

2010

ONLINE ADVERTISING

VALAWYERSWEEKLY.COM | 24/7 Legal News for Virginia

VALAWYERSWEEKLY.COM provides readers with continuous legal news coverage from across Virginia, 24/7.

Our site features the news stories published in each week's edition, plus Web-exclusive content. Our award-winning VLW Blog provides frequent updates on news events affecting the legal community.

Users rely on our searchable Archives for help with their legal research (the site gets over 6,000 search requests a month).

WEB SITE RATES (PER MONTH)

	3 months	6 months	12 months
Top Leaderboard	1000	750	500
Bottom Banner	500	400	350
Mid Page Banner	400	300	200
Right Box	600	500	400

Virginia Lawyers Weekly provides a free e-mail alert service that will bring the latest legal news from around the commonwealth directly to your inbox Monday through Friday.

The Daily Alert provides headline news from Virginia Lawyers Weekly and important legal news for news operations across Virginia. Readers also get the day's Top Opinion, with a link to a free copy of the full-text PDF.

DAILY ALERT RATES (PER MONTH)

	3 months	6 months	12 months
Sidebar Ads	529	489	449

WEB AD SPECS

Top Leaderboard 728x90
 Bottom Banner 728x90
 Right-side Box 300x250
 Mid Page box 234x60
 Alert Sidebar 192x160

Acceptable
 Formats
 .gif, .jpg, .png
 .swf (flash ads)

Maximum Size
 96 kB
 Color Space
 RGB

Resolution
 72dpi
 Loop Maximum
 3 loops

The screenshot shows the Virginia Lawyers Weekly website layout with various ad placements highlighted in blue boxes:

- TOP LEADERBOARD:** Located at the top of the page, above the main navigation.
- RIGHT BOX:** A vertical sidebar on the right side of the page.
- MIDPAGE:** A horizontal banner located in the middle of the page, below the main content area.
- BOTTOM BANNER:** A horizontal banner at the very bottom of the page.

The screenshot shows the Virginia Lawyers Weekly website layout with various ad placements highlighted in blue boxes:

- RIGHT SIDE:** A vertical sidebar on the right side of the page.
- BOTTOM BANNER:** A horizontal banner at the bottom of the page.
- ADVERTISING INFORMATION:** A section on the right side containing:
 - SUBSCRIBE TO THE NEWSPAPER
 - HOW TO ADVERTISE
 - Subscriber Extras
 - ARE A LAW PRACTICE AND A LAW OFFICE SYNDICATED?
 - HOW TO PROTECT YOUR FIRMS' PASSWORDS
 - IT'S DANGEROUS BEING 'GREEN' IN THE TRADEMARK JUNGLE

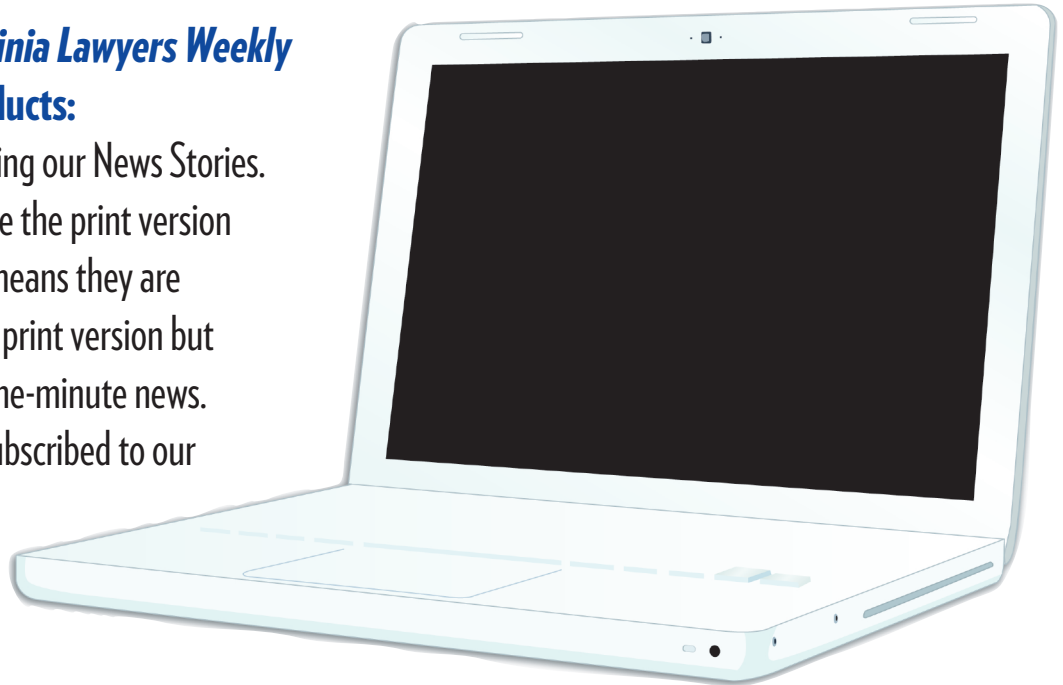
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READERSHIP SURVEY

VALAWYERSWEEKLY.COM | 24/7 Legal News for Virginia

The legal profession uses *Virginia Lawyers Weekly* web-based products:

- **63%** of our online users are reading our News Stories.
- **65%** of our online users ALSO use the print version of *Virginia Lawyers Weekly*; this means they are paying subscribers who value the print version but use the online version for up-to-the-minute news.
- **94%** of our Web Site users are subscribed to our Daily Alert service. We keep our readers current on news and legal information.



Online Users Are An Audience Not Necessarily Being Reached By The Print Product and Print Advertising:

- **67%** of our Web site and Daily Alert users receive up to 50% of their news exclusively online. This represents a group of readers who will not be reached by print advertising alone.
- **35%** of our online users are NOT subscribers to *Virginia Lawyers Weekly*.

The Same Affluent, Influential User Demographic For *Virginia Lawyers Weekly* Holds True for Our Online Users:

- **54%** hold leadership or partner positions within their organizations.
- **34%** have been in practice for twenty years or more.
- **48%** of our users have a net worth of more than \$300,000.

VIRGINIA LAWYERS WEEKLY

Through a combined package of *Virginia Lawyers Weekly* online and print products, you can expand your reach to 12,000 print readers and 30,000 online readers per week.
TO RESERVE YOUR SPACE, CALL 800.783.0770 TODAY.