

2007



Meet our readers

23,000 corporate counsel from
thousands of companies

Make them your clients!

In-House gives you three direct-mailed, regionalized newspapers. The New England, Midwest and Atlantic Coast editions each offer compelling legal news and information important to in-house counsel in each region.

IN-HOUSE

Key Industries:

- Charitable/Nonprofit
- Communications/Publications
- Computer/Software/
Hardware/Internet
- Defense
- Education
- Employment
- Engineering/Construction
- Entertainment
- Environmental
- Financial/Banking
- Food Service
- Government
- Health Care/Hospitals
- Insurance/Commercial/Life/
Property/Title
- Manufacturing
- Medical/Pharmaceutical
- Real Estate
- Retail
- Services/Consulting
- Technology
- Telecommunications
- Transportation
- Utilities/Energy

New England

Circulation: 4,000
Companies: 1,900+

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont



Midwest

Circulation: 11,000+
Companies: 3,900+

Illinois
Indiana
Kansas
Michigan
Missouri
Ohio
Wisconsin



Atlantic Coast

Circulation: 8,500+
Companies: 4,200+

Delaware
Georgia
Maryland
North Carolina
South Carolina
Virginia
Washington, D.C.



Total Circulation: 23,000 • Total Companies: 10,000

Inside every edition

- ▶ **Content Focus:** Covers substantive areas of law from both a national and regional perspective, including intellectual property, ADR, employment, litigation, bankruptcy, ERISA, international business/banking, corporate governance, as well as practice management, career issues and more.
- ▶ **SEC Watch:** Spotlights surfacing issues in securities and corporate governance in the public sector.
- ▶ **Business Trends:** Highlights emerging business and market issues.
- ▶ **Case Law For In-House Counsel:** Digests key opinions affecting in-house attorneys issued by the U.S. Supreme Court and federal appellate courts covering our various regions.
- ▶ **In-House Spotlight:** Q&A with in-house attorneys in each region.
- ▶ **Practice Management:** Shares various tips and tools for managing law departments, such as budgeting, risk, office technology and more.
- ▶ **Career Track:** Provides tips and trends in corporate legal departments across our various regions.
- ▶ **Weekly E-Mail Alert:** Combines up-to-date digests of regional case opinions of note in all the states in our regions, as well as regional business and legal news.
- ▶ **In-House Counsel On The Move:** Tracks in-house movers and shakers, such as who's moving where and who's hiring whom.



“ I find In-House very interesting and useful reading, especially the articles regarding litigation management. A quality publication that is geared toward the needs and interests of in-house counsel is a great idea, and is appreciated. ”

Bret P. Holmes, Assistant General Counsel at Wachovia Corporation

Rates, discounts and deadlines

“Increasing visibility is one thing – achieving it in a targeted, measurable way is quite another. I depend on In-House to cut straight through the ever-growing legal marketing clutter and deliver our message to exactly who we are trying to reach – regional decision makers and in-house counsel. For this reason, and more, In-House has been a staple of my marketing strategy.”

Audra Callanan, Director of Marketing, Hamilton, Brook, Smith & Reynolds, P.C.

2007 DATES AND DEADLINES:

Atlantic & Midwest Winter Edition

Deadline	Issue date
January 9	January 29

Spring Edition

Deadline	Issue date
April 4	April 30

Summer Edition

Deadline	Issue date
July 10	July 30

Fall Edition

Deadline	Issue date
October 2	October 29

New England January

Deadline	Issue date
January 9	January 29

March

Deadline	Issue date
March 13	March 26

May

Deadline	Issue date
May 15	May 28

July

Deadline	Issue date
July 10	July 30

September

Deadline	Issue date
Sept. 11	Sept. 24

November

Deadline	Issue date
Nov. 6	Nov. 19

Color Charges:

Spot Color = \$150 per ad per publication
Four Color = \$400 per ad per publication
Guaranteed Placement = 20% Premium

Sponsorship includes:*

- Front-Page Logo (top right-hand page).
- Full-page ad with four-color in a premium position.
- Premium position in the flag on In-House website home page.
- 100 copies of the newspaper for marketing purposes.
- 25% discount on any In-House Reprint order.
- 1/4 page Professional Announcement.

*Talk with your account executive about being placed on a reservation waiting list.

Rates, discounts and deadlines

2007 RATES

1X rate	New England	Atlantic	Midwest	3 Region buy*
Sponsorship per Issue	\$4,254	\$6,505	\$6,372	\$14,561
Front page	\$1,463	\$2,158	\$1,846	\$4,646
Back page	\$2,952	\$4,069	\$3,478	\$8,924
Full page	\$2,303	\$3,061	\$2,616	\$7,980
Junior page	\$1,911	\$2,431	\$2,077	\$5,456
Half page	\$1,463	\$2,158	\$1,845	\$4,646
Quarter page	\$ 822	\$1,029	\$ 879	\$2,320

Rate per Issue

4X rate	New England	Atlantic	Midwest	3 Region buy*
Sponsorship per Issue	\$3,859	\$6,179	\$6,204	\$13,805
Front page	\$1,074	\$1,617	\$1,350	\$3,434
Back page	\$2,197	\$3,056	\$2,548	\$6,630
Full page	\$1,723	\$2,294	\$1,915	\$5,042
Junior page	\$1,453	\$1,822	\$1,520	\$4,795
Half page	\$1,074	\$1,617	\$1,350	\$3,434
Quarter page	\$ 622	\$ 782	\$ 659	\$1,749

* Includes 15% Discount

6X rate	New England
Sponsorship per Issue	\$3,280
Front page	\$ 890
Back page	\$1,822
Full page	\$1,428
Junior page	\$1,176
Half page	\$ 890
Quarter page	\$ 515

“The content in In-House is always interesting, robust and timely. The readership is who we want our advertisements to target. Our message is making a strong impact in the market. Thank you In-House Publications!”

Theresa F. Bomba, Manager of Business Development, Goulston & Storrs

2007 Home Page web ads

A. The upper left hand corner box ad will be \$1,000 per year.

B. The half banner plus on the right hand side of the page and other locations is \$850 per year. All rates include one rotation unless otherwise specified.

IN-HOUSE

http://inhouse.lawyersweekly.com

For more information call Lon Varangkounh, at 800.444.5297 ext. 8145



Targeted Inserts

Mailing Information for Targeted Inserts:

DEADLINE:

10 days prior to publication date, all pre-printed materials must be received at:

New England

Boston Offset
565 University Avenue
Norwood, MA 02062
781.551.2929 or
781.551.2955

Midwest & Atlantic Coast

The Daily Record
ATTENTION: Terry Ebelein
1414 Key Highway
Baltimore, MD 20230
410.752.3849

Targeted Inserts

Deliver and target your insert to in-house counsel located in New England, The Midwest and along the Atlantic Coast. When you use In-House as your envelope, you get your stand-alone message in front of decision-making in-house attorneys for a fraction of the cost of solo mail.

RATES:

20¢ per single sheet for full run

25¢ per single sheet for zoned run

Custom quotes for large inserts and catalogs.

Advertising inserts that need to be manually placed into the paper will be quoted based upon the size and weight of the insert.

Please call your advertising representative.

Edition

New England In-House

Zones Available

One zone (MA, RI, CT, NH, VT, ME)

Midwest In-House

Three zones

1. MI & OH
2. IL, IN, & WI
3. MO & KS

Atlantic Coast In-House

Two zones

1. DC, MD, DE, VA
2. NC, SC & GA

* Targeted Inserts Additional Regulations

All inserts must comply with periodical (second class) postal regulations.

NO BULK RATE INDICIA MAY APPEAR ON THE MATERIAL.

Please send a sample insert to your account manager for approval prior to shipping inserts to the printer.

Please provide 3% overage for multi-page inserts and 5% overage for single sheet inserts.

Each box of inserts must be marked with the issue date and publication of insertion. A sample of the insert MUST be adhered to the side of each box.

Directory and Dimensions

ADR DIRECTORY

includes a full year (4 issues)

	One Region	Two Regions	Three Regions
1 col X 2.5"	\$195	\$ 290	\$ 380

RECRUITER PROFILE DIRECTORY (RPD) AND REGISTRY OF OUTSIDE COUNSEL

	One Region	Two Regions	Three Regions
Per issue	\$295	\$ 502	\$ 708
Annual 4-issue buy (1 col X 3.5")	\$944	\$1,605	\$2,266

EXPERTS AND/OR LEGAL PRODUCTS & SERVICES

includes a full year (4 issues)

	One Region	Two Regions	Three Regions
1 col X 1.5"	\$120	\$180	\$235
1 col X 2.5"	\$155	\$230	\$300
1 col X 3.5"	\$190	\$285	\$370
1 col X 4.5"	\$225	\$335	\$440

PROFESSIONAL ANNOUNCEMENTS (PER ISSUE)

	New England	Atlantic Coast	Midwest
Full page	\$1,935	\$2,185	\$1,982
Junior Page	\$1,600	\$1,790	\$1,590
Half page	\$1,225	\$1,540	\$1,395
Quarter page	\$ 695	\$ 745	\$ 680

ROP DIMENSIONS

Front Page	10" X 2"
Back Page	10" X 15.75"
Full Page	10" X 15.75"
Jr. page	7.375" X 11"
Half page	4.875" X 15.75" or 10" X 8"
Quarter page	4.875" X 8" or 10" X 4"

MECHANICAL DATA

Trim Size: 11" x 17"

Printable Area: 10" x 15.75"

Binding: Fold

Method of Printing: Offset full run

Halftone Screen Requirements:

85 line screen preferred; 100 maximum; 240 maximum density.

Digital Ad Specifications:

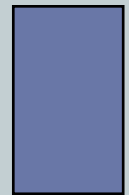
Ad documents created in Macintosh platform in QuarkXpress. Must provide all screen and printer fonts. Images must be at 100 line screen, 200 dpi at 100%; TIFF format for black and white and EPS for color. All colors must be in CMYK mode. Macintosh format CD-ROMs or 100MB Zip disks. Call for settings and specifications for PDF files.

“In-House is a boon to those of us practicing by ourselves in start-up companies.”

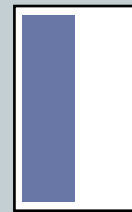
Anne Taubes, General Counsel,
Synkra Systems



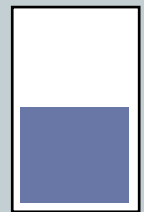
Front Page
10 X 2



Full Page
10 X 15.75



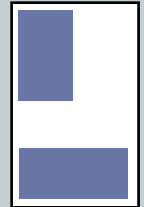
Half Page
4.875 X 15.75



Half Page
10 X 8



Junior Page
7.375 X 11



Quarter Page
4.875 X 8
10 X 4

Lawyers Weekly's In-House

Regional publications with local coverage of news that impacts the reader. Content is highly relevant and practical.

Substantive and comprehensive legal content sought after by in-house counsel.

Provides digests of opinions regional in nature and very valuable to the reader.

We deliver *solely* to in-house counsel who are the decision-makers when hiring outside legal services.

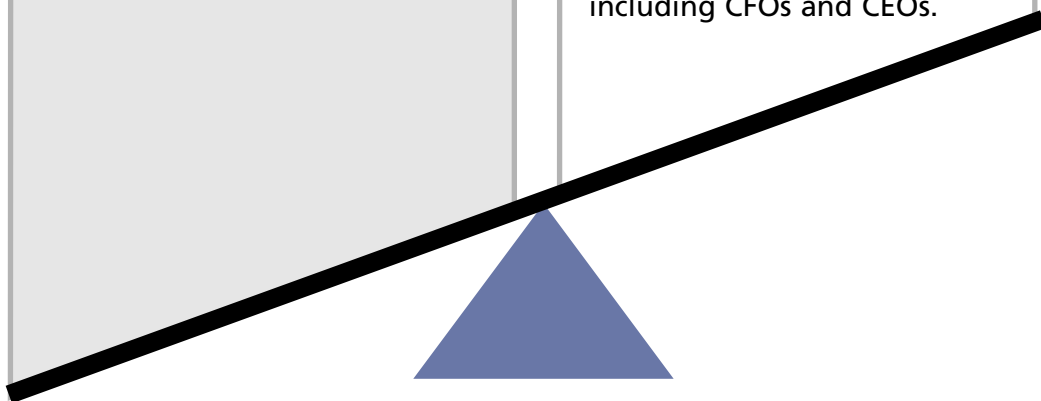
Our competitors

Other similar publications try to be all things to all readers. Content is less tailored and less relevant.

Many feature articles and promotional content. "Nice to have" content, not "need to have."

Most publications don't cover opinions.

Some corporate counsel publications deliver to non-attorney business executives including CFOs and CEOs.



The right content carries more weight!