



GP | Solo
ABA General Practice, Solo & Small Firm Division

Strategic Partnership Program

Strategic Partnership Philosophy

partnership *noun* the state or condition of being a partner; association; joint interest

The General Practice, Solo & Small Firm Division (GP|Solo) has developed its Strategic Partnership Philosophy with great care. The Division seeks to align with corporate sponsors who share in the goals and aspirations of the Division, that is, to eventually serve, as members, every solo, small firm and general practice lawyer in the country.

GP|Solo recognizes that in order to attract and maintain corporate relationships, we must demonstrate our commitment to provide value. We believe we are in a unique position to offer unparalleled benefits. We facilitate and deliver relationship building opportunity with a large and growing niche audience. The ability to affiliate with the American Bar Association has proven to be most valuable to those companies with ABA relationships. The potential for revenue generation with our membership is greatly increased by virtue of the nature of our members—our solo and small practitioners are the decision-makers and purchasers for their firms. Our leadership will do all it can to ensure delivery of presence within our Division, to reach defined objectives and to provide access to all that is meaningful to us.

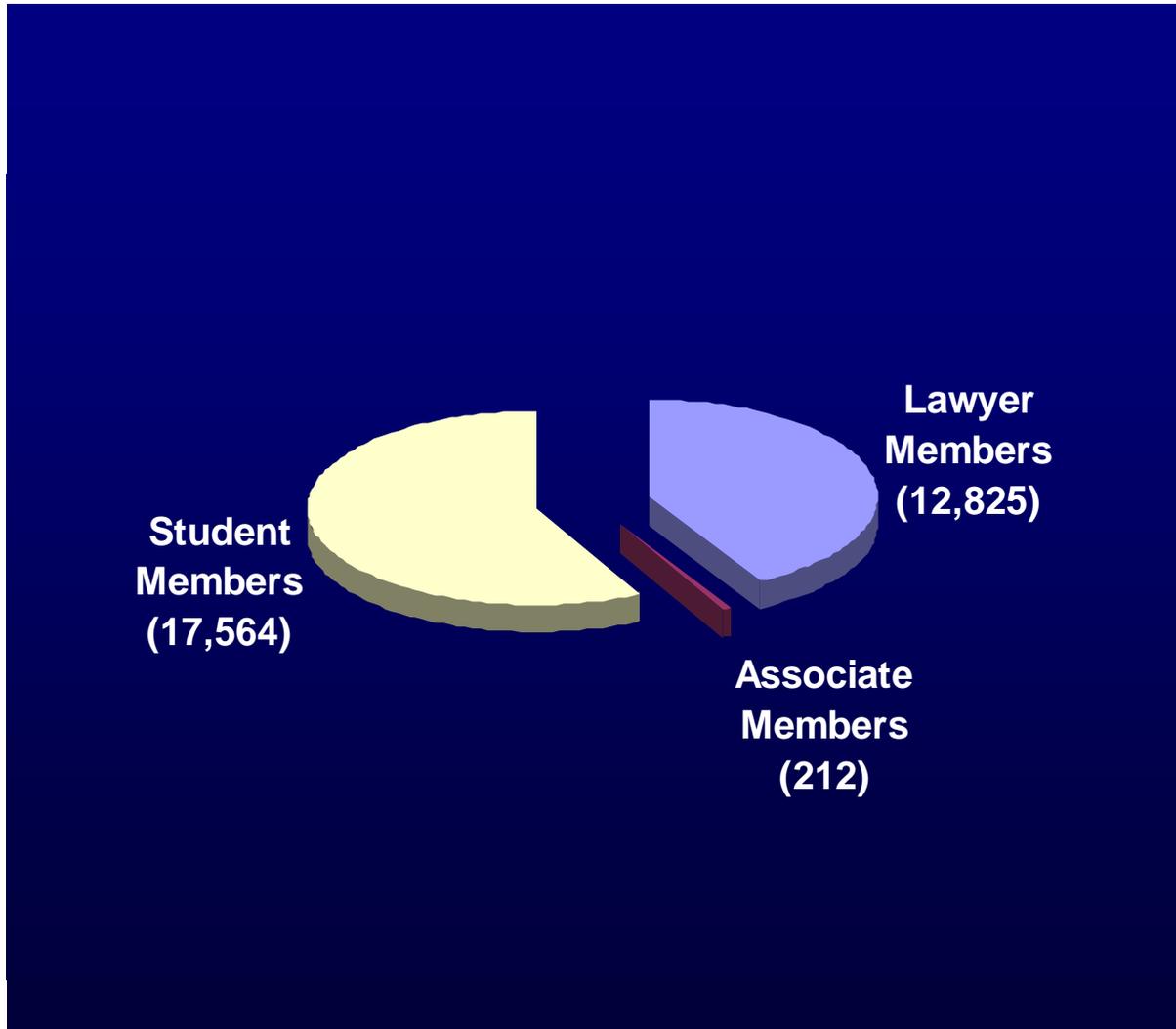
In turn, the sponsorship dollars received by GP|Solo are put to specific use. By far the largest percentage is devoted to our membership efforts. To support these efforts, additional sponsor dollars are committed to more and improved Division products for recruitment and retention of membership. The application of this strategy has proven successful-- during the approximate 6 year period that the Division has worked with corporate partners; the Division has nearly doubled its membership. This has occurred during a time when overall ABA membership has decreased.

We believe that the benefits and opportunities available prove to be exceedingly advantageous to our strategic partners. We believe that the relationships and experiences shared with individuals associated with our strategic partners are equally rewarding. We believe that, working together, our strategic partners and we will continue to grow extensively well into the future.

Membership “Snapshot” Report

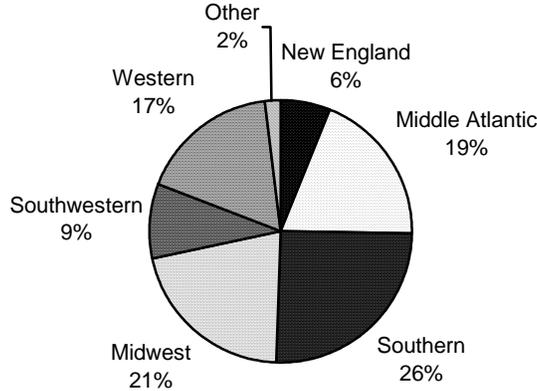
As of November 2004, GP|Solo membership totaled 30,601. The following demographic information applies to this membership.

Breakdown by Category of Membership



Membership “Snapshot” Report continued

Percentage of Division Members by Region



New England States

1,913 Members = 6%

Connecticut (437); Maine (94); Massachusetts (1,024); New Hampshire (120); Rhode Island (150); Vermont (88)

Middle Atlantic States

5,942 Members = 19 %

Delaware (142); Maryland (791); New Jersey (913); New York (2,404); Pennsylvania (1,203); District of Columbia (489)

Southern States

7,708 Members = 25%

Alabama (350); Arkansas (277); Florida (2,315); Georgia (844); Kentucky (331); Louisiana (450); Mississippi (283); Missouri (483); North Carolina (552); South Carolina (234); Tennessee (344); Virginia (1,052); West Virginia (193)

Midwestern States

6,374 Members = 21%

Illinois (1,650); Indiana (612); Iowa (310); Kansas (209); Michigan (1,345); Minnesota (482); Nebraska (190); North Dakota (41); Ohio (1,053); South Dakota (126); Wisconsin (356)

Southwestern States

2,791 Members = 9%

Arizona (277); New Mexico (115); Oklahoma (488); Texas (1,911)

Western States

5,333 Members = 17%

Alaska (44); California (3,411); Colorado (452); Hawaii (127); Idaho (67); Montana (53); Nevada (235); Oregon (241); Utah (185); Washington (473); Wyoming (45)

American Territories & Overseas Armed Forces

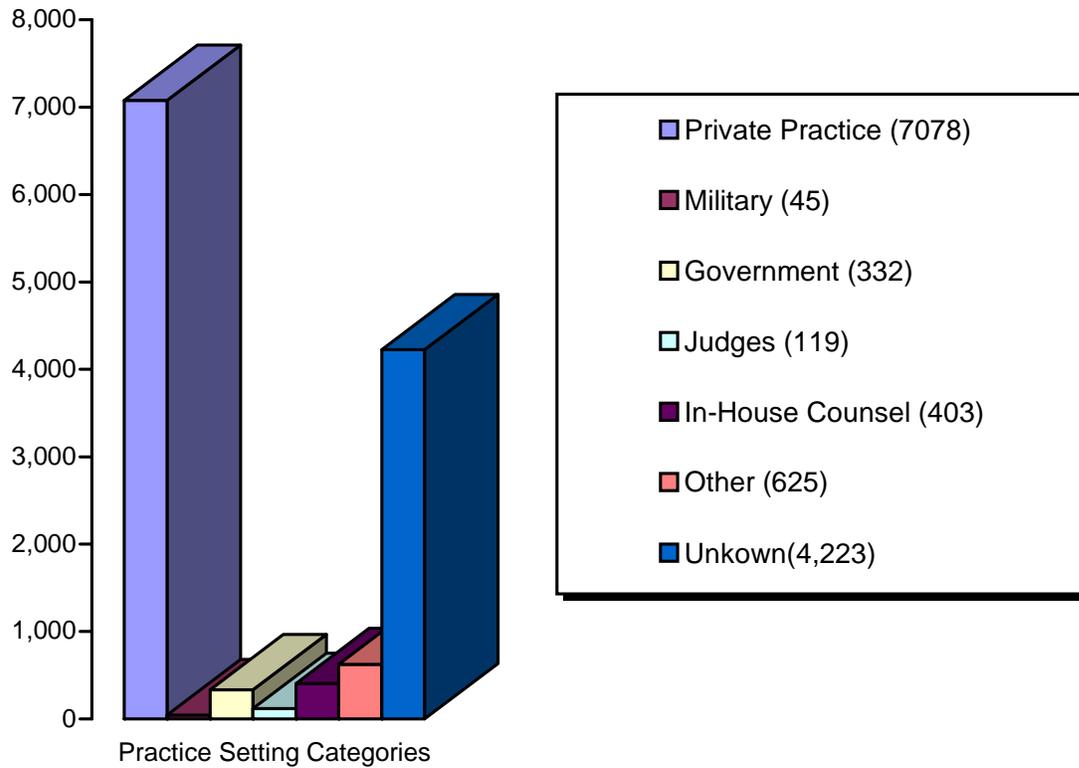
346 Members > 1%

Foreign Countries

194 Members > 1%

Membership “Snapshot” Report continued

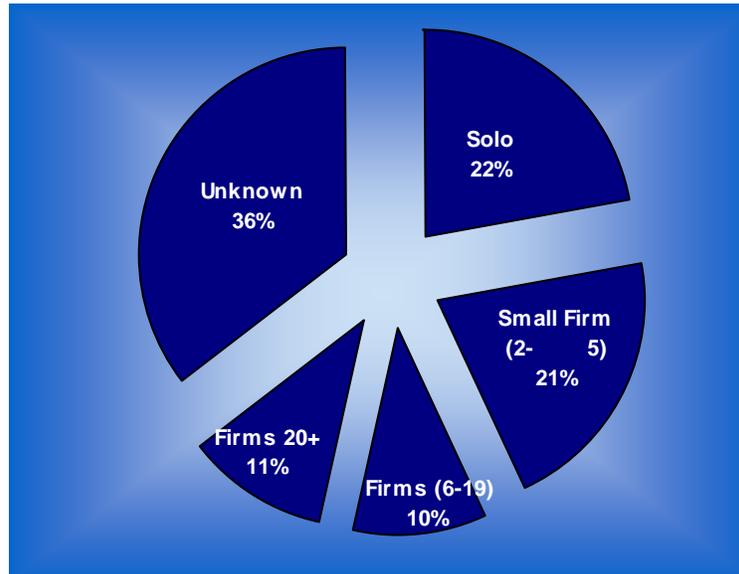
Practice Settings of Division Lawyer Members



The majority of our lawyer members who have practice setting information on file fall within the private practice sector (7,078). There are a significant number of members in In-House Counsel (403), Government (332), Judicial (119), and Military (45) settings. A large percentage of our Lawyer members do not currently have practice setting information on file with the ABA, as evidenced by the Unknown Category (4,223).

Membership “Snapshot” Report continued

Practice Size of Division Lawyer Members



In looking at the breakdown of our members by practice setting size, Solos (2,864) and Small Firms (2,658) make up the largest percentage of our membership at forty three percent (total of 5,522). Thirty six percent of the GP members' practice size is listed as Unknown.

Advertising Opportunities

The General Practice, Solo and Small Firm Division publishes numerous publications, periodicals and e-based newsletters, including:

- **GP|Solo**
The flagship Division magazine published quarterly.
- **GP|Solo – Best of Sections**
The best of the articles published by various other American Bar Association entities focusing on the core curriculum for general practitioners, published twice a year.
- **GP|Solo – Technology and Practice Guide**
Two issues each year cover technology, designed expressly to address the needs of general, solo, and small firm practitioners.
- **Solo Newsletter**
Solo provides real-life solutions to the unique challenges that solos and small firm practitioners face. This quarterly publication recently expanded its circulation and is now enjoying Division-wide distribution.
- **GP|Solo New Lawyer**
An e-newsletter designed to meet the interests and basic needs of new lawyers.
- **GP|Solo Technology eReport**
The online supplement to the Technology and Practice Guide

Advertising Opportunities continued

GPSolo

- ◆ September
- ◆ October/November
- ◆ December
- ◆ January/February
- ◆ March
- ◆ April/May
- ◆ June
- ◆ July/August



Media Profile



American Bar Association
SECTION/DIVISION PUBLICATIONS

Advertising Opportunities continued

EDITORIAL STATEMENT

Offers critical information about substantive legal topics, such as litigation, estate and financial planning, family law, business law and real property; as well as tips on how to best manage a law practice. Two issues each year (June, December) are devoted to technology. Each technology issue covers planning, setting up a computer network, software applications, going online, and the symbiotic relationship between people and technology. Articles are geared to lawyers who are just entering the world of technology, as well as those who are already familiar with what technology can do for them but want to learn more.

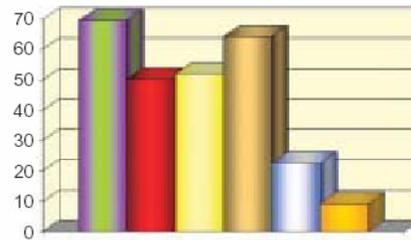
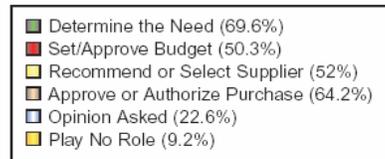
EDITORIAL FOCUS

- ▶ Family Law
- ▶ Minor criminal cases
- ▶ Personal injury
- ▶ Real Property
- ▶ Small Business
- ▶ Theme Issues
 - Best of ABA Sections
 - Technology and Practice Guide
- ▶ Wills and Probate

REACH OVER 20,000 KEY DECISION MAKERS

GPSolo takes your advertising message to more than 20,000 executive attorneys most responsible for selecting and/or approving the purchase of your products.

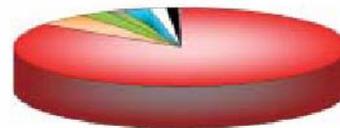
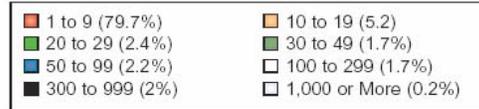
ROLE IN DECISION MAKING



DEMOGRAPHICS

- ▶ 100% are lawyers
- ▶ The median age is 48 years old
- ▶ 78% are male

SIZE OF LAW FIRM

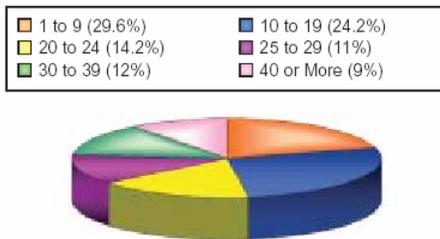


Advertising Opportunities continued

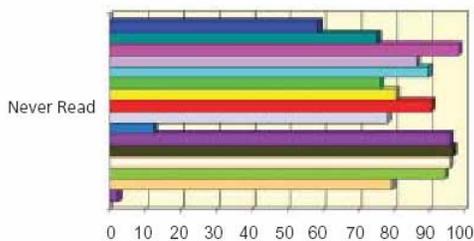
TYPES OF LAW FIRMS



YEARS IN INDUSTRY



READERSHIP OF RELATED PUBLICATIONS



WHY YOUR AD BELONGS IN GPSOLO

The ABA Section of General Practice, Solo, & Small Firm and is dedicated to management issues and technology topics that help attorneys run their law firms to deliver legal services more efficiently and effectively.

Their section's publication is *GPSolo*—a legal publication containing focused and undiluted editorial with the section's main mission in mind. That mission is to provide section members with relevant, current information on practical management subjects and techniques and introduce them to the latest available technology to help them deliver legal services more efficiently, professionally and profitably.

ABA members are not automatically entitled to a section membership. They must individually enroll and pay additional section dues above and beyond their normal ABA membership fee. That's proof of their interest in and commitment to their specialized section.

Studies indicate that most members of the General Practice, Solo, & Small Firm Section cite their section magazine—*GPSolo*—as the primary reason for renewing their section membership. Nearly all cite the magazine as their primary reason for joining this section.

If you want to reach the executive attorney, choose the legal publication that has a sense of ownership from its readers. Choose *GPSolo*. It's their section magazine.

And it should be part of your media schedule.

Advertising Opportunities continued

ABA GP|Solo
NewLawyer ●●●
eNewsletter for the General Practice, Solo & Small Firm Section

Editorial Focus

- Personality Success Story
 - ◆ Model Young Lawyer
- Life in the Law
 - ◆ Mentoring
- Life Outside the Lawyer
 - ◆ Hobbies
 - ◆ Other activities
- “Dear Mike”
 - ◆ Q&A type column
- Legal Factoids
- Legal Trivia Contest
- Practice Tips
- Quotes
 - ◆ Inspire
 - ◆ Entertain
- Upcoming General Practice Solo and Small Firm Section Events Promos

ABA GP|Solo
NewLawyer ●●●
eNewsletter for the General Practice, Solo & Small Firm Section

Benefits

- Versatile Package Advertising
 - ◆ The e-newsletter is e-mailed to over 10,000 General Practice, Solo & Small Firm members
 - ◆ Article Pages
 - ★ Most items are short (ranging from 250-500 words) and include checklists, bulleted items, do’s and don’ts, and so forth

Advertising Opportunities continued

ABA | GPSolo
TECHNOLOGY^e REPORT
The Online Supplement to GPSolo Technology & Practice Guide

Editorial Focus

The eReport is a supplement to the GPSolo's "Tech" issues. It offers additional technology based information quarterly throughout the year. Content will cover:

- Technology Information
 - ◆ Beginner
 - ◆ Intermediate
 - ◆ Advanced
- Practical Products, Services, and Tips
 - ◆ Cost Effective
 - ◆ Efficient
 - ◆ Practical Utilization

ABA | GPSolo
TECHNOLOGY^e REPORT
The Online Supplement to GPSolo Technology & Practice Guide

Benefits

- Versatile Package Advertising
 - ◆ The e-newsletter is e-mailed to 10,000 General Practice, Solo & Small Firm members
 - ◆ Additional Views
 - ★ Front page of the on-line e-newsletter
 - ★ Articles accessible by click through from the front page.

Strategic Partner Opportunities

The following is our attempt to catalogue most of the communication opportunities available to our sponsors. The Division has worked with many sponsors over the years and approached sponsorships in a variety of ways; from affinity, royalty, program specific to straight ad marketing. The Division is quite flexible and works “one-on-one” with each sponsor to design an approach that meets the needs and maximizes the sponsor’s goals for the sponsor’s product or service.

Advertising/Promotional Rights/Mailings

- Letter to Division Members from Chair
- License to use Division logo in advertising/promotion to members
- Right to make promotional offer to Division members
- First option to purchase licensing rights to major projects
- Discount on advertising in Division Publications
- Premium positioning in Division publications and on Division website
- Reciprocal web link
- Logos on Division web site (not on sponsor web site per ABA policy)
- Ads in publications catalogue
- Product reviews in publications
- Ads/recognition in Division meeting brochures
- ID in non-meeting sponsored component materials (e.g. stand-alone CLE or other initiatives)
- Membership list
- Insertions in Division new member materials
- Recognition in press releases
- Business reply cards

Meetings/CLE

- Overall promotional rights at Division meetings
- Promotional rights at selected meeting events
- Presenting Sponsor of major meeting functions/receptions
 - dinners
 - awards presentations
 - breakfasts
- Primary projects/initiatives
- Secondary projects/initiatives
- Opportunity to conduct focus group
- Primary stand alone CLE opportunities

Strategic Partner Opportunities continued

Meetings/CLE continued

- Premium meeting exhibit space at all meetings (not applicable to ABA annual meeting)
- Sponsor literature at Division's booth at annual meeting (when booth space acquired by Division)
- Division meeting registration desk
- Sponsored meeting event
- Sponsor signage placed at all sponsored events.
- Verbal acknowledgment
- Opportunity to co-create proprietary member event
- ID in sponsored CLE materials
- Distribution of collateral product handouts

Tickets and hospitality

- Registrations at Division meetings
- Invitations to Division ticketed function
- Participation in CLE

Sponsor Services

- Participation in annual sponsor planning meeting
- Report on sponsor activities

Contact information

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