

**FindLaw**<sup>®</sup>  
FOR LEGAL PROFESSIONALS

Call 1-888-346-3529 or visit [company.findlaw.com/mediakit](http://company.findlaw.com/mediakit)



**Find** Legal Professionals

**Find** Your Audience

**Find** Prospects

**Find** Effective Marketing

**Find** Measurable Results

REACH MORE LEGAL PROFESSIONALS.

**FindLaw**<sup>®</sup>  
FOR LEGAL PROFESSIONALS

**FindLaw** Advertising

[lp.findlaw.com](http://lp.findlaw.com)

# FIND SUCCESS MARKETING TO LEGAL PROFESSIONALS

FindLaw Professional is the most effective method of communicating with attorneys and other legal professionals.

## Find Legal Professionals

Every month, more than 2,000,000 unique legal professionals turn to FindLaw® Professional for the legal information they need to run their practices. They come for free caselaw and statutes, legal news, career opportunities, technology news and other information to help them work efficiently, effectively and profitably. And nearly half (48%) of these legal professionals return more than once a month.

In addition, more than 100,000 legal professionals receive millions of FindLaw newsletters each year.

## Find Your Audience

While you can make your message available to visitors throughout FindLaw, you can also target a specific FindLaw page or section. Or you can choose to target a specific practice specialty, jurisdiction, job classification or other sub-group of visitors. Visitors to FindLaw Professional include:

- Attorneys/Litigators
- Corporate Counsel
- Managing Partners
- IT/Legal Technology Decision Makers
- Associates
- Litigation Support Professionals
- Paralegals
- Law Librarians
- Law Students

Moreover, research shows that FindLaw visitors are much more likely to make or influence purchase decisions than visitors to other popular reference websites.

## Find Prospects

Buying search terms on Google® is an effective way to attract prospects. But you also attract – and pay for – many searchers who are not legal professionals – and many legal professionals who are browsing the Web, but not ready to buy.

80% of FindLaw visitors are searching our site from their offices. Which means that they are focused on their work – and receptive to products or services that will make their work easier and more effective.

Get your message in front of the right audience – at their moment of peak interest.

## Find Effective Marketing

With FindLaw Professional, you can target more effectively and save as much as 10-75% over the cost of traditional advertising.

You'll also find the right audience for virtually any advertising objective:

- Brand awareness
- Generating website traffic
- Direct sales
- Building a database of customers and leads
- Establishing thought leadership

And the dynamic nature of online advertising lets you change your message easily, to reflect changes in strategy, tactics, product, market or response.

## Find Measurable Results

Campaign reports let you keep close track of impressions, clicks, and click-through rates – so you know exactly how your message is performing.

| Date    | FindLaw Ad Name                        | Impressions Delivered | Clicks Recorded | Click Rate |
|---------|--|-----------------------|-----------------|------------|
| June 29 | Banner 728x90 – Run of Network         | 80,573                | 46              | 0.06       |
|         | Newsletter 468x60 Banner               | 18,204                | 21              | 0.12       |
|         | Square 300x250 – Targeted To Law Firms | 7,106                 | 28              | 0.39       |
|         | Banner 160x600 – Targeted              | 1,604                 | 10              | 0.56       |
|         | Banner 728x90 – Targeted               | 1,118                 | 10              | 0.89       |
| July 6  | Intromercial 640x480 – Targeted        | 366                   | 5               | 1.37       |
|         | Newsletter 468x60 Banner               | 29,633                | 38              | 0.13       |
|         | Square 300x250 – Targeted              | 7,700                 | 21              | 0.27       |
|         | Banner 160x600 – Targeted              | 2,321                 | 1               | 0.04       |
|         | Banner 728x90 – Targeted               | 1,791                 | 10              | 0.56       |
| July 13 | Intromercial 640x480 – Targeted        | 641                   | 12              | 1.87       |
|         | Newsletter 468x60 Banner               | 18,602                | 30              | 0.16       |
|         | Square 300x250 – Targeted              | 4,167                 | 6               | 0.14       |
|         | Banner 728x90 – Targeted               | 1,090                 | 1               | 0.09       |
|         | Banner 160x600 – Targeted              | 1,019                 | 10              | 0.56       |
|         | Intromercial 640x480 – Targeted        | 238                   | 1               | 0.42       |

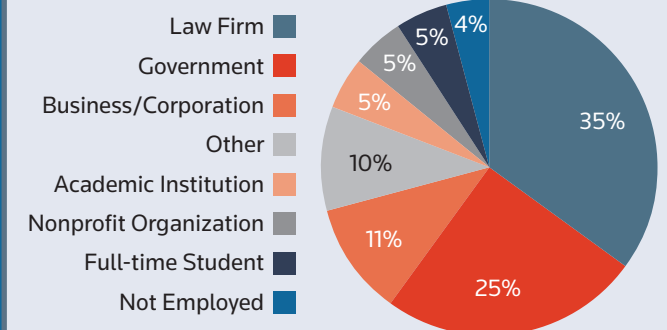
In addition, your FindLaw representative stays in touch with you as your message runs – keeping you updated on results and working with you, if you wish, to help you adjust strategy and tactics.

## Find Out More

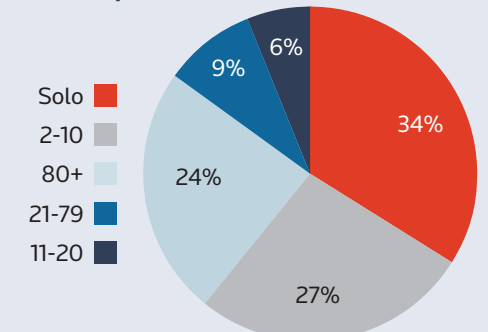
Companies who market to legal professionals return to FindLaw each year because it works! To find out how FindLaw can help you find success marketing to legal professionals, call **1-888-346-3529** or visit [company.findlaw.com/mediakit](http://company.findlaw.com/mediakit)

## The FindLaw Audience

### Place of Employment



### Firm Size – Attorneys



“Within the first month of ad placement on FindLaw.com we saw a 3-to-1 ROI.”

Director, Book Marketing & Planning,  
ABA Book Publishing