

Promote Your Practice!



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Starting at 55¢ a day! LESS than the price of ONE STAMP! Marketing Opportunities for Attorneys

Lawyers Diary and Manual® and www.lawdiary.com deliver credibility, accuracy, new clients, plus increased profits through online, print and direct marketing strategies. LDM reaches out to serve attorneys and legal suppliers in a constantly evolving business environment with comprehensive, timely and accurate information critical to a successful practice. We are THE recognized resource for the legal profession for over 130 years.

Capitalize on LDM's referral building, cost-effective marketing opportunities.

Print Advertising - Reaches more attorneys in NJ, NY & MA than any other legal resource. Choose display advertising, Area of Practice, NJ Supreme Court Certified, or Patent Attorney Listings.

Lawdiary.com - Attracts 15,000 visitors each month, 75% of which are returning and 25% are new visitors. The legal industry and consumers rely on Lawdiary.com to find accurate information fast. Web profiles and display ads ensure legal firms exposure, while increasing awareness and credibility.

Direct Marketing - Access to subscribers and non-subscribers via the most comprehensive database of attorneys. LegalList selection is available for one-time or unlimited annual rental usage. Phone numbers and email addresses are also available.

- **Promote your Practice**
- **Get Referral Business**
- **Promote your Supreme Court Certification**
- **Find or Promote a Specialty Area**
- **Get a FREE Web Profile with your Paid listings in the Diary!**

**Your ad works for you EVERY DAY - ALL YEAR
reaching THOUSANDS of Legal Professionals throughout NJ, NY & MA**

Display Advertising

Want MAXIMUM EXPOSURE for your practice?

Display ads promote your practice and expertise. Choose from full, half, quarter or eight-page ads in the print editions of Lawyers Diary and Manual® and LDMreference. Display ads provide flexibility to include expanded profiles, logos and other visual elements to enhance your firm's overall presentation.

| Ad Size | NJ | NY | MA |
|------------------------|---------|---------|---------|
| Full Page (6.25" x 9") | \$2,750 | \$1,850 | \$1,500 |
| 1/2 Page (6.25" x 4") | \$1,750 | \$1,200 | \$1,000 |
| 1/4 Page (6.25" x 2") | \$1,125 | \$ 775 | \$ 675 |
| 1/8 Page (3" x 2") | \$ 750 | \$ 500 | \$ 450 |

A free two-line area of practice listing is included with each display ad.

**The Law Firm of
MICHAEL MESSING, P.A.
Attorneys at Law**

www.michaelmessinglaw.com

Full Page Ad

LANDLORD - TENANT LITIGATION 1/8 Page

MICHAEL MESSING 1/4 Page Ad

ADR SERVICES

Michael Messing

Complex case? Call us!

Michael Messing

1/8 Page Ad

Contact: **Bill Brodniak** Email: brodniak@lawdiary.com

P.O. Box 1091, Bloomfield, NJ 07003-1091 Phone: (908) 219-8705 • FAX: (973) 642-3731

Practice Specialty Advertising

Area of Practice Listing

Listing includes name, firm name, address, phone number and a brief profile describing your practice and specialized services. Listings appear alphabetically by practice areas and are priced per line of text, with discounts available for multiple listings.

| | NJ | NY | MA |
|---------------------------|-------|-------|------|
| First AOP per line | \$100 | \$100 | \$80 |
| Additional AOP's per line | \$60 | \$60 | \$50 |
| AOP in Bar Directory (ea) | \$75 | \$75 | \$75 |

ADMINISTRATIVE LAW

(732) 123-4567 MICHAEL BARON
FAX 765-4321 200 West Arnold Street, Rahway, NJ 07065

ADMIRALTY & MARITIME LAW

(908) 555-4561 THOMAS BENJAMIN
1200 Main Street, Lebanon, NJ 08833
General maritime practice.
(732) 147-8963 FRANK, JOHNSON & BUSH, L.L.P.
(John Frank, Jimmy Johnson, Billy Bush)
22200 Franklin Road, Manalapan, NJ 07726
Website: www.frankjohnsonbush.com
Seamen, Pleasure Boats, Cruise Passengers, Fishermen, Longshoremen and other Maritime Personal Injury. NJ & NY.

There is a two line minimum for all listings. Please see samples to determine the number of lines in your area of practice listing.

Board Certified Attorney Listing - NJ ONLY

State certified attorney listings include name, address, phone number, firm affiliation and year of bar admittance (NJ only). Listings appear alphabetically by county and area of certification.

Pricing: \$200 per listing per year for New Jersey only

DIRECTORY OF CERTIFIED CIVIL TRIAL ATTORNEYS

BERGEN COUNTY

(201) 900-0000 STEVEN BUSCHETTI, '91 (Buschetti Law Firm, P.C.)
FAX 700-7000 5 Cedar Wood Way, Teaneck, NJ 07666
Website: www.buschetti.com E-Mail: steven@buschetti.com

(201) 888-8888 SAM COLE, '79 (Cole & Saperstein, P.C.)
FAX 692-0444 25 Cedar Wood Way, Teaneck, NJ 07666
Website: www.colesaperstein.com E-Mail: sam@colesaperstein.com

Patent Attorney Listing

Nationally registered patent attorney listings include name, address, phone number, firm affiliation, year of bar admittance and patent registration number. Listings appear alphabetically by attorney name.

| | NJ | NY | MA |
|-------------------|-------|-------|-------|
| Price per Listing | \$200 | \$150 | \$150 |

(609) 222-2222 DAN BILBOA, '04 Pat. Reg. #12,348
(D. Biboa, P.C.)
88 Marsha Street, Suite C, Woodbury, NJ 08096
FAX: (856) 444-4444

(201) 123-4567 BENJAMIN FRANKLIN, (NJ'92)(NY'93) Pat. Reg. #12,346
55 Benjamin Road, Flanders, NJ 07836
FAX: (973) 765-4321

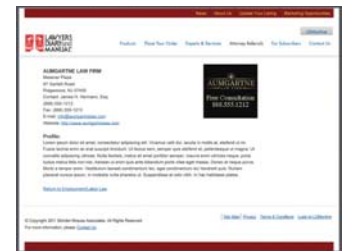
Web Profiles

Describe your practice expertise in the Attorney Web Profile linking to your URL.

| Profile Level | Contact Info | Web Link | Email Link | Photo/Logo | CV | Description | Pricing w/Advert* | Pricing wo/Advert |
|---------------|--------------|----------|------------|------------|----|-------------|-------------------|-------------------|
| Platinum | ✓ | ✓ | ✓ | ✓ | ✓ | 500 Words | \$300 | \$750 |
| Gold | ✓ | ✓ | ✓ | ✓ | ✓ | 200 Words | \$125 | \$575 |
| Silver* | ✓ | ✓ | ✓ | ✓ | | 100 Words | \$0* | \$450 |

*FREE PROFILE WITH ANY ADVERTISING

*Requires ad presence in the directory.



Silver Profile

MAXIMIZE your exposure and **STAND OUT** from your competitors with a Display Ad! ->



Attorney Search Home Page
3 ads allowed on the page
- \$750 per ad



State Attorney Search Page
9 ads allowed on the page
- \$1,000 per ad



Specific Practice Area Page
3 priority ads allowed on the page
- \$1,000 per ad

Web Ads are sold on a First-Come, First-Served basis.

Highlight Profile - \$100 additional. Feature Profile - Your profile appears #1 (top) position \$300; #2 position \$250, #3 position \$200.

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