

Who We Are

Attorney at Work is a website and daily e-mail newsletter that helps lawyers build lives and practices that WORK for them. Editorial is directed specifically to individual lawyers at their desks, regardless of where that desk is located—solo or megafirm, virtual or actual, private or public, transactional or courtroom. Our Daily Dispatch newsletter delivers a single great and practical idea five mornings per week, directly to the e-mailboxes of lawyers across the map. Our large pool of high-profile contributors write on marketing, technology, staffing, profitability, communicating, time management, balance, careers and more.

Readers

Within 60 days of launch, our opt-in readership increased by more than 100% and site page views more than doubled. Open rates for our Daily Dispatch newsletter average 36 to 40%. Readers are attorneys in a broad range of practice settings, from 600-lawyer firms to solo practitioners, plus the profession's top practice management and legal technology professionals.

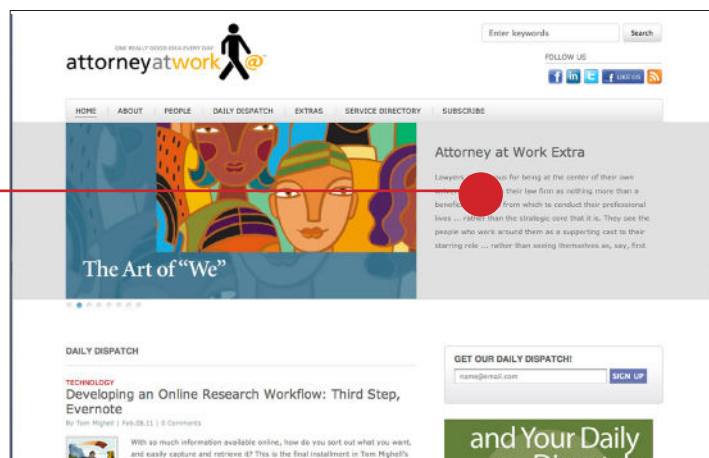
Advertising in Attorney at Work

Traditional Ad Units

Reach Attorney at Work readers by placing your marketing message across the Attorney at Work website with these traditional ad units. Ad templates and design services are also available.

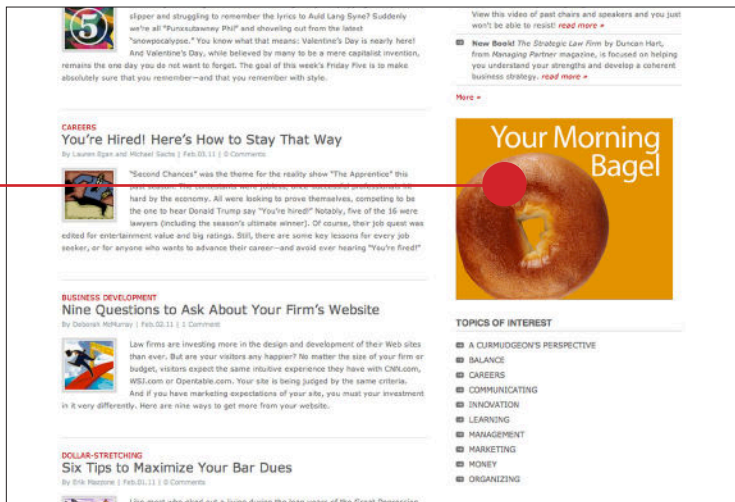
PREMIER BANNER AD ON HOME PAGE SLIDER

This ad appears in a prime location on the home page banner. 565 x 284 plus 75 words of your copy.





336 x 280 FIRST AD UNIT
 Available on Home Page and these landing pages: People, Daily Dispatch, Subscribe.
 Ads may also be positioned to accompany a specific post.

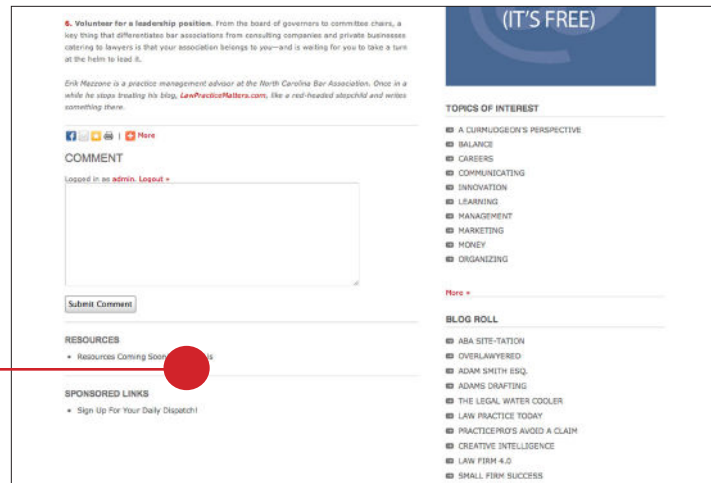


336 x 280 SECOND AD UNIT
 Available on home page and these landing pages: People, Daily Dispatch, Subscribe.
 Ads may also be positioned to accompany a specific post.

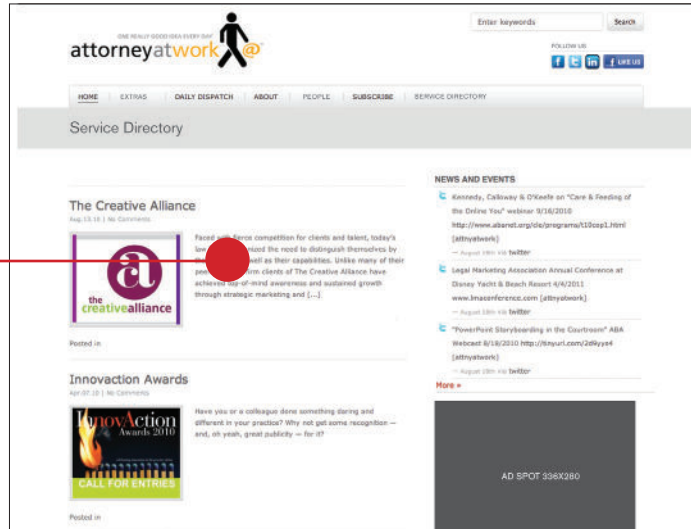
DISPATCH SPOTLIGHT AD UNIT
 180 x 150 unit with text up to 75 words. The spotlight ad appears at the top of individual Daily Dispatch post pages. The spotlight position includes your ad with a description of your product/service or company up to 75 words. Ads can be positioned to a specific post or topic of interest category.



SPONSORED TEXT LINKS
 Sponsored text links are available on the Home, People, Daily Dispatch, Service Directory, Subscribe landing pages, and on all individual Daily Dispatch post pages.



Attorney at Work “Service Directory”— Coming Soon!
 Get listed in our service directory. This includes a 180 x 150 image or logo. All sponsor listings will include text up to 100 words.



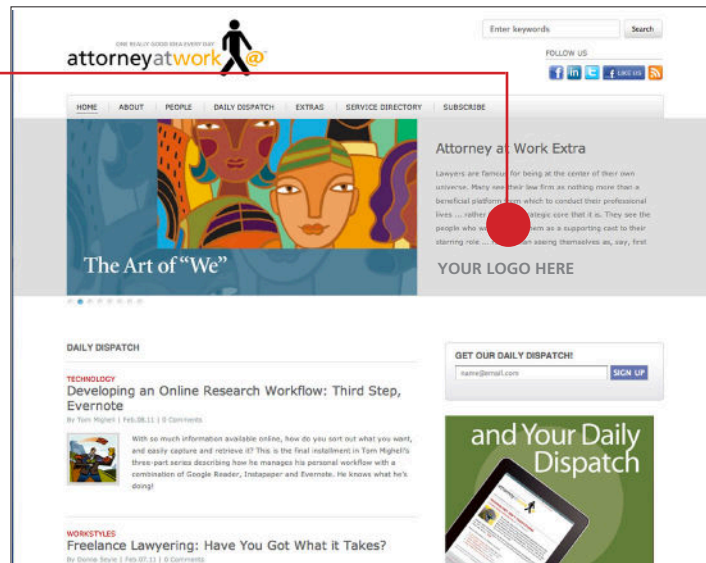
Sponsored Editorial Opportunities

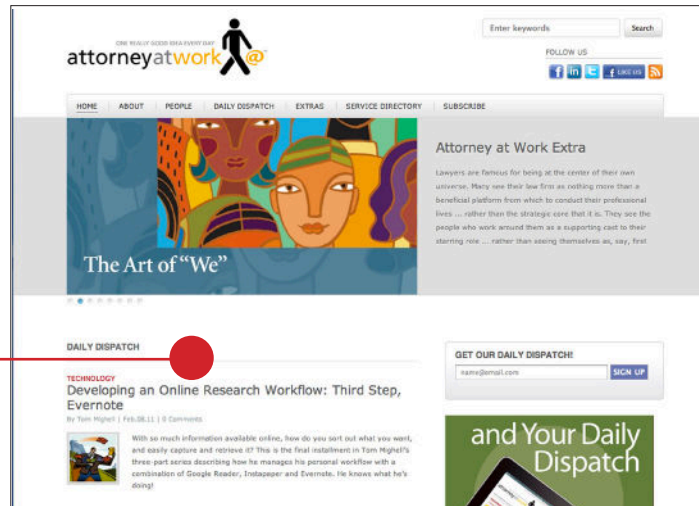
Reach Attorney at Work readers by sponsoring Attorney at Work editorial:

- Sponsor the monthly “Extra” feature and your logo and link appear in the prime home page slider spot
- Get in-depth coverage by submitting your own article for the “Sponsored Dispatch of the Day.”

SPONSOR FOR ATTORNEY AT WORK “EXTRA” FEATURES

Each month Attorney at Work publishes one to two “Extra” feature posts, covering topics in-depth. These features appear at the top of the home page in the prime slider position. Your company logo, link and “sponsored by” tagline will appear on the slider.





SPONSORED POST

Sponsored posts (no e-mail) are available if you would like to write about your service or product.

Daily E-mail Sponsorship Opportunities

The Daily Dispatch reaches subscribers five days per week. A limited number of sponsored links are available in the "Breaking News" section of the newsletter—ideal for product and event announcements, book news, people news and service descriptions.



ATTORNEY AT WORK BREAKING NEWS

Place your text link on the Attorney at Work "Breaking News" section of the Daily Dispatch e-mail, available every day, five days per week. Call for your customized package.