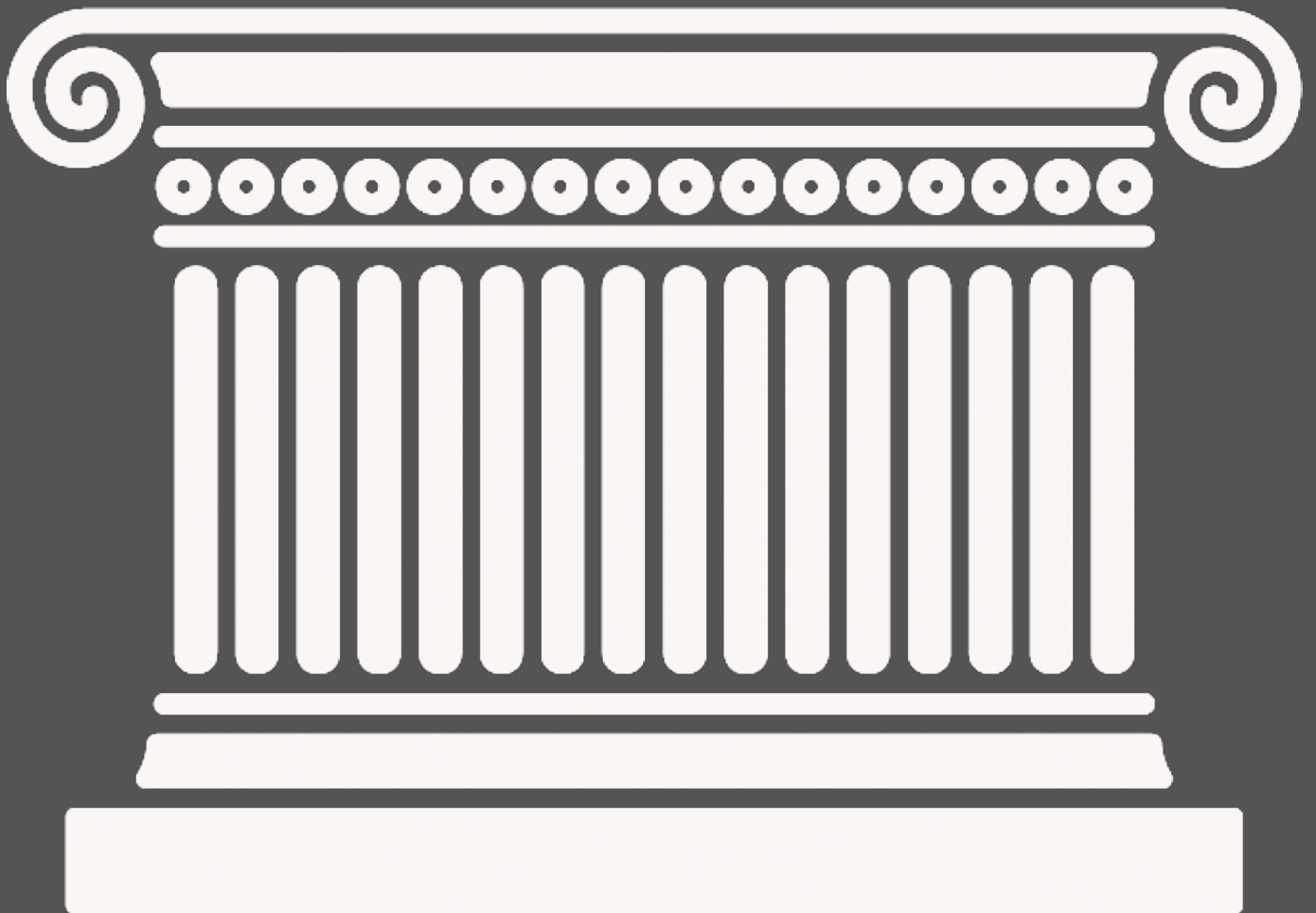


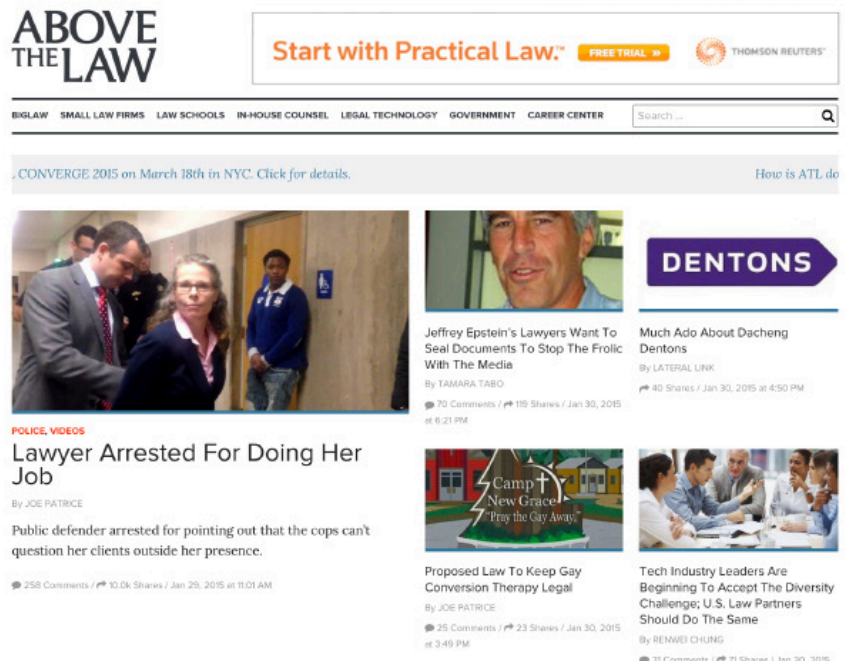
# ABOVE THE LAW

MEDIA KIT  
2015 - 2016



# What is ATL?

*AboveTheLaw.com is the leading website and media brand in the US focusing on news, commentary, advice, and entertainment for the legal industry.*



Written by lawyers for lawyers, Above the Law covers all aspects of the legal profession, from institutions such as the Supreme Court and law schools to insights into life at firms both big and small. Reaching more than 1.1 million unique visitors each month, it's a hub of advice for legal professionals and students at all stages of their careers.

Since 2006, Above the Law has provided a platform for industry experts in areas ranging from eDiscovery to LPOs, from startups to disruptors. ATL is the first with salary and bonus information and publishes its own annual rankings of the top law firms and law schools.

ATL's vast readership is also an unrivaled asset as a research platform. In addition to creating proprietary methodologies for the school and firm rankings, the ATL research team data mines our audience to create reference resources such as the ATL Career Center, a variety of topical, data-driven features for the home page, and custom reports for organizations such as law firms, law schools, and legal vendors.

Above the Law provides the only legal editorial coverage of its kind, engaging audiences with pieces from policy makers and industry opinion leaders, an active comments and message board, careers section, social networks and live events that range from law school trivia to topical salon receptions and CONVERGE, a full-day CLE-credited conference. All of these communications facilitate networking between individuals and groups to benefit from their peers' experiences.

Above the Law is owned by Breaking Media Inc. which was founded in 2006 as a network of targeted business-to-business web sites, e-newsletters, events, and social media channels that speak to the purchase decision makers and opinion leaders of the affluent business communities we serve.



## *David Lat — Founder & Managing Editor*

David Lat is the founder and managing editor of Above the Law. His writing has also appeared in the New York Times, the Wall Street Journal, the Washington Post, New York magazine, Washingtonian magazine, and the New York Observer. Before entering the media world, David worked as a federal prosecutor in Newark, New Jersey; a litigation associate at Wachtell, Lipton, Rosen & Katz, in New York; and a law clerk to Judge Diarmuid F. O'Scannlain of the U.S. Court of Appeals for the Ninth Circuit. David graduated from Harvard College and Yale Law School.



## *Staci Zaretsky — Editor*

Staci Zaretsky became an editor for Above the Law in June 2011. Before becoming an editor, she pseudonymously wrote the site's Morning Docket column. Staci graduated from Lehigh University and Western New England University School of Law, where her writing was published in the Western New England Law Review. Before deciding to pursue writing as a full-time career, Staci worked at a small law firm. Her writing has appeared in other legal publications, such as Judgepedia, Lawyerist, and Ms. JD.



## *Joe Patrice — Editor*

Joe Patrice joined ATL in 2013. Joe received a degree in Economics and Political Science from the University of Oregon and a J.D. from the NYU School of Law. From 2001, he worked as a litigator for both Cleary, Gottlieb, Steen & Hamilton and Lankler Siffert & Wohl, representing a variety of individuals, institutions, and foreign sovereigns in criminal and civil matters. Joe left legal practice in 2012 to pursue writing, contributing to numerous publications, including ATL, before joining the full-time staff.



## *Brian Dalton — Director of Research*

Brian Dalton is a graduate of Middlebury College and Fordham Law. He joined Breaking Media in October 2011 after spending seven years at Vault.com, most recently as Director of Research and Consulting. Before that, he was, among other things, an associate at a Manhattan law firm, a French teacher in Brooklyn, a Peace Corps volunteer in Mali, and a security guard at a waterslide park in Albuquerque, NM.



## *Elie Mystal — Editor at Large, Breaking Media*

Elie Mystal joined ATL in 2008 by winning the ATL Idol Contest. Prior to joining ATL, Elie wrote about politics and popular culture at City Hall News and the New York Press. Elie received a degree in Government from Harvard University and a J.D. from Harvard Law School. He was formerly a litigator at Debevoise & Plimpton but quit the legal profession to pursue a career as an online provocateur. He's written editorials for the New York Daily News and the New York Times, and he has appeared on both MSNBC and Fox News without having to lie about his politics to either news organization.

# Columnists

**ABOVE  
THE LAW**

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<b>Mark Hermann</b> , <i>VP Litigation, Aon Corporation</i>	In-House
<b>Celeste Harrison Forst</b> , <i>Jabil Circuit</i>	In-House
<b>David Mowry</b> , <i>Senior Counsel, Xerox</i>	In-House
<b>Susan Moon</b> , <i>VP Global Legal Team, Wyndham Worldwide</i>	In-House
<b>Jeff Bennion</b> , <i>Of Counsel, Estey &amp; Bomberger LLP</i>	Legal Technology
<b>Nicole Black</b> , <i>Legal Technology Evangelist, MyCase</i>	Legal Technology
<b>Atl.Legal</b>	Legal Technology
<b>Gaston Kroub</b> , <i>Partner, Kroub, Silbersher &amp; Kolmykov PLLC &amp; Markman LLC</i>	Small Law - Boutiques
<b>Keith Lee</b> , <i>Attorney, Hamer Law Group</i>	Small Law - Boutiques
<b>Bruce Stachenfeld</b> , <i>Managing Partner, Duval &amp; Stachenfeld LLP</i>	Small Law - Boutiques
<b>Susan Cartier Liebel</b> , <i>Founder/CEO, Solo Practice U</i>	Solos
<b>Gary Ross</b> , <i>Founding Partner, Jackson Ross PLLC</i>	Solos
<b>Carolyn Elefant</b> , <i>Co-Founder &amp; Counsel, Ocean Renewable Energy Coalitions</i>	Solos
<b>Frank Wu</b> , <i>Dean, UC Hastings School of Law</i>	Law Schools
<b>Alex Rich</b>	Contract Attorneys
<b>Sam Wright</b> , <i>Public Interest, Pro Bono, Earth Justice</i>	Public Interest
<b>Jed Cain</b> , <i>Plaintiff's Firms, Partner, Herman, Herman &amp; Katz LLC</i>	Plaintiffs Firms
<b>Brian Griffin</b> , <i>Staff Attorney, Department of Veterans Affairs Office</i>	Government
<b>Toni Messina</b> , <i>Owner &amp; Attorney, Criminal Defense and Immigration</i>	Specialty Practice - Criminal Defense
<b>Hilary Bricken</b> , <i>Chair, Canna Law Group of Harris Moure</i>	Specialty Practice - Weed Law
<b>Matt Kaiser</b> , <i>Partner, Kaiser Le Grand &amp; Dillon</i>	Specialty Practice - White Collar
<b>Juggalo Law</b> , <i>Sports Law</i>	Specialty Practice - Sports Law
<b>Dan Harris</b> , <i>Attorney, Harris Moure</i>	Specialty Practice - China Law
<b>Kevin McKeown</b> , <i>President, LexBlog</i>	Legal Marketing
<b>Kevin O'Keefe</b> , <i>Founder &amp; CEO, LexBlog</i>	Legal Marketing
<b>Eric Turkewitz</b> , <i>Founding Partner, The Turkewitz Law Firm</i>	Legal Marketing
<b>Brian Tannenbaum</b> , <i>Partner, Tannenbaum &amp; Trost, LLC</i>	Legal Marketing
<b>Steve Dykstra</b> , <i>President, Keybridge Legal Recruiting</i>	Columnist - Canada
<b>Tamara Tabo</b> , <i>Head, Center for Legal Pedagogy at TSU</i>	Columnist - Politics in the Law
<b>Renwei Chung</b> , <i>Student, SMU Law School</i>	Columnist - Minority Issues
<b>Laurie Lin</b> , <i>Opinion writer, Charleston Daily Mail</i>	Columnist - Wedding Watch
<b>Will Meyerhofer</b> , <i>People's Therapist, A Quiet Room</i>	Columnist
<b>Mommy Dear</b> , <i>Biglaw Partner</i>	Columnist - Women's Issues
<b>Shannon Achimalbe</b> , <i>Former Solo</i>	Columnist - Career Development
<b>Harry Graff</b> , <i>Litigation Associate, Pite Duncan LLP</i>	Columnist - Legal TV
<b>Jeena Cho</b> , <i>Partner, JC Law Group PC</i>	Columnist - Mindfulness



# Audience & Reach

*Above the Law's readership is educated, affluent, and powerful. There are 1.25 million lawyers in the United States. Almost every lawyer in the U.S. reads ATL on a monthly basis.*

**1.1M**

Unique Monthly Visitors

**7M**

Monthly Pageviews

**35K**

Monthly Pageviews

## ***Demographics***

*Breaking Media reaches 3.5 million executives across the legal, financial, healthcare, energy and defense.*

Male .....	68%
Female .....	32%
Age (between 25-34) .....	39%
Age (over 35) .....	48%
HHI over 100K .....	51%
HHI over 150K .....	32%

## ***Media Engagement***

Mobile .....	35%
Smartphone .....	28%
Tablet .....	6%
Desktop .....	65%

## ***Social Reach***

Overall Social Reach .....	Up 60% 2014-2015
Twitter .....	90,000
Facebook .....	34,000
G+ .....	1,000
LinkedIn .....	2,000

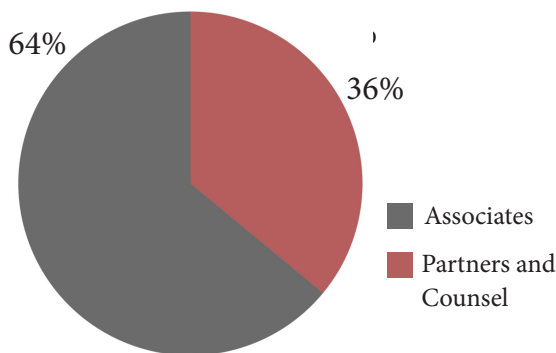
# Detailed Demographics

## Market Penetration by Field

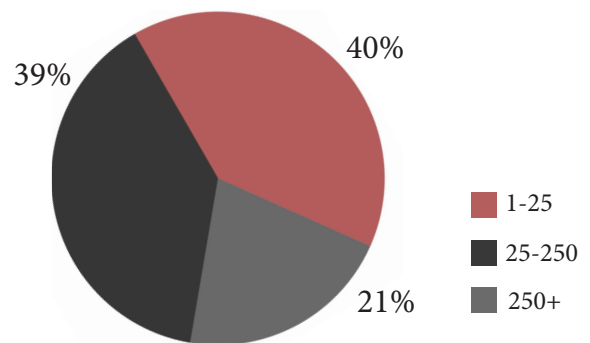


**44%**  
have significant  
or final say in final  
decisions at their job

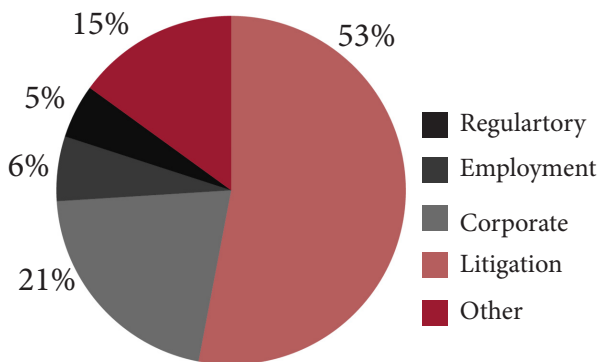
## Law Firm Readers



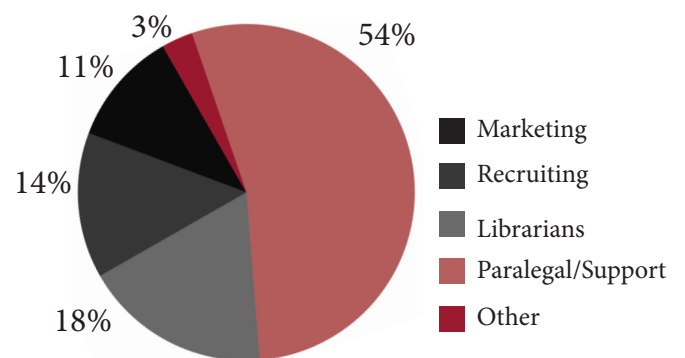
## Law Firm Size



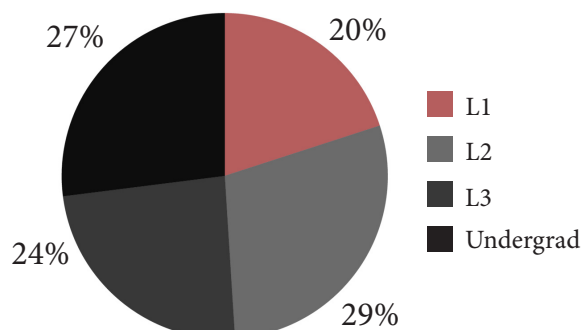
## Practice Areas



## Law Firm Admin



## Student Readers



## Sections

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Asia	Going Solo	Professional
Bankruptcy	Healthcare	Development
Bonuses	Intellectual Property	Rankings &
CLE	Lateral Market	Directories
Contracts	Legal Marketing	Start Ups & Disrupters
Corporate / Transactional	Litigation	Social Media
eDiscovery	Litigation Finance	Virtual Office
Energy	Mergers & Acquisitions	
Fashion Law	Practice Management	
Finance	Privacy & Cybersecurity	

## Channels

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Biglaw  
Small Law Firms  
Law Schools  
In-House Counsel  
Legal Technology  
Government  
Career Center

## Editorial Email Newsletters

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ATL Daily	35,000
Small Law	26,000
In-House	8,000
Partner	16,000
Asia	11,000
Legal Technology	10,000

## ***Programs*** .....

## ***Calendar*** .....

### **Top Law Schools** \_\_\_\_\_

**April**

The ATL Top 50 Law Schools are based on the premise that the relative quality of schools is a function of how they deliver on the promise of gainful legal employment.

### **Top Law Firms** \_\_\_\_\_

**October**

The Power 100 blends objective data points with feedback from over 20,000 members of the legal community. ATL law firm rankings are segmented into more than a dozen subcategories and speciality rankings.

### **Bonuses** \_\_\_\_\_

**February**

ATL tallies and reports yearly bonuses for top law firms. This definitive guide is the go-to resource for the industry.

### **Lateral Recruiting Report** \_\_\_\_\_

**Jan.-Feb.**

### **Law Revue March** \_\_\_\_\_

**April**

### **Guide for Summer Associates** \_\_\_\_\_

**May**

### **Bar Review Diaries** \_\_\_\_\_

**June**

### **Guide to On-Campus Interview** \_\_\_\_\_

**August**

### **Legal Tech Start Up Series** \_\_\_\_\_

**TBD**

### **Guide to Hang Your Own Shingle** \_\_\_\_\_

**TBD**

### **Conference Coverage- NALP, Legal Tech, ILTA, ACC, Avvo** \_\_\_\_\_

**TBD**

### **Interrogatories** \_\_\_\_\_

**TBD**

### **Law Firm Benefits** \_\_\_\_\_

**TBD**

### **Human Capital Intelligence Reports** \_\_\_\_\_

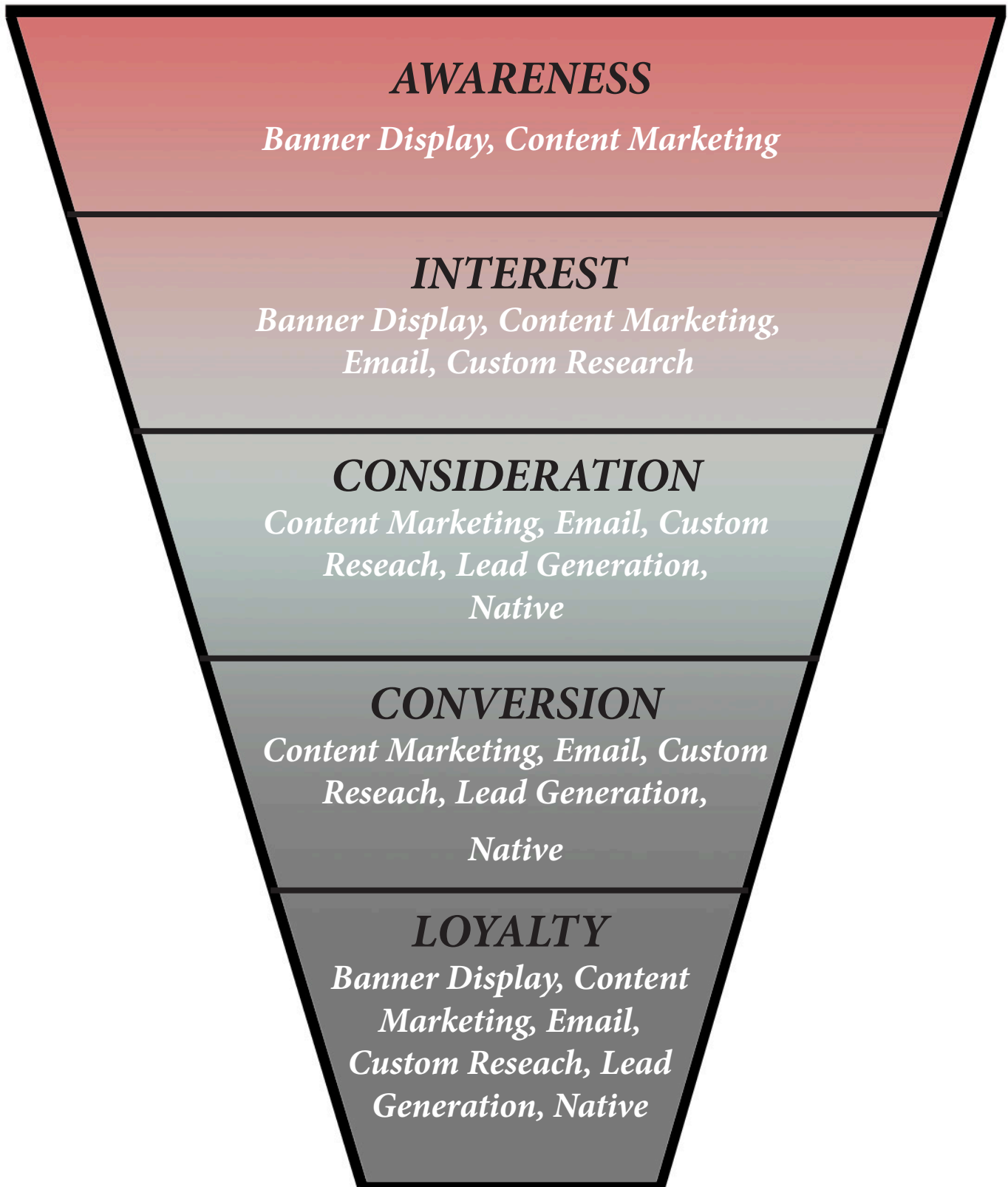
**Ongoing**

### **#tbt Throwback Technology** \_\_\_\_\_

**Ongoing**



## Decision-Making Funnel



# Marketing Solutions (cont')

MENU


ABOVE THE LAW

EDISCOVERY COSTS TOO HIGH? CUT THEM IN HALF. HERE'S HOW. [VIEW A WEBINAR](#) [READ A WHITE PAPER](#) DISCO [www.cdisco.com](#)


BIGLAW SMALL LAW FIRMS LAW SCHOOLS IN-HOUSE COUNSEL LEGAL TECHNOLOGY GOVERNMENT CAREER CENTER

← Leaderboard Banner


Attention Law Students: Apply to participate in the ATL BARRR! Effective Communication Challenge.




**10TH CIRCUIT, BENCHSLAPS, FEDERAL JUDGES**  
**Benchslap Of The Day: No More Mr. Nice Guy**  
By DAVID LAT  
"At some point, this court has a duty to do more than observe, record, and warn. It has a duty to act."  
23 Comments / 46 Shares / Mar 27, 2015 at 1:38 PM




**Agency Capture: Advice**  
By STEVEN D. GARRIN  
10 Comments / 9 Shares / at 2:29 PM



**Criminally Yours: Domestic Violence Is No Laughing Matter**  
By TONI MESSINA  
10 Comments / 15 Shares / at 1:46 PM



**Want To Work In-House At Apple? Go To These Law Schools**  
By STACI ZARETSKY  
17 Comments / 22 Shares / at 1:44 PM



**Demanding Sex For Legal Services Frowned Upon In Indiana**  
By JOE PATRICE  
8 Comments / 38 Shares / at 12:30 PM

**BIGLAW, IN-HOUSE COUNSEL, PARTNER ISSUES**  
**'Accommodation Practices' At Law Firms Versus Career Paths In-House**  
By MARK HERMANN  
What is an "accommodation practice," and what does being in one mean for your career prospects? In-house columnist Mark Hermann explains.  
2 Comments / 24 Shares / at 11:45 AM

← Middle Box

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**SPONSORED CONTENT**  
**Title: ACA 5 Year Anniversary – Top 5 Issues in Medicare & Medicaid**  
A goal of the Patient Protection and Affordable Care Act is to provide quality, affordable healthcare for all Americans. Now in its 5th year, how much progress has been made in Medicare and Medicaid? Download Wolter's Klauer's Special Report Here.  
WOLTERS KLAUER

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**BIGLAW, BONUSES, MONEY**  
**Associate Bonus Watch: Associates At Covington Covet Their Neighbors' Bonuses**  
By DAVID LAT  
Bonus news being announced this late can't be good, right?  
26 Comments / 13 Shares / at 10:49 AM

**BONUSES →**  
**Associate Bonus Watch: Furious Associates At Covington Covet Their Neighbors' Bonuses**  
Bonus news being announced this late can't be good, right?  
**Associate Bonus Watch: Staff Bonus Watch: Open Thread (Kicked Off By Critic And Women & Elans)**  
**Associate Bonus Watch: Which Firm Just Issued Supplemental Bonuses?**  
**Quinn Emanuel's New Marketing Initiative: An Interview With John Quinn**

**CHINA, CONTRACTS**  
**How To Negotiate With Chinese Companies (Part II)**  
By DAN HARRIS  
What are some negotiating techniques commonly used by Chinese companies when negotiating against foreign companies?  
17 Shares / at 10:06 AM

**MORNING DOCKET**  
**Morning Docket: 03.30.15**  
By STACI ZARETSKY  
\* Talk about a Friday news dump! In case you missed these high-profile rulings, Amanda Knox was acquitted of murder charges in Italy (for the second time), and Ellen Pao lost her discrimination case against Kleiner Perkins. [WSJ Law Blog]  
\* Use this slideshow to compare how North Carolina law schools are doing in terms of job placement. Duke was on top, and NCU was dead last. Bonus: There were very few school-funded jobs to step out of the data — the numbers were just that bad on their own. [Triad Business Journal] (more...)  
15 Comments / 27 Shares / at 9:07 AM



Amanda Knox

← Sponsored Content

**DEATH PENALTY, POLITICS**  
**Is Death By Firing Squad 'Cruel And Unusual'? Try Asking Someone Who's Been Given The Choice**  
By T OMBAS TABO  
After looking at the death penalty through the eyes of those facing it, alternatives to lethal injection, even the firing squad, might not look quite so objectionable.  
42 Comments / 56 Shares / Mar 27, 2015 at 6:24 PM


**SPONSORED CONTENT**  
**What Do Lawyers And Celebrities Have In Common?**  
Besides their good looks and fame, they're also increasing their focus on data security. In the wake of "Celebrity" the Sony Pictures hack, and nearly daily data breaches targeting massive corporations to individuals, law firms are finally recognizing the importance of bringing their cybersecurity policies up to speed.  
JOSHUA LENON


**RECENT JOBS**  
**Corporate/M&A Or Private Equity Attorney**  
Location: Kuwait, Kuwait  
posted by EWS  
**Thema Bar Review - Director**  
Location: Various Locations, Texas  
posted by Thema Bar Review  
**Real Estate Attorney (In-House), Abu Dhabi, UAE**  
Location: Abu Dhabi, United Arab Emirates  
posted by EWS  
**Mid-Level Senior Real Estate Associate Attorney**  
Location: New York, New York  
posted by Kinney Recruiting LLC  
**Mid-Level to Senior PE/M&A Associate Attorney**  
Location: New York, New York  
posted by Kinney Recruiting LLC


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Section Column →


**SECTIONS**

**LEGAL MARKETING →**  
  
Law Firms: Stop Wasting Time Driving Traffic to Your Website

**LITIGATION FINANCE →**  
  
Private Equity And Litigation Finance

**TECHNOLOGY →**  
  
Technology-Assisted Review: Please Show Me Your Seed Set

**BAR EXAMS →**  
  
Ask The Professor: Why Do We Need The Bar Exam Anyway?

**EDISCOVERY →**  
  
Voicemail – The Forgotten Form of ESI Evidence

**LEGAL MARKETING →**  
Legal Ethics and Social Media: What Pre-Litigation Advice May an Attorney Provide to His or Her Client?

# Marketing Solutions (cont')

Webpage Screenshot

ABOVE THE LAW

23 COMMENTS 215 SHARES

The Top 10 Law Schools With The Most Heavily Indebted Graduates

Please Join Us Tomorrow For The ATL Converge Conference

Is Understanding Technology A Paralegal's Job Or An Attorney's Job?

Beyond Biglaw: The 30/10 Rule

Morning Docket: 03.17.15



Office Launches • Partner Acquisition • Staffing

The trusted partner for strategic law firm growth.

← Leaderboard - 100% share of voice

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Join us for ATL CONVERGE 2015 on March 18th in NYC. Click for det

Power 100 Firms Power 100 Offices Top Regional Offices



Law Firm Rankings

**Welcome to the ATL Power 100 Law Firm Rankings, presented by Kinney Recruiting.**

White-shoe? Prestige? Why do we rank law firms like we're sitting in a country club during the Eisenhower Administration? The ATL Power Firms are the ones that move the market. Today. These are the firms that set the pace on lawyer pay and compete for the wealthiest clients. These are the market leaders. In order.

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← Integrated Brand Attribution

Introduction Methodology Rankings 23 Comments

Let's be clear: in this market, the "best" law firm is the one that will employ you. If you have a job, congratulations, you're number one. But the methods for evaluating the large law firms that are best at the business of practicing law are stuck in the past. The new normal means new challenges for firms. Is bigger always better? More revenue sounds nice, unless the firm is overly reliant on a few rainmakers who can jump ship and leave the rest of the firm scrambling for clients. Surely, the last client who cared about white-shoe status is somewhere trying to find a new ribbon for his typewriter.

With these rankings, Above the Law is trying to capture the strength and relevance of major law firms in today's market. Who are the market leaders? Which firms are still making and retaining their partners? Where do you want to work? Power, post-recession, is about what you are, not what you used to be.

The Power 100 blends objective data points (changes in headcount over time, "homegrown" partners, and number of women partners) with subjective feedback from over 20,000 associates, partners, and other members of the legal community. The result is a more complete picture of each firm, encompassing employee satisfaction, compensation, reputation, desirability as an employer, and data-driven measures of firm growth. The Power 100 is meant to offer a new perspective on some of the most prestigious and wealthy firms by using a new rubric to show how they stack up against the competition.

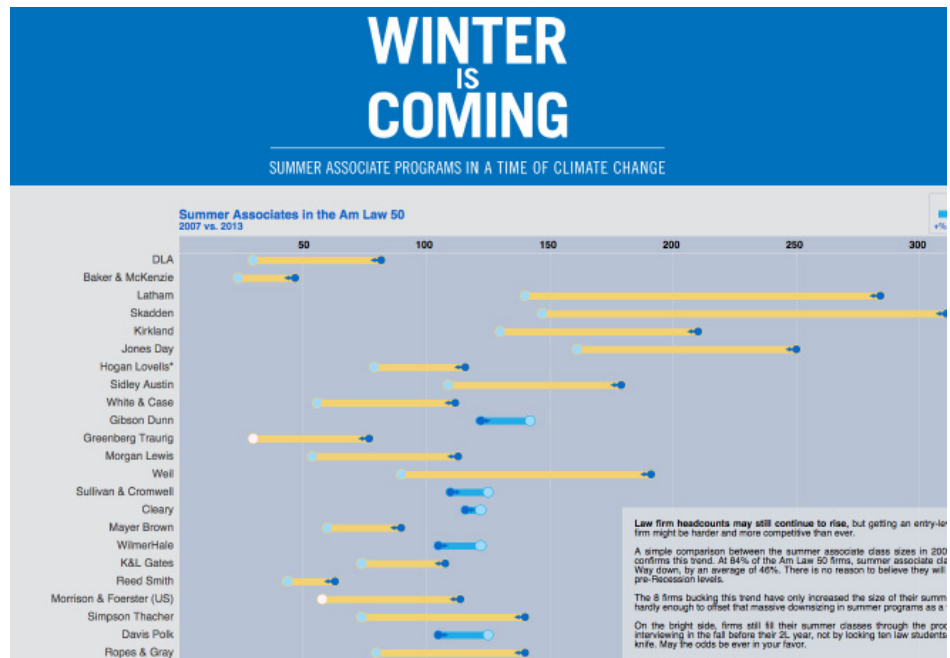
← Top Big Box - 100% share of voice

## The Power 100 Rankings

Rank	Firm	Score
1	Wachtell Lipton Rosen & Katz	83.39
2	Kirkland & Ellis	81.60
3	Davis Polk & Wardwell	81.36
4	Sullivan & Cromwell LLP	80.85
5	Paul, Weiss, Rifkind, Wharton & Garrison LLP	80.71

## Custom Research

The ATL Research Team has direct access to partners, associates, in-house counsel, government/non-profit attorneys, job candidates, law students and undergraduates within our audience. The team can survey your target audience quickly and efficiently to provide you with immediate feedback on your branding and recruitment programs. Each research project and report is custom.



## Custom Surveys

Research team works closely with client organizations to leverage ATL audience as research platform.

## Human Capital Intelligence

Subscription service providing real-time updates and monthly insider analysis for marketing and recruiting professionals.

## Rankings Products

Unique and innovative research methodologies applied to assess schools, employers, and other organizations.

## Infographics

Visual representations of proprietary and relevant third-party data.

## Job Listings

### Single Job Posting

45 day posting ..... \$200

10 Job Pack ..... \$1,500

Unlimited Job Feed ..... \$2,500

Premium Profile (for Firms / Schools only) ..... \$500

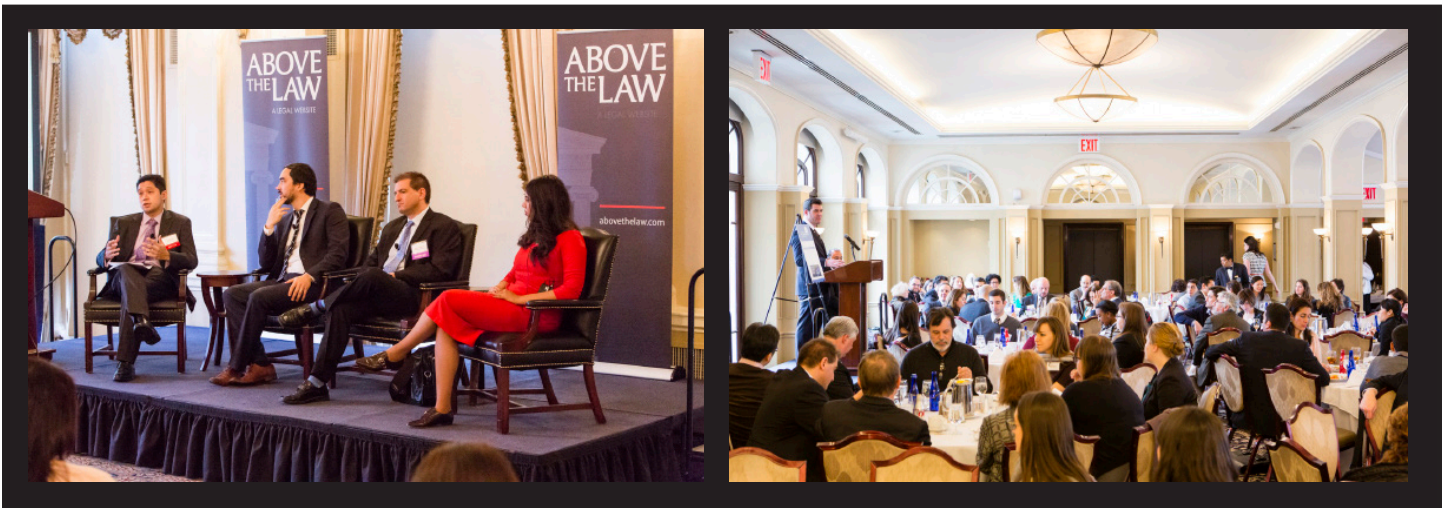


# Events

## CONVERGE

Converge is a conference to help lawyers navigate emerging trends in media and technology. CONVERGE will offer a mixture of insight and concrete applications through a day of panel discussions.

**Sponsorship ..... starts at \$5,000**



## Regional Events



### Law School Trivia

Editors host trivia for law students. Speaking opportunity available. Schools of your choice.

**Sponsorship ..... \$6,000**

### School Luncheon Debates

Editors will debate various topics on campus. Speaking opportunity available. Schools of your choice.

**Sponsorship ..... \$4,000**



### Networking Reception

3 hour evening event with panel/keynote on various topics from fashion law to SCOTUS Preview. Speaking Opportunities. Various Locations.

**Sponsorship ..... contact for rates**

### Custom Event

Event designed to reach client's audience and facilitate thought leadership.

**Sponsorship ..... contact for rates**

## Content Marketing

### Sponsored Post

Highlighted on ATL through every page of the site for 7 days, and promoted in the app + Facebook + Twitter. Utilize ATL's SEO power.

**Visibility:** *Approx. 1,000,000 impressions. 1,000-2,000 pageviews.*

**Rate** ..... **\$2,500**

### Premium Native Column

Published natively as a regular article on the homepage and corresponding channels + app + newsletter + Facebook + Twitter. Subject to editorial approval. Utilize ATL's SEO power.

**Visibility:** *Approx. 250,000 impressions. 2,000-5,000 pageviews.*

**Rate**..... **\$3,500**

### Section Column

Published natively as a regular article in the targeted channels and/or sections. Included in mobile app + newsletter + Facebook + Twitter. Subject to editorial approval.

**Visibility:** *Approx. 100,000 impressions, 500 pageviews.*

**Rate** ..... **\$300-\$1,000**

### Content Syndication

Targeted article promotion throughout the site.

**Visibility:** *Approximately 1,000,000 impressions.*

**Rate** ..... **\$1500 unlimited per/mon.**

## Banner Display

### Leaderboard Banner

728x90 (top). Can be targeted geographically, contextually.  
**Minimum buy: 150,000** ..... **\$15CPM**

### Top Big Box

300x600 (right rail). Can be targeted geographically, contextually.

**Minimum buy: 150,000** ..... **\$15CPM**

### Middle Box

300x250 (right rail). Can be targeted geographically, contextually.

**Minimum buy: 500,000** ..... **\$5CPM**

### Middle Rectangle

560x200 (main edit well, second section of the page). Can be targeted geographically, contextually.

**Minimum buy: 300,000** ..... **\$8CPM**

### Tablet only

768x90, 1024x90, 728x1024, 1024x728.

Can be targeted geographically, contextually.

**Rate** ..... **\$15CPM**

### Smartphone only

320x50, 320x480, 480x320. Can be targeted geographically, contextually.

**Rate** ..... **\$15CPM**

### Homepage Takeover

All HP Positions - 5 units + background skin.

**Minimum buy: 24 hours ~ 450,000 impressions.**  
..... **\$6,000**

### Site Takeover

ALL Positions - 5 units + background skin

**Minimum buy: 24 hours ~ 1,250,000 impressions**  
..... **\$10,000**

### Interstitial

640x400. Frequency cap 1 / 48 hours. Can be targeted geographically, contextually.

**Recommended buy: 50,000 impressions.**  
..... **\$45CPM**



# Rates (cont')

## Email

### Direct Email Blast

Direct email blast to opt-in subscribers. Can be targeted geographically, contextually.

Up to 95,000 subscribers.

Rate ... \$3,500

### Daily Newsletter Sponsorship

728x90 Leaderboard, and 50 word excerpt above the first story.

Up to 35,000 subscribers

Rate ... \$1,500

### Small Law Newsletter

728x90 Leaderboard, and 50 word excerpt above the first story.

Up to 30,000 subscribers

Rate ... \$2,000

### In-House Newsletter

728x90 Leaderboard, and 50 word excerpt above the first story.

Up to 5,000 subscribers

Rate ... \$2,000

### Partner Newsletter

728x90 Leaderboard, and 50 word excerpt above the first story.

Up to 12,000 subscribers

Rate ... \$2,000

### Asia Newsletter

728x90 Leaderboard, and 50 word excerpt above the first story.

Up to 12,000 subscribers

Rate ... \$2,000

### Legal Tech Newsletter

728x90 Leaderboard, and 50 word excerpt above the first story.

Up to 5,000 subscribers

Rate ... \$2,000

## Native

### Section Exclusivity

Own all the display and content opportunities through key channel.

Minimum buy: 30 day sponsorship. \$4,000

Anticipated 300,000 impressions.

### Premium Native Column

Published natively as a regular article on the homepage and corresponding channels + app + newsletter + Facebook + Twitter. Subject to editorial approval. Utilize ATL's SEO power.

Visibility: Approx. 250,000 impressions. 2,000-5,000 pageviews.

### Research Products

Pair thought leadership with ATL's Data and receive exclusive branding in published research in HCI, Rankings, Stat of the Week, etc.

\$10,000, varies.

### Podcasts

## Lead Generation

### Custom Landing Page

Create your own section on ATL to promote products, feature content.

Minimum buy: 60 day sponsorship. \$2,500

### Webinars

Online event for highly targeted demographic. Can be hosted by ATL or sponsor.

### Quizzes / Challenges

Informational and entertaining challenges created in collaboration with subject matter experts.

### White Paper Download

Authoritative reports and guides bundling existing ATL content or leveraging ATL research capabilities.

# Contact Us

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THE LAW

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