

# Custom Media

## DIFFERENTIATE YOUR BRAND. DEMONSTRATE EXPERTISE. DEVELOP NEW BUSINESS.

*InsideCounsel* is the right partner when your business message moves beyond display advertising. The evidence is in the amount of content created over the past several years and the longevity of our partner relationships. Our partners know that custom content is a win for their clients and *InsideCounsel* readers. This portfolio of custom media products is diverse, measurable and effective.

### Key benefits for your marketing mix:

- ▶ Position and differentiate your company
- ▶ Provide comprehensive introduction of new product/service
- ▶ Create one-to-one marketing tools for existing customers and prospects
- ▶ Provide a unique platform to reach the in-house legal market
- ▶ Expand the in-house audience receiving your content

### NEW IN 2009

**Industry Insights:** A supplement series analyzing the challenges certain industries face across IP, Litigation, Global, Labor, and more. **Months: April, August, December**

### CUSTOM MEDIA PORTFOLIO

*InsideCounsel* offers a broad mix of products and services. Our team will work with you to specifically identify or create the right messaging opportunity to satisfy your marketing objectives.

E-newsletters	Surveys
Advertorials	Web Seminars
Supplements	Roundtables

### INSIDECOUNSEL — A TRUSTED RESOURCE

Combining experience in journalism and legal marketing, *InsideCounsel* custom content and publications can deliver a campaign integrating several media, each with a dynamic presentation of your company and its commitment to business excellence.

### TURNKEY SOLUTIONS

You will work directly with a project leader and a team of senior-level publishing executives who will leverage the strength of the *InsideCounsel* brand to create your custom project.

**Call your sales manager for custom information.**



## THE PREMIER SUMMIT FOR LEGAL EXECUTIVES

NINTH ANNUAL  
**SUPERCONFERENCE**  
MAY 5-6, 2009 • CHICAGO

The 9th Annual SuperConference will be THE preeminent gathering of General Counsel seeking the latest tools, techniques, insights and analysis into the most pressing issues facing the legal profession. Utilizing a world class advisory board and totally redesigned 2009, the SuperConference will be developed for General Counsel by General Counsel. Topics will be derived from in-depth market research with these leading executives along with editorial insights from *InsideCounsel*.

**To find out more about the redefined 2009 SuperConference, including new sponsorship opportunities, please contact your *InsideCounsel* sales manager.**