

# ABA LAW PRACTICE MANAGEMENT SECTION

MARKETING • MANAGEMENT • TECHNOLOGY • FINANCE

## About the ABA Law Practice Management Section (LPM)

Since 1974, ABA LPM has been THE resource for building and maintaining a successful law practice. Through its publications, Web site and educational programs, LPM supplies lawyers and legal professionals with valued information in the core areas of marketing, management, technology and finance.

## ABA LPM mission

The Mission of this Section is to investigate, evaluate, develop and disseminate information and techniques that will make legal service delivery teams more effective, competent, ethical and responsive to the needs of clients and the public.

## Topics of interest to *Law Practice* readers:

**Marketing:** client communications, rainmaking, networking, speaking and writing

**Technology:** emerging technologies, legal software product reviews & news, and mobile and wireless tools

**Finance:** fee arrangements, billing and collections, and profitability

**Management:** client service, staffing, leadership and professional development

## ABA LPM members are the main industry decision makers on purchasing:

Legal Software

Firm Management Solutions

Technology Services

E-Discovery

IT

Research Tools

Mobile/Wireless Tools

Billing/Collections Programs

Client management

## Members of the ABA LPM Section include:

Attorneys

Legal administrators  
and executives

Law office managers

Government business  
managers

Legal consultants

Law firm management/  
managing partners

Other associate members of  
the ABA

## Profile

Private Practice – 86%

In-House Counsel – 4%

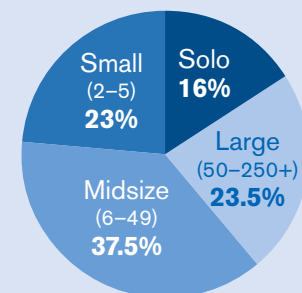
Government – 3.5%

Legal Educators – 1%

Judiciary – 1%

Other – 4.5%

## Firm Size



# LAW PRACTICE

THE BUSINESS OF PRACTICING LAW



## Law Practice Magazine

*Law Practice* magazine is dedicated to helping legal professionals master all aspects of the business of practicing law. It delivers expert information on marketing, management, technology and finance, directly from the preeminent voices in the profession.

## About *Law Practice* Magazine readers

- **82% of readers** confirm that *Law Practice* magazine contains practical information that is **directly useful** in their businesses.
- **72% of readers** have an **equity position** in their firms.
- **Almost 90% of readers** of *Law Practice* magazine are involved in the **decision-making process** for equipment, software, supplies or services used in their organizations.
- **One-third of readers** of *Law Practice* magazine have **connected directly with an advertiser**, researched the advertising company, or filed the ad for reference as a result of seeing an advertisement.
- *Law Practice* magazine readers **trust publications** from the ABA.
- **81%** of *Law Practice* magazine readers say *Law Practice* magazine is the top publication they utilize in their businesses.

## Circulation

**13,600**

\*Based on *Law Practice* magazine readership study (2009)

# LAW PRACTICE

THE BUSINESS OF PRACTICING LAW



## Editorial Calendar

2011 ISSUE	FEATURES	BONUS DISTRIBUTION	DEADLINES
<b>January/ February</b>	<b>Solo and Small Firms Issue</b> Issue Focus: Technology and Practice Management Tips		<b>Space:</b> 11/15/2010 <b>Art:</b> 11/18/2010
<b>March/April</b>	<b>Annual Technology Tips Issue</b> Issue Focus: ABA TECHSHOW®	ABA TECHSHOW®, LPM Spring Meeting	<b>Space:</b> 1/11/2011 <b>Art:</b> 1/14/2011
<b>May/June</b>	<b>Succession Planning Strategies</b> Issue Focus: Best Practices, Finance and Leadership Development	LPM Spring Meeting	<b>Space:</b> 3/7/2011 <b>Art:</b> 3/10/2011
<b>July/August</b>	<b>People Management</b> Issue Focus: How to Hire, Fire, and Keep Good People, Plus How to Get a New Job	ABA Annual Meeting	<b>Space:</b> 5/10/2011 <b>Art:</b> 5/13/2011
<b>September/ October</b>	<b>Technology</b> Issue Focus: Virtual Practices – Lawyers Without Offices	LPM Fall Meeting	<b>Space:</b> 7/19/2011 <b>Art:</b> 7/22/2011
<b>November/ December</b>	<b>Marketing</b> Issue Focus: Client Service and Law Firm Marketing Strategies	ABA Law Firm Marketing Strategies Conference	<b>Space:</b> 9/12/2011 <b>Art:</b> 9/15/2011

## In Every Issue

Frontlines	Technology	Business	LPM Central
<ul style="list-style-type: none"> <li>• Five Things</li> <li>• Trends Report</li> <li>• Ask Bill</li> <li>• Simple Steps</li> </ul>	<ul style="list-style-type: none"> <li>• Product Watch</li> <li>• Legal Web 2.0</li> <li>• Hot Buttons</li> <li>• Tips &amp; Tricks</li> <li>• Product News</li> </ul>	<ul style="list-style-type: none"> <li>• Law Practice Careers</li> <li>• Managing</li> <li>• Rainmaking</li> <li>• Marketing</li> <li>• Taking the Lead</li> </ul>	<ul style="list-style-type: none"> <li>• LPM Events</li> <li>• LPM News</li> <li>• LPM Chair's Perspectives</li> <li>• LPM Books Spotlight</li> </ul>

# LAW PRACTICE

THE BUSINESS OF PRACTICING LAW

## Rates

4 COLOR	1x	3x	6x	12x
Full page	\$3,800	\$3,610	\$3,450	\$3,210
2/3 page	\$3,215	\$3,110	\$2,930	\$2,695
1/2 island	\$2,900	\$2,775	\$2,660	\$2,450
1/2 horizontal	\$2,665	\$2,550	\$2,440	\$2,250
1/3 page	\$2,130	\$2,050	\$1,975	\$1,845
1/4 page	\$1,850	\$1,800	\$1,750	\$1,645

PREMIUM	1x	3x	6x	12x
Cover 4	\$4,430	\$4,235	\$4,040	\$3,700
Cover 2	\$4,280	\$4,040	\$3,865	\$3,575
Cover 3	\$4,250	\$4,000	\$3,820	\$3,545

B/W & 2 Color ads available upon request. Inquire for more details on pricing.

## Specs

Trim Size: 8-3/8" x 10-7/8"

AD SIZE	WIDTH	×	DEPTH
Full page (non-bleed)	7"	×	10"
Full page (bleed)*	8-5/8"	×	11-1/8"
<i>*Trim size: 8-3/8" x 10-7/8". For bleed, add 1/8" to all four sides, for a total size of 8-5/8" x 11-1/8". Keep text elements at least 3/8" inside edges of page.</i>			
2/3 vertical (non-bleed)	4-9/16"	×	9-3/8"
2/3 vertical (bleed)**	5 1/2"	×	11-1/8"
<i>**Trim size for 2/3 vertical: 5-3/8" x 10-7/8". For bleed, add 1/8" to top, bottom, and right sides, for a total size of 5-1/2" x 11-1/8". Keep text elements at least 3/8" inside edges of page.</i>			
1/2-Page Island	4-9/16"	×	7-1/2"
1/2-Page (H)	7"	×	4-7/8"
1/3-Page (H)	4-9/16"	×	4-7/8"
1/4-Page (H)	4-9/16"	×	3-3/4"
1/4-Page (V)	2-3/16"	×	7-1/2"

## File Requirements

**A printed proof must accompany all submitted artwork.**

Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission.

Do NOT include a bleed with 1/2-page, 1/3-page, or 1/4-page ads.

**Please supply only PDF, EPS, or TIFF print-ready files** (see requirements below). We do NOT accept film or any native application file formats (please, NO Quark, MS Word, InDesign, PageMaker, etc).

- **PDF file requirements:** Must be hi-res, print-ready PDF. All images must be 300 dpi or better. All fonts must be embedded.
- **EPS file requirements:** Must be 100% size, 300 dpi minimum. Please embed all images and convert all fonts to outlines.
- **TIFF file requirements:** Must be 100% size, 300 dpi minimum for halftones, 1200 dpi for line art. Please flatten any layers. When saving TIFFs, we recommend that you do not use compression and do not embed color profiles.

**Color:** Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable. The publisher will not be held responsible for color running incorrectly if a digital color proof (Matchprint or Iris) is not submitted by the advertiser. Proof should be submitted at 100% ad size. Laser or inkjet proofs are acceptable for content only, but cannot be used to guarantee color.

**Media accepted:** CDs, DVDs, or files submitted electronically. Submitted media will not be returned unless requested.

### Submitting files:

Go to [www.NetworkMediaPartners.com/upload](http://www.NetworkMediaPartners.com/upload) to submit files. Or go directly to our FTP at [ftp://network:\\*submit\\*@ftp.networkmediapartners.com](ftp://network:*submit*@ftp.networkmediapartners.com)

### Send hard copy proof (and disk, if submitting artwork by CD/DVD) to:

Meredith Targarona  
Network Media Partners, Inc.  
Executive Plaza I, Suite 900  
11350 McCormick Road  
Hunt Valley, MD 21031  
410-584-1985  
[mtargarona@networkmediapartners.com](mailto:mtargarona@networkmediapartners.com)