

# FINDLAW PROFESSIONAL



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## Products That Suit Your Needs

### Newsletters and Direct Marketing

With a monthly circulation of over 3.5 million, FindLaw®'s opt-in newsletters are a preferred method for legal professionals to stay informed about what's going in their legal community.

Sponsor one of 100 newsletter titles, or target to a unique subscriber profile. With FindLaw's opt-in newsletters, you will be certain to reach your target audience.

#### BENEFITS

- Build brand recognition
- Drive results
- Interact with opt-in subscribers in a direct response environment

#### UNITS

##### 1 468x60 Full Banner

This premium ad unit provides maximum visibility at the very moment a user engages with the content.

##### 2 160x600 Wide Skyscraper

This ad unit provides constant visibility as users scroll down the page, allowing more opportunity for them to engage with your brand.

##### 3 Text Link Ads

Text Links resemble valuable content in appearance, which allows you to integrate your brand seamlessly. Interaction with your brand is encouraged through direct links to your site.

The screenshot shows a newsletter page with the following elements:

- Header:** FindLaw Corporate Counsel Center Media & Entertainment Newsletter, dated May 16, 2009.
- Unit 1:** A 468x60 Full Banner at the top.
- Table of Contents:** A section titled "Table of Contents" with a sub-header "MEDIA & ENTERTAINMENT CASES". It lists two items: "Wolf v. Walt Disney Pictures and Television" and "Hollywood v. Superior Court". Below this is a "SPONSOR" section.
- Unit 2:** A 160x600 Wide Skyscraper on the right side of the page.
- Unit 3:** A Text Link Ad titled "MEDIA & ENTERTAINMENT CASES" with a sub-header "California Appellate Districts, May 09, 2008". It contains two case summaries: "Wolf v. Walt Disney Pictures and Television, No. B192656" and "Hollywood v. Superior Court, No. S147954". Below this is another "SPONSOR" section.
- Unit 4:** A 468x60 Full Banner at the bottom.
- Footer:** A section with three columns: "Feedback" (We value your comments! Please take a moment to tell us what you think by sending us an e-mail.), "Subscription Information" (Click here to subscribe to a FindLaw Newsletter. To unsubscribe, click here.), and "Advertising Information" (For more information about advertising in FindLaw Newsletters, click here.).

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