

# LawyersUSA

www.lawyersusaonline.com

## Display Advertising

	1x	6x	12x
<b>Full</b>	\$ 3,150	\$ 2,330	\$ 1,920
<b>Junior</b>	\$ 2,265	\$ 1,680	\$ 1,380
<b>Half</b>	\$ 1,855	\$ 1,365	\$ 1,130
<b>Quarter</b>	\$ 1,050	\$ 780	\$ 640
<b>Eighth</b>	\$ 615	\$ 450	\$ 375
<b>Sixteenth</b>	\$ 370	\$ 275	\$ 225

2-Color	4-Color
\$ 210 (per ad, per publication)	\$ 485 (per ad, per publication)

Full-page rates include 4-color | 20% premium for guaranteed placement

## Professional Announcements

	1x	2x	3x	4x
<b>Full</b>	\$ 1,490	\$ 2,240	\$ 3,130	\$ 3,875
<b>Junior</b>	\$ 1,360	\$ 2,045	\$ 2,850	\$ 3,535
<b>Half</b>	\$ 1,115	\$ 1,670	\$ 2,330	\$ 2,890
<b>Quarter</b>	\$ 695	\$ 1,045	\$ 1,450	\$ 1,795
<b>Sixth</b>	\$ 545	\$ 815	\$ 1,145	\$ 1,420
<b>Eighth</b>	\$ 335	\$ 515	\$ 710	\$ 935

All space deadlines: Friday 11:00 A.M. (10 days before publication date)  
Non-profit organization discount - 15% (applies to appropriate contract)

## Classified Advertising

### Classified Display

1x	4x	6x	12x
\$ 60	\$ 50	\$ 47	\$ 42

Rates are per column inch

### Line by Line

2x	4x
\$ 9.25 per line	\$ 6.90 per line

## Directories

Lawyer-to-Lawyer Referral	1 year (12x)
1 Unit (1 <sup>7</sup> / <sub>8</sub> " x 3 <sup>5</sup> / <sub>8</sub> " )	\$ 840
2 Unit (1 <sup>7</sup> / <sub>8</sub> " x 7 <sup>1</sup> / <sub>2</sub> " or 3 <sup>7</sup> / <sub>8</sub> " x 4" )	\$ 1,575

### Experts Directory / Legal Products & Services

	1 year (12x)
1 column x 1 <sup>1</sup> / <sub>2</sub> "	\$ 880
1 column x 2 <sup>1</sup> / <sub>2</sub> "	\$ 1,510
1 column x 3 <sup>1</sup> / <sub>2</sub> "	\$ 2,140
1 column x 4 <sup>1</sup> / <sub>2</sub> "	\$ 2,560

1 column = 1<sup>7</sup>/<sub>8</sub>"

## Lawyers USA Online

Position	Price	Dimension (pixels)
<b>Top or Bottom Leader Board</b>	\$ 1,500	728 x 90
<b>Medium Rectangle</b>	\$ 1,200	300 x 250
<b>Bottom Half Banner</b>	\$ 750	234 x 60

Rates illustrated are monthly rates | All positions run of site | 1 of 4 rotations  
Dimensions are in pixels

## Lawyers USA Daily E-mail Alerts & Practice Alerts

Position	Price	Dimension (pixels)
<b>Medium Rectangle</b>	\$ 300	300 x 250

Rate illustrated is weekly rate  
Dimensions is in pixels

## Lawyers USA In Brief Sponsorship

Position	Price	Dimension (pixels)
<b>Medium Rectangle</b>	\$ 1,500	300 x 250

Rate illustrated is monthly rate | Includes 4-line text box with link  
Dimensions is in pixels

# 2011 PRINT & ONLINE ADVERTISING RATES