

ABOUT US

lawjobs.com is the most targeted interactive network for legal job candidates, employers and recruiters. Much more than a job board, lawjobs.com combines leading edge technology features with market expertise and a commitment to end user service and support.

The lawjobs.com News & Views Section, and Careerist Blog deliver practical advice for job seekers and employers as well as perspective on trends in legal talent management and career development.

lawjobs.com is part of ALM's Law.com network of web sites. ALM, an integrated media company, is a leading provider of specialized business news and information, focused primarily on the legal and commercial real estate sectors. ALM's market-leading brands include *The American Lawyer*, *Corporate Counsel* and *The National Law Journal*. lawjobs.com also includes advertising and editorial content from all of ALM's regional legal newspapers to make it the most comprehensive resource for legal career information and jobs in North America.

lawjobs.com *Your hiring partner*

2010 Editor & Publisher Eppy Award Winner

TOOLS FOR EMPLOYERS

- Easy online job posting process
- Edit postings 24/7
- Confidential employer job postings
- Job response reporting and traffic metrics
- Resume alerts: have lawjobs.com email qualified candidates when they register!
- Filter candidates for qualifications using "Skills Interview/Screening Questions"

TOOLS FOR JOB SEEKERS

- Fully searchable job database
- Resume and cover letter builder
- Confidential resume posting options
- Track # of employers viewing your resume
- Job Alerts: program lawjobs to email positions when your job requirements enter the database

TRAFFIC STATISTICS

Page Views3.2 million monthly
Unique Visitors229,000 monthly
Jobs Postedover 1,200 (daily avg.)
Job Searches26,367 (daily avg.)
Resume Database40,000 current

PARTNER NETWORK

Jobs posted on lawjobs.com are distributed on a variety of social media and partner sites. Visit www.lawjobs.com/partners.jsp for details

SINGLE JOB POSTINGS

Post your single job on **lawjobs.com** and reach a qualified, targeted audience. For pricing on multiple job postings see Posting/Slot Packages for details.

Attorney Positions: 14 day job posting: \$500 | 30 day job posting: \$600 | 60 day job posting: \$699
Non-Attorney Positions: 30 day job posting: \$300 | 60 day job posting: \$500

UPGRADE OPTIONS

SPOTLIGHT AD

Receive maximum visibility for your jobs by anchoring them at the top of the Job Search Results page. Top positions in the Search Results get 9x as many views as regular positions in a search. **\$125/14 days, \$200/30 days, \$250/60 days**

FEATURED AD

Receive up to 4x more views of your job posting with an ad displayed on the home page of

lawjobs.com, and an additional display in the regular search with an image. **\$65/14 days, \$100/30 days, \$126/60 days**

JOB TITLE IMAGE

Ensure that your job posting gets the attention it deserves, add a bullet that appears next to the job title in the job search results. **\$55/14 days, \$85/30 days, \$105/60 days**

FONT COLOR

Attract more attention to your job posting by selecting a different font color for the summary job description in the search results. **\$55/14 days, \$85/30 days, \$105/60 days**

BOLD

Increase the visibility of your job posting by adding bold-face type to the title and job description. **\$55/14 days, \$85/30 days, \$105/60 days**

OTHER POSTING OPPORTUNITIES

THESE OPPORTUNITIES ARE ONLY AVAILABLE WITH THE PURCHASE OF A LAWJOBS.COM JOB POSTING

POST TO NATIONAL NETWORK

Find candidates nationwide by upgrading your job posting to our National Network. The National Network is an additional job search function on lawjobs.com that gives your posting access on 100 participating media & newspaper job sites. These candidates find jobs on the National Network by selecting the "Search National Network" icon. **\$200/4wks, \$250/8wks**

POST TO CANWEST.COM

Working.com connects to the extensive CanWest media network. Including some of Canada's most popular daily newspapers, television channels and online properties. **\$500/4wks**

POST TO WORKPLACEDIVERSITY.COM

WorkplaceDiversity.com is the job search web site for corporate recruiters who want to make a good faith effort to reach experienced diversity talent. **\$150/4wks, \$200/8wks**

POST TO DIVERSITYINC.COM

DiversityInc Careers provides you with unparalleled access to active and passive diverse professionals across most major career fields and industries. With over 4,500 clients and more than 1 million sessions monthly, DiversityInc Careers is the leader in online diversity recruitment. **\$300/4wks**

RESUME DATABASE

The **lawjobs.com** Resume Database provides direct access to over 40,000 current resumes from highly qualified attorneys and other legal professionals. Review candidates in your zip code or across the country in a few key strokes. Simplify, organize and manage all of your legal candidate searches in one place.

The Resume Database provides intuitive tools to help recruiters sort and manage searches. In addition the Resume Database includes an Email Alert service. Recruiters can save one or many searches and receive emails when new resumes that match a search get posted online.

Not sure if you're ready to buy? Accounts are free and easy to set-up and anyone can access the resume database in a demonstration mode. The demonstration mode allows you to see all candidate data except for candidate contact information. This allows recruiters and employers to test drive the **lawjobs.com** Resume Database with no obligation.

Access to the resume database is part of our packages. Please ask your account representative for more information today or contact our service team by phone at 866-969-5397 or email lawjobshelp@alm.com.

- 1 month \$360
- 3 months \$660
- 1 year \$2,100

40,000+
CURRENT RESUMES



DIRECTORIES

Law Firm & Employer Directory

Job seekers utilize the **Law Firm & Employer Directory** on **lawjobs.com** to gather information about prospective employers. The listing includes your firm logo, a firm description, links to current job postings, contact information and a link to your internal recruitment web site. Brand your firm as an employer of choice and promote the benefits of working for your firm.

- \$600 per year

www.careers.lawjobs.com/careers/employerDirectory

Legal Recruiter Directory

This state-by-state directory organizes legal search firm information in an easy to use format for both clients and job seekers. Includes links to all open positions you have posted on **lawjobs.com**. The listing includes your firm logo, a firm description, contact information and link to your company website. This is a unique opportunity to keep your firm top of mind with hiring partners, legal administrators and human resources professionals.

- \$1,260 per year

www.lawjobs.com/recruiter_directory.jsp

Temporary Staff Agency Directory

This directory provides a direct link to any page on your company website. Your logo appears in the **Temp Staff Agency Directory** page on **lawjobs.com** every day in order to increase your brand awareness to both potential clients and job seekers. Drive traffic to your website all year long with **lawjobs.com**.

- \$720 per year

www.lawjobs.com/temp_legal_staffing.jsp

POSTING PACKAGES

AN ADVERTISED POSITION THAT HAS A PRE-SET DURATION (14, 30, 60 DAYS). JOB POSTINGS CAN BE UPDATED & EDITED AT ANY TIME.

Enhanced Package

INCLUDES:

- Company Profile in the Law Firm & Employer directory
- Self-administered 60-day job postings (must be used in a 12 month period)
- Access to all of the features of the resume database
- Free logo placement

JOB POSTINGS

COST PER YEAR

3*	\$1,650
5*	\$2,160
10**	\$3,300

* includes free featured upgrade

**includes free spotlight upgrade

ASK YOUR ACCOUNT REPRESENTATIVE FOR INFORMATION ON NON-ATTORNEY POSTING PACKAGES

Basic Package

INCLUDES:

- Company Profile in the Law Firm & Employer directory
- Self-administered 60-day job postings (must be used in a 12 month period)
- Free logo placement

JOB POSTINGS

COST PER YEAR

3	\$1,470
5	\$1,920
10	\$2,940

SLOT PACKAGES

A JOB SLOT IS A JOB POSTING WITH A 6 MONTH - 1 YEAR DURATION.

JOB SLOTS ALLOW FOR UNLIMITED EDITS INCLUDING JOB TITLE AND JOB DETAIL THROUGHOUT THE TERM.

Slots Package

INCLUDES:

- Company Profile in the Legal Recruiter directory
- Self-administered job "slots" open on database for one year
- Access to all the features of the resume database
- Free logo placement

JOB SLOTS	COST PER YEAR
4	\$3,960
4 (6 months)	\$2,520
10	\$6,900
10 (6 months)	\$3,960
20	\$7,350

Job Wrapping

Have lawjobs.com automatically post jobs directly from your company's recruitment page

INCLUDES:

- Company Profile in the Law Firm & Employer or Legal Recruiter directory
- Access to all the features of the resume database
- Free logo placement

up to 100 jobs: \$10,740

LEADERBOARD AD

Reach job seekers with search term and geographic targeting.

This leaderboard is a prominent banner ad positioned at the top of the search result page. Your ad can be displayed based on the specific search terms the user enters. The key to response in advertising is end-user relevance. This highly-targeted leaderboard ad is premium position online advertising that is at once efficient AND relevant.


Lawjobs.com delivers an actively engaged audience of job seekers. And a strong leaderboard can lead prospective clients and candidates right to your door.

\$50 per 1000 impressions

\$40 per 50K-100K impressions

\$30 per 100K+ impressions

- Minimum buy of 5,000 impressions
- Targeted buys by state or key word include a 25% premium
- For mechanical and traffic information visit www.law.com/legalmarketing
- Run of site ads can be purchased as part of the Law.com network



728 x90 pixel
LEADERBOARD AD

Showcase Your Company and Message With a Highly-Targeted, Premium Position **Leaderboard Ad**

FEATURED EMPLOYER

Be top of mind with job seekers

Make your company stand out with highly-targeted **“Preferred Employer”** ad on lawjobs.com

Place your company’s logo or display ad unit on the lawjobs.com home page and on the job search result pages which receive a combined total of over one million page views per month!

Gain visibility and expand company awareness with a highly-targeted and engaged audience of legal professionals who are actively using lawjobs.com to learn more about opportunities at businesses like yours.

Your ad unit can link to your company’s profile page, your job listings on lawjobs.com or another web page. The ad and destination link can be managed directly through your lawjobs.com employer account.

SPECIFICATIONS:

Fixed position (limit four) 120 x 60 Tile (Pic)
Logo/Graphic: 120 x 60 with a maximum file size of 20K

QUARTERLY PRICING:

With a 10 Slot or 10 Posting Package:
\$1,800 / Quarter (\$600 / month)
Without a Slot or Posting Package:
\$2,400 / Quarter (\$800 / month)



ANNUAL PRICING:

With a 10 Slot or Posting Package:
\$5,520 / Annual (\$460 / month)
Without a Slot or Posting Package:
\$7,500 / Annual (\$625 / month)

NEWS & VIEWS ALERT

The **News & Views Alert** is a weekly e-newsletter that reaches readers who have an active interest in managing their careers.

With a distribution of over 3,000 weekly subscribers, the News & Views Alert contains the latest articles from the lawjobs.com News & Views section including features on career advancement, advice columns, and a variety of career profiles.

Users can subscribe to the alert by visiting the lawjobs.com homepage and clicking on the News & Views Alert Button.

Delivered via email in a newsletter format, the News & Views Alert has three ad sizes available: **250 x 250**, **728 x 90** and a **sponsor spotlight** (includes 75 x 75 logo, 30 character headline and 400 characters of body text.)

RATES:

1x	\$200
6x	\$180
12x	\$150

Advertisers earn a 50% discount for more than one ad purchased at a time.



lawjobs.com 2011 MEDIA INFORMATION

CONTACT US

For assistance in placing your ad on lawjobs.com, and with creating your account, please contact the administrator in your region:

California - (The Recorder)

Carol Robertson (415) 490-1051 adhelppca@therecorder.com

Connecticut & Massachusetts - (Connecticut Law Tribune)

Mitch Cohn (973) 854-2905 adhelppct@alm.com

Florida - (Daily Business Review)

Sandra Ponzio (305) 347-6652 adhelppfl@alm.com

Georgia - (Fulton County Daily Report)

Devi Phagoo (347) 227-3146 adhelppga@alm.com

New Jersey - (New Jersey Law Journal)

Mitch Cohn (973) 854-2905 adhelppnj@alm.com

New York - (New York Law Journal, National Law Journal)

Leonie Christie (347) 227-3145 adhelppny@alm.com

Pennsylvania & Delaware - (The Legal Intelligencer, Pennsylvania Law Weekly, Delaware Law Weekly)

Faye Melendez (347) 227-3147 adhelppa@alm.com

Texas - (Texas Lawyer)

Carol Robertson (415) 490-1051 adhelptx@alm.com

Washington, D.C. - Virginia; Maryland (Legal Times)

Leonie Christie (202) 828-0311 adhelppdc@alm.com

All other States & International

Leonie Christie (347) 227-3145 lchristie@alm.com

Direct general user questions to lawjobs help, toll free at **866-969-5297** or email lawjobshelp@alm.com.

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THE RECORDER

Connecticut
LawTribune

Daily Business
REVIEW *DAILY REPORT*

New Jersey Law Journal

New York Law Journal

The Legal Intelligencer

PENNSYLVANIA
LawWeekly

DELAWARE LAW WEEKLY

TEXAS LAWYER LegalTimes

THE NATIONAL
LAW JOURNAL