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
- **4,100+** Members from 22 countries
- **2 out of 3** are c-suite, directors and managers
- **10** Shared Interest Groups covering virtually every topic in legal marketing

For more information, contact Samantha Edidin at sedidin@legalmarketing.org.
Brand Development Opportunities

LMA offers a variety of advertising opportunities that will reach your target audience to increase awareness with thousands of viewers 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, members share that 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.

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

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.

For more information, contact Samantha Edidin at sedidin@legalmarketing.org.
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 140,000 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.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate (1 month)</th>
<th>Rate (3+ months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Banner</td>
<td>$1,100</td>
<td>$1,000</td>
</tr>
<tr>
<td>Job Bank</td>
<td>$800</td>
<td>$700</td>
</tr>
<tr>
<td>News and Events</td>
<td>$700</td>
<td>$600</td>
</tr>
<tr>
<td>Members-Only Banner</td>
<td>$600</td>
<td>$500</td>
</tr>
</tbody>
</table>

4,500 + 140,000
Average active users per month
Average page views per month

LMA Weekly Banner
*LMA Weekly* is the official weekly newsletter of LMA. Distributed to all 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, affording you immediate attention for your product or services.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate (1 issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>$1,000</td>
</tr>
<tr>
<td>Second Banner</td>
<td>$800</td>
</tr>
</tbody>
</table>

32% + 17%
Average open rate
Average click rate

For more information, contact Samantha Edidin at sedidin@legalkmarketing.org.
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

34% + 13%  
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. Direct solicitation of members is not allowed. Please see the LMA List Rental Specifications and Policy document for more information.

Strategies+ Blog  
Strategies+ is the best way to place your original, sponsored content in front of thousands of readers interested in legal marketing. Stand out as an industry thought leader with a sponsored 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.

Sponsored Strategies+ Blog Post: $1,500

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

* Content must adhere to sponsored content guidelines.

For more information, contact Samantha Edidin at sedidin@legalmarketing.org.
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.

- 4,100+ issues distributed
- Content to be approved by LMA staff
- 600-800 words
- Complimentary ¼-page print ad

**Price:** $2,250

*Content must adhere to sponsored content guidelines.*

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**LMA Weekly Sponsored Content**
Sponsor to have the opportunity to include content* in one LMA Weekly e-newsletter. Sponsorship includes (1) 60-word submission with an image to be placed in e-newsletter.

- Sent to 4,100+ members
- Image can link to web page of sponsor’s choosing
- “Read/Learn More” link will be included at the end of the 60 words and will link to either an additional 500-700 words on a separate webpage or a web page of the sponsor’s choosing

**Price:** $1,200

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**Sponsored Webinar**
Legal marketing service providers possess critical subject matter expertise that can help legal marketers excel at their 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 also available)
- Sponsor to work with LMA’s Education Committee on presented topic*

**Price:** $5,000 for 1-hour webinar