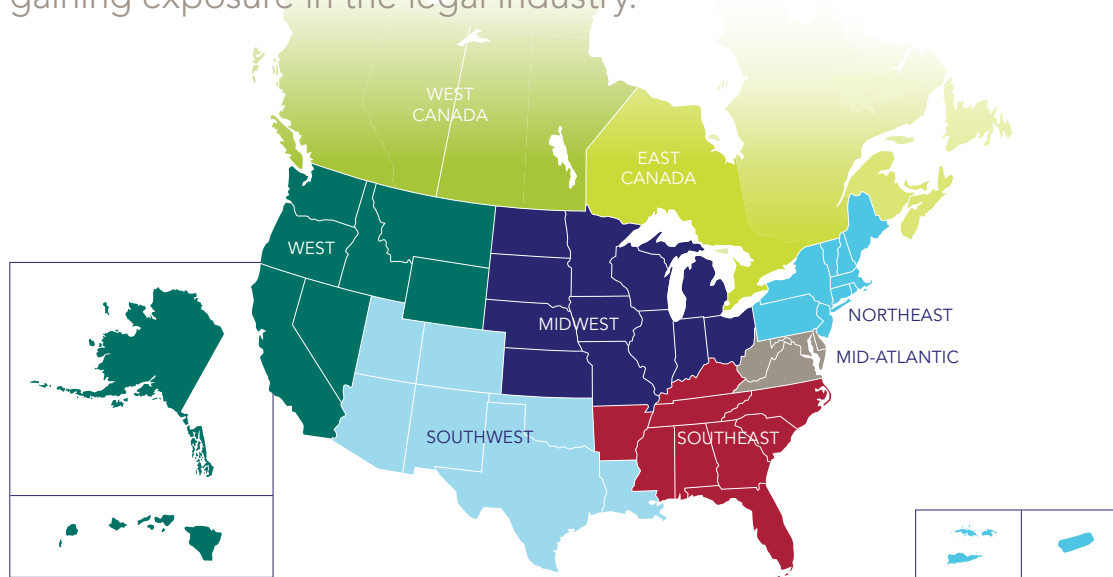


The background features several faint, light-colored geometric shapes, including a large pyramid-like structure and a smaller cube-like structure, both composed of thin lines. These shapes are positioned behind the main text.

# PARTNERSHIP OPPORTUNITIES

# Increase exposure among legal marketing elite

If you are looking to share your company's message with a niche audience of law firm and legal professionals, look no further. Let LMA be your partner for increased brand awareness, sharing information on your service or product and gaining exposure in the legal industry.

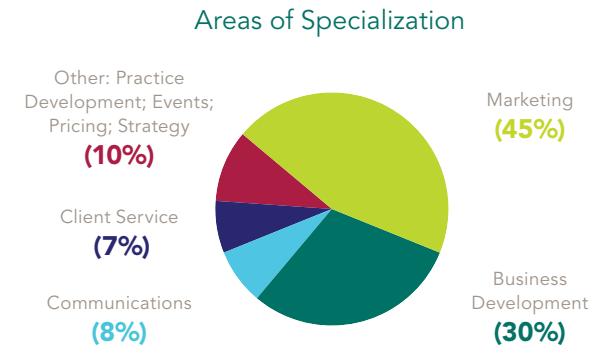


**8**  
Regions covering the United States and Canada

**4,000**  
Members from 17 countries

**59%**  
C-suite, Directors and Managers

**8**  
Shared Interest Groups covering virtually every topic in legal marketing



# Brand Development Opportunities

LMA offers a variety of advertising opportunities that will reach your target audience to increase awareness with thousands of visitors every month.

## Strategies Ads

LMA members have come to recognize *Strategies* as one of their most valuable member benefits. Seen as an insightful publication focused exclusively on the information needs of legal marketers, each *Strategies* issue is well-read when it arrives and kept for reference. Articles are also often shared with attorneys and others within the firm.

Ad Type	Width	Height	Rate (1 issue)	Rate (3 issues)	Rate (6 issues)
<b>Trim Size</b>	<b>8.5"</b>	<b>11"</b>	<b>(Rate = price per issue) (Discount for multiple issue purchases)</b>		
<b>(A) Back Cover</b> (Full-page ad on outside back cover for maximum impact)	8.75" (includes bleeds)	11.25" (includes bleeds)	\$2,500	\$2,400	\$2,250
<b>(B) Inside Cover</b> (Full-page ad inside the front or back cover)	8.75" (includes bleeds)	11.25" (includes bleeds)	\$2,000	\$1,900	\$1,750
<b>(C) Full-Page Ad</b> (Full-page ad inserted between articles)	8.75" (includes bleeds)	11.25" (includes bleeds)	\$1,750	\$1,650	\$1,500
<b>(D) Half-Page Ad</b> (Horizontal half-page ad where available)	7.1667" (no bleeds)	4.75" (no bleeds)	\$1,000	\$900	\$750

*Strategies* advertisements are included in the print edition, distributed to all LMA members and select media partners, as well as in the digital edition of the publication. Advertisement enhancements are also available for the digital edition. Please speak to your sales representative for additional information on the interactive elements.



Average  
**3,500**  
page views per digital  
*Strategies* issue

# Brand Development Opportunities (continued)



## Website Ads

LMA offers a variety of online advertising opportunities that will reach your target audience and ensure exposure to tens of thousands of visitors every month. The LMA website attracts more than 110,000 page views per month. Website ads can be placed on the homepage, or within specific sections of the website that appear to your target audiences.

Ad Type	Rate per month	Rate with 3x placement
Homepage Banner	\$1,100	\$1,000
Job Bank	\$800	\$700
News and Events	\$700	\$600
Members-Only Banner	\$600	\$500



## LMA Weekly Banner

LMA Weekly is the official weekly newsletter of LMA International. Distributed to all active LMA members, LMA Weekly is LMA's primary communications tool for sending out event notices, announcements and general LMA news. It is our most opened email, guaranteeing you immediate attention for your product or services.

Ad Type	Rate
Top Banner	\$1,000
Second Banner	\$800

**3,700** + **110,000**  
 Average active users per month + Average page views per month

**32%** + **17%**  
 Average open rate + Average click rate



## Service Provider Directory Listing

Boost your visibility by securing an enhanced LMA Service Provider Listing: the place LMA members look to locate businesses that cater to legal marketing professionals. Capture your audiences when they are most likely to buy – while proactively looking for a new provider.

Member Type	Traditional Listing	Enhanced Listing
Prospective Members	\$1,100	\$1,750
Members	N/A	\$750

# Targeted Communications



## Email\*

Email marketing through LMA can put you in a better position for success. This is your opportunity to gain meaningful visibility for your service or product and to connect with your precise audience of legal marketing professionals.

**Email List Rental: \$1,950**

**25%** + **14%**  
Average open rate + Average click rate

\* LMA will not share the email addresses or mailing addresses of any individuals in its database. All emails are sent by LMA on behalf of the purchaser. Mailing lists must be handled by a third party mailing house. Direct solicitation of members is not allowed.



## Strategies+ Blog

Strategies+ is the best way to place your content in front of thousands of readers interested in legal marketing. Stand out as an industry thought leader with a Strategies+ blog post that appeals to members and prospective members alike. Plus, all blog posts are indexed and added to our searchable archive, giving your content an extended lifespan.

**Strategies+ Blog Post: \$1,500**

Average **400** + Average **1,000**  
social shares per month + views per month

# Thought Leadership



Members of LMA have a passion for knowledge and excellence. Stand out as a thought leader through LMA's partnership opportunities, and become an influencer in the legal marketing industry.

## Strategies Sponsored Content

Share your knowledge and expertise with readers of our *Strategies* magazine. This opportunity offers one (1) full page of sponsored content\* to run in an issue of *Strategies*.

- 4,000+ issues distributed
- Content to be approved by LMA staff
- 600-800 words
- Complimentary ¼-page print ad

**Price: \$2,250**

## LMA Weekly Sponsored Content

Sponsor to have the opportunity to include content\* in one *LMA Weekly* e-newsletter. Sponsorship includes (1) one-hundred word submission with a logo to be placed in newsletter.

- Sent to 4,000+ members
- Logo can link to webpage of sponsors choosing
- "Read/Learn More" link will be included at the end of the one-hundred words and will link to either an additional 500-700 words on a separate webpage or a webpage of the sponsor's choosing

**Price: \$1,200**

## Sponsored Webinar

Legal marketing service providers possess critical subject matter expertise that can help a legal marketer excel at his/her wide range of responsibilities. Position yourself as an expert when you share your best practices with the LMA community.

- 60 minutes in length (30-minute webinars available)
- Sponsor to work with LMA's Education Committee on presented topic\*

**Price: \$5,000/hour**

\* [Content must adhere to sponsored content guidelines.](#)