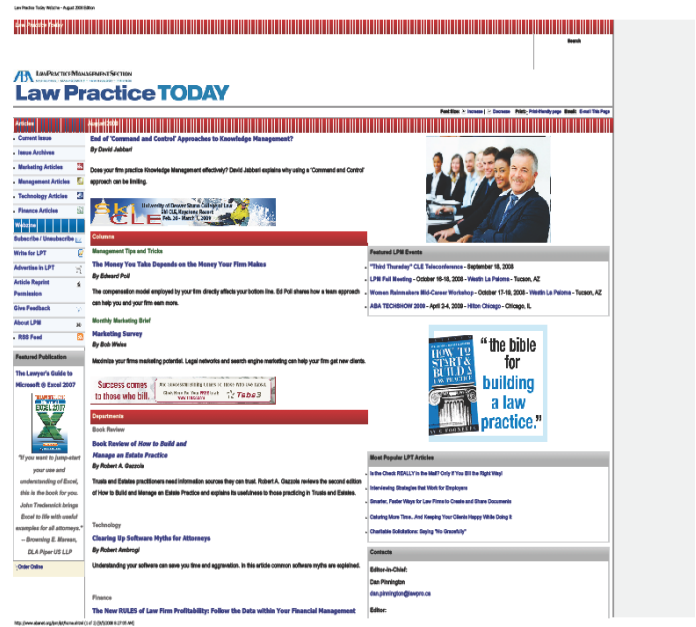




Law Practice TODAY

Law Practice TODAY is a monthly outreach from the ABA Section of Law Practice Management. This electronic magazine is distributed far beyond the members of LPM. By agreement with the law practice management groups within state & local bars, RSS feeds, and distribution to LPM Members over 37,000 receive it monthly and others pick it up at LawPracticeToday.org.



Keywords:

Marketing

Management

Technology

Finance

▶ **traffic patterns:**
Law Practice TODAY is circulated via
 ■ e-mail: 19,301 Law Practice Management Members ■ e-mail: 12,640 opt-in subscribers ■ 5,231 RSS feed subscribers

The editions of *Law Practice TODAY* keep lawyers and those who run the business of practicing law current on the marketing, technology, finance, and management wisdom they seek.

■ *Law Practice TODAY* is posted on the 15th of the month

■ Creative materials are due the 1st of the month of publication

Issue	Mini-Theme		
October 2008	International	February 2009	Marketing
November 2008	Practicing in Hard Times	March 2009	ABA TECHSHOW
December 2008	Management	April 2009	Young Lawyers
January 2009	Resolutions: Planning & Managing Time	May 2009	Working Remotely / Wellness & Balance

1 IMU Opportunity @ *Law Practice TODAY*

1
Leaderboard
 728x90 IMU
 File Size: 25k
 \$70 cpm/\$2,100

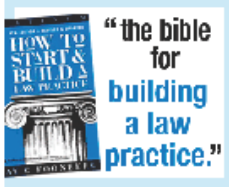
2
Info Box
 300x250 IMU
 File Size: 30k
 \$75 cpm/\$2,250

3 & 4
Full Banner
 468x60 IMU
 File Size: 25k
 \$60 cpm/\$1,800

5
Article Box
 300x250 IMU
 File Size: 25k
 \$50 cpm/\$1,500



2
Info Box IMU
 Medium Rectangle; large & dominant space for launching a webinar, product or product



5
Article Box IMU
 Medium Rectangle; large & dominant space that is positioned within the full text of a lead feature, article, or column

- *Law Practice TODAY* posted: 15th of the month
- Creative materials due: 1st of the month of publication

These options are just a few of the Interactive Marketing Unit opportunities available to your organization within *Law Practice TODAY*. For additional information and opportunity, adsales@abanet.org or +1.312.988.6115