

Lawyers Weekly web advertising rates — Home Page Positions

HOME PAGE RATES

Home Page Publication	Masthead <u>Half-Banner Plus Right</u> 220 Pix X 80 Pix	Right Hand Column <u>Box Ad/Tower Ad</u> 125 Pix X 125 Pix	Body Copy Left <u>Half-Banner Plus</u> 220 Pix X 80 Pix	Weekly Feature <u>Billboard</u> 330 Pix X 160 Pix	Bottom of Page <u>Full Banner</u> 468 Pix X 60 Pix
USA	\$1000	\$ 500	\$ 300	\$ 400	\$ 300
MA	\$1250	\$ 625	\$ 375	\$ 500	\$ 375
MI	\$ 500	\$ 250	\$ 150	\$ 200	\$ 150
MO	\$ 450	\$ 225	\$ 135	\$ 180	\$ 135
NC	\$ 400	\$ 200	\$ 120	\$ 160	\$ 120
RI	\$ 200	\$ 100	\$ 60	\$ 100	\$ 60
SC	\$ 200	\$ 100	\$ 60	\$ 100	\$ 60
VA	\$ 500	\$ 250	\$ 150	\$ 200	\$ 150

Frequency Discount Structure

6-Month buy = 15% • 12-Month buy = 20%

All ad positions include one of four rotations with the exception of the billboard feature ad. All ads are purchased on a monthly schedule with the exception of the billboard feature ad. The Weekly Billboard feature ad is sold on a weekly basis and includes all four ad rotations.



**Masthead
Half-Banner Plus Right**
220 pixels x 80 pixels

**Right Hand
Column Box Ad**
125 pixels x 125 pixels

**Body Copy Left
Half-Banner Plus**
220 pixels x 80 pixels

**Column
Tower**
125 pixels x 250 pixels

**Weekly Feature
Billboard**
330 pixels x 160 pixels

**Bottom of Page
Full Banner**
468 pixels x 60 pixels

STATE COURT OPINIONS PAGES PACKAGE

A Court Opinions Page Package gives you (where available) the Supreme Court, Appellate Court, Trial Court, Federal/Circuit Court and other Court Pages for one rate.

	Masthead Rate	Top Left Box/Tower Rate	Bottom Left Box Rate	Bottom Banner Rate
Massachusetts	\$350	315	280	280
Michigan	200	180	170	170
Virginia	200	180	170	170
Missouri	200	180	170	170
North Carolina	200	180	170	170
Rhode Island	125	115	105	105
South Carolina	125	115	105	105
Lawyers Weekly USA	125	115	105	105

ARCHIVE PAGES PACKAGE

Archive Search, Search Listings & Results Pages for one monthly rate.

	Masthead Rate	Top Left Box/Tower Rate	Bottom Left Box Rate	Bottom Banner Rate
Massachusetts	\$550	495	473	473
Michigan	400	360	344	344
Virginia	400	360	344	344
Missouri	400	360	344	344
North Carolina	400	360	344	344
Rhode Island	200	180	172	172
South Carolina	200	180	172	172
Lawyers Weekly USA	500	450	430	430

OTHER STATE PAGES

Annual fee is paid in advance on all pages. All ad positions on other state pages run for one year. Rates illustrated are annual rates.

	Masthead Rate	Top Left Box/Tower Rate	Bottom Left Box Rate	Bottom Banner Rate
Massachusetts	\$720	\$612	\$540	\$540
Michigan	600	510	450	450
Virginia	600	510	450	450
Missouri	600	510	450	450
North Carolina	600	510	450	450
Rhode Island	480	408	360	360
South Carolina	480	408	360	360
Lawyers Weekly USA	660	561	495	495

RUN OF SITE

	Masthead Rate	Top Left Box/Tower Rate	Bottom Left Box Rate	Bottom Banner Rate
General (10,000 minimum)	\$40/M	\$40/M	\$36/M	\$36/M
State Specific (5,000 minimum)	\$50/M	\$50/M	\$45/M	\$45/M

TOP SEARCH PAGES

Search page rates include one rotation.

	Monthly Rate
Jobs Search Page	\$ 750.00
Jobs Search Results Page	\$ 900.00
Lawyer Referral Search Page	\$ 300.00
Experts Search Page	\$ 300.00

Frequency Discount Structure

- 6-Month buy = 15%
- 12-Month buy = 20%

Multi-State Website Discounts

- 2 Websites = 6%
- 3 Websites = 8%
- 4 Websites = 10%
- 5 Websites = 12%
- 6-7 Websites = 15%
- 8 Websites = 50%

Web advertising rates are listed per rotation. There is a maximum of 4 rotations per location, allowing each ad to appear at least 25% of the time. To own all four positions on a page, an advertiser should buy all four rotations. There is a three-month minimum commitment for web advertising. To learn more about applicable volume discounts speak to your account executive.

Specifications:

- File size = 15k (15,360 bytes) or less
- File types = GIF, animaged GIF, JPG
(requires 3 business day turnaround)
- Rich Media (Flash, DHTML or other streaming media) on approval.
(requires 7 business day turnaround)