

InsideCounsel.com

The premier online resource for in-house lawyers

The newly revamped *InsideCounsel* Web site offers a unique advertising opportunity to deliver your organization's message on the only site that delivers unique editorial content for senior-level in-house lawyers, as well as the tools and resources they need to be more efficient managers and more informed legal advisers.

Each page of www.insidecounsel.com offers the following advertising opportunities:

AD UNITS/PRICING	1X	3X	6X	12X
LEADERBOARD				
Size: 728 x 90 pixels	\$1,500	\$1,300	\$1,100	\$ 900
RECTANGLE				
Size: 300 x 250 pixels	\$1,250	\$1,000	\$900	\$785
SKYSCRAPER				
Size: 120 x 600 pixels	\$1,250	\$1,000	\$900	\$785
MEDIUM RECTANGLE				
Size: 300 x 50 pixels	\$1,250	\$1,000	\$900	\$785
TILE				
Size: 125 x 125 pixels	\$900	\$750	\$690	\$575
QUICK POLL				
Size: 88 x 31 pixels	\$900	\$750	\$690	\$575

The only exclusive home page sponsorship

All positions outlined above receive 50% SOV (share of voice) and appear on the homepage and ROS pages. Net rates quoted.

ACCEPTED FORMATS

- ▶ GIF/JPEG
- ▶ Rich Media (HTML & Flash)
- ▶ Third Party Redirects



For website analytics and reporting, *InsideCounsel.com* uses *SiteCatalyst* from Omniture, a leading provider of online business optimization software.



EXCLUSIVE SECTION SPONSORSHIPS

The *InsideCounsel* Web site allows you to target your message based on editorial content. This empowers you to reach readers who are interested in the practice areas your firm or company specializes in. We have broken our comprehensive coverage down to the eight most relevant topics for in-house lawyers:

- ▶ Careers
- ▶ Technology
- ▶ IP
- ▶ Litigation
- ▶ Regulatory
- ▶ Labor/Employment
- ▶ International
- ▶ Department Mgmt
- ▶ E-Discovery

EXCLUSIVE SECTION SPONSORSHIPS INCLUDE:

Home Page sponsorship logo, leaderboard, rectangle and sponsorship logo in the dedicated section. Your message will surround our editorial content and position you as an industry leader.

PRICING*	3X	6X	12X
	\$2,000	\$1,600	\$1,300

*3 month minimum commitment. Net rates quoted.

E-NEWSLETTERS

InsideCounsel.com's monthly e-newsletters deliver original news, trends and analysis to in-house counsel and other senior legal industry professionals.

INSIDE TECH delivers exclusive legal technology content from the industry's top professionals. Technology issues include e-billing, electronic discovery and matter management. **Circulation: 20,000**

INSIDE EXCLUSIVES insightful stories that can only be found on InsideCounsel.com. Read additional information about stories from the current issue of *InsideCounsel*, plus, exclusive online Careers columnist, Mike Evers, writes about professional development for the in-house counsel executive. **Circulation: 15,000**

INSIDE LOOK "SPECIAL EDITION" provides your firm or company exclusive sponsorship supported by contextual editorial. Newsletter topics can be selected from a wide range of topics - LITIGATION, IP, E-DISCOVERY, REGULATORY, M&A, and more. Components of this newsletter sponsorship include:

- Standard Banner(468x60) & Skyscraper Banner(120x600)
- Recent relevant InsideCounsel editorial on the topic of your choice
- Option to include text link of your own white papers, by-lined article, events, or web seminars
- Forum questions on the topic

Circulation: 15,000

Exclusive Sponsorship: \$4,500 net

AD UNITS/PRICING FOR INSIDE TECH AND INSIDE EXCLUSIVE NEWSLETTERS

STANDARD BANNER	1X	3X	6X	12X	SKYSCRAPER	1X	3X	6X	12X
Size: 468 x 60 pixels	\$2,000	\$1,750	\$1,500	\$1,250	Size: 120 x 600 pixels	\$1,500	\$1,250	\$1,000	\$850

Contact your sales manager for exclusive online opportunities:

- ▶ Web seminars
- ▶ microsites
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