LEGAL AFFAIRS is the award-winning national magazine whose influential readers play important roles at work and in their communities. Our audience includes top law students; leading lawyers, judges, and law professors; and important opinion-shapers from the worlds of business, government, and media.

LEGAL AFFAIRS bridges the gap between the academic law reviews and the popular legal press. We are the only magazine that, issue-in and issue-out, delivers intelligent and accessible articles on an extensive range of important legal topics.

LEGAL AFFAIRS is unlike the traditional legal trades. Our focus isn’t on money and gossip. Our passion is the drama of ideas, the forward thrust of the profession, and the thinkers and decision-makers who make legal stories come alive.

LEGAL AFFAIRS reminds readers why they became lawyers in the first place.

“AMERICA’S MOST INTERESTING LEGAL MAGAZINE.”
—THE WASHINGTON POST
LEGAL AFFAIRS LETS THE SMARTEST LEGAL MINDS DECIDE: WHO HAS THE LAST WORD ON GAY MARRIAGE? WHAT RIGHTS ARE WORTH SACRIFICING TO SAVE LIVES? WHERE WILL THE SUPREME COURT GO IN 2006? WHY CAN’T AMERICA PROTECT ITS PRISONERS?

LEGAL AFFAIRS READERS HAVE...

- Broken bread with the most eccentric judge in America
- Seen a prison riot through the eyes of a warden
- Studied Dante to reinvent the death penalty
- Heard the case for prostitution from the Hollywood Madam herself, Heidi Fleiss

LEGAL AFFAIRS IS YOUR PASSPORT TO...

- Iraq, where the rule of law comes from the barrel of a gun
- Rwanda, where everyone and no one is a war criminal
- Japan, where being on trial means being convicted
- Israel, where the high court spares terrorists from torture
LEGAL AFFAIRS HAS AN AGENDA. IT’S CONTENT. IN EVERY ISSUE WE SPEAR-HEAD THE DEBATE ON IMPORTANT LEGAL TOPICS BY PRESENTING, IN CLEAR AND COMPPELLING PROSE, THE VERY BEST LEGAL JOURNALISM FOUND ANYWHERE. OUR CONTRIBUTORS ARE CONSERVATIVE. OUR CONTRIBUTORS ARE LIBERAL. OUR CONTRIBUTORS FIND COMMON GROUND AS THOUGHT-LEADERS IN THE OPEN FORUM—THE INTELLECTUAL DMZ—THAT IS LEGAL AFFAIRS.

CONTRIBUTORS

LEGAL AFFAIRS offers a rich mix of perspectives and voices. Contributors range from star academics like Lawrence Lessig to outstanding judges like Richard Posner, award winning journalists like James Fallows, and Pulitzer Prize winning writers like Diane McWhorter.

CONTENT

LEGAL AFFAIRS includes witty commentary, illuminating narrative, and shrewd analysis—all designed to enlighten and entertain. Our regular coverage embraces an array of topics: legal ethics, law and technology, litigation and the courts, intellectual property, criminal justice, global law, and the business of the legal profession.

DESIGN

Form and function go hand-in-hand in LEGAL AFFAIRS. Each issue shimmers with art as powerful as the ideas we present. Our elegant and contemporary format makes the magazine an appealing showcase for advertisers and sponsors.
LEGAL AFFAIRS ENGAGES ELITE READERS. ITS SUBSCRIBERS INCLUDE MANAGING PARTNERS, CORPORATE COUNSEL, LAW STUDENTS, AND SUPREME COURT JUSTICES—A LEADING AUDIENCE OF DECISION-MAKERS AND OPINION-SHAPERS.

Our readers are:

**AFFLUENT**
Mean household income: $176,000
Mean total value of investments: $841,000

**SUCCESSFUL**
Professionals 81%
High-level management (such as CEO or owner) 41%

**INFLUENTIAL**
Often asked their opinion on political issues 67%

**INVOLVED**
*In the past 12 months, LEGAL AFFAIRS’ subscribers:*
Donated money to a political/non-profit organization 74%
Met with or wrote an elected official 65%
Served on a board or committee 48%

**LOYAL**
Average time spent reading each issue: 1.2 hours

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*A Powerful Universe*
Lawyers in the U.S.: 1,058,662
Law firms in the U.S.: 167,852
Law firms with over 50 attorneys: 776
Law students in the U.S.: 145,088

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2003 Legal Affairs Subscriber Study conducted by Readex, Inc.; ABA Market Research, 2003; ABA enrollment statistics, 2003; Census Bureau, 2001
Law student readers are:

**LOYAL**
Average time spent reading each issue: **1.4 hours**
Read 1/2 or more of each issue **84%**
Save their copies for reference **79%**

**CONNECTED**
Internet access **100%**
Cell phone **100%**
Personal computer **84%**

STUDENTS AT THESE TOP LAW SCHOOLS RECEIVE LEGAL AFFAIRS:

- Columbia University
- Cornell University
- Duke University
- Georgetown University
- George Washington University
- Harvard University
- New York University
- Northwestern University
- Stanford University
- University of California at Berkeley
- University of California at Los Angeles
- University of Chicago
- University of Michigan
- University of Minnesota
- University of Pennsylvania
- University of Southern California
- University of Texas at Austin
- University of Virginia
- Vanderbilt University
- Washington and Lee University
- Yale University

BY DISTRIBUTING DIRECTLY TO STUDENTS AT THE TOP LAW SCHOOLS, LEGAL AFFAIRS ENSURES THAT MORE THAN **10,000 FUTURE LEADERS** IN THE LAW READ THE MAGAZINE.
LEGAL AFFAIRS provides access to a powerful audience that you won’t reach through other publications.

We distribute approximately 30,000 copies of each issue of LEGAL AFFAIRS. With the magazine’s extensive readership through our website—it receives more than 3 million hits and nearly 120,000 unique visitors per month—we reach a projected readership each bimonthly issue of about 150,000.

LEGAL AFFAIRS is distributed to paid subscribers across the country and through newsstands and bookstores, including Barnes & Noble, Borders, and Waldenbooks.

Our targeted circulation programs generate an exceptionally loyal base of subscribers who are lawyers, law students, and other professionals. LEGAL AFFAIRS’ complimentary subscription programs deliver the magazine to federal judges, leading partners at the nation’s top firms, and in-house counsel at Fortune 500 companies.

LEGAL AFFAIRS’ WEBSITE

The magazine’s free website, www.legalaffairs.org, has generated a strong readership of top lawyers and law students.

The site’s sophisticated design enhances its unique content, which includes one of the most popular legal weblogs in the country, Howard J. Bashman’s How Appealing. The weekly Debate Club brings together legal scholars, practitioners, and journalists to discuss current issues in the law.

LEGAL AFFAIRS’ website reaches 120,000 unique visitors each month—a ten-fold increase since 2003.
LEGAL AFFAIRS’ sponsorship programs are powerful tools for branding, client development, and recruiting. They provide your firm with exceptional access to the magazine’s influential readers, including:

- General counsel and top deputies at Fortune 500 corporations
- Students at the leading national and regional law schools
- Upper management and C-level administrators at the nation’s leading law firms

Sponsors are highlighted in advertising in the print magazine, on our website, in letters to subscribers, and in outreach materials. Each exclusive program can be tailored to your marketing and recruiting needs.

A SAMPLING OF OUR PARTNERSHIP PROGRAMS:

**DEBATE CLUB SPONSORSHIP**
Become the sponsor of our popular online feature, *Debate Club*, daily exchanges between pairs of respected experts who explore pressing legal questions. Sponsoring *Debate Club* will put your name and message in front of more than 120,000 legal leaders and law students each month.

**DIVERSITY LAW & JOURNALISM INTERNSHIPS**
Highlight your firm’s commitment to diversity by sponsoring internships at LEGAL AFFAIRS for minority law students. Candidates will be recruited through outreach to law schools and student groups.

**CORPORATE COUNSEL LEADERSHIP PROGRAM**
Giving gift subscriptions of LEGAL AFFAIRS to current and potential clients will distinguish your firm as one that is committed to promoting the best values of the legal profession. The program includes advertising in the magazine and insertion of your firm’s materials in individual issues of the magazine.

**INTERNATIONAL LAW & JUSTICE REPORTING PROGRAM**
Sponsoring our award-winning coverage of international issues presents the perfect opportunity to forge a connection with influential corporate counsel and legal readers.

**LAW STUDENT LEADERSHIP PROGRAM**
Join us in sponsoring free subscriptions of LEGAL AFFAIRS to law students, providing a high-quality showcase for your recruiting messages. The program can be tailored to fit your firm’s recruiting goals, from targeting students in particular geographic regions to reaching minority students.
SPONSORSHIP OF THE LEGAL AFFAIRS WRITING CONTEST FOR LAW STUDENTS

Sponsorship of a LEGAL AFFAIRS program is a powerful tool for branding as well as marketing.

For example, the Marbury Institute of the law firm DLA Piper Rudnick Gray Cary US LLP sponsors the annual LEGAL AFFAIRS WRITING CONTEST FOR LAW STUDENTS. The partnership provides the law firm direct access to talented law students at every accredited law school in the country.

LEGAL AFFAIRS is helping DLA Piper achieve its marketing goals through an intensive, targeted outreach campaign that highlights the firm’s sponsorship of the contest.

THE CAMPAIGN INCLUDES:

• Mailing posters and information packets announcing the contest and the firm’s sponsorship to key contacts at 185 ABA-accredited law schools

• Sending more than 10,000 e-mail messages about the contest and the firm’s sponsorship to students, professors, and administrators at law schools

• Placing advertisements that announce the contest and highlight the firm’s sponsorship in LEGAL AFFAIRS, The New Yorker, The New Republic, and other publications

“IT IS A SOURCE OF GREAT PRIDE FOR OUR FIRM THAT WE ARE DOING OUR PART, THROUGH OUR SPONSORSHIP OF THE LEGAL AFFAIRS CONTEST, TO ENCOURAGE CLEAR, PERSUASIVE WRITING ABOUT THE LAW.”

—Jeffrey Liss, co-managing partner, DLA Piper Rudnick Gray Cary US LLP
LINCOLN CAPLAN, Editor & President
Lincoln Caplan has been on the staffs of *The New Republic*, *The New Yorker*, and *U.S. News & World Report*, where he served as a top editor. He is the author of five books, including *Skadden: Power, Money, and the Rise of a Legal Empire* and *The Tenth Justice: The Solicitor General and the Rule of Law*. Mr. Caplan is also Knight Senior Journalist at Yale Law School and a lecturer in law and in English at Yale University. He has received the ABA’s Silver Gavel Award and a Guggenheim Fellowship, among other honors. Mr. Caplan is a graduate of Harvard Law School and a former White House Fellow.

LISA SMITH, Vice President
Lisa Smith helped launch the magazine and served as publisher and publishing director for three years. Before joining LEGAL AFFAIRS, she worked for *U.S. News & World Report*, where she managed special projects for the magazine and its website. She has served as a senior advisor at the U.S. Department of Education, and has taught at Georgetown University and at Chiang Mai University in Thailand. She holds an M.S. from Georgetown University.

LEGAL AFFAIRS “INVIGORATES THE LAW AND AMERICAN LIFE.”
—David Boies and Jonathan Schiller, founding partners of Boies, Schiller & Flexner LLP
REYNOLDS HOLDING, Senior Editor

Reynolds Holding was a legal columnist and investigative reporter for the San Francisco Chronicle for 12 years. He also practiced law at Debevoise & Plimpton, specializing in securities offerings and financings for large industrial projects. In 1999, Mr. Holding was a Pulitzer Prize finalist for a series of stories on the dangers of medical needles. He is a graduate of Duke University School of Law.

NADYA LABI, Senior Editor

Nadya Labi was previously a writer at Time magazine, where she covered social issues and the law. This year she was awarded the Casey Medal for Meritorious Journalism for a story that appeared in Legal Affairs. She earned a master’s degree from Yale Law School as a Knight Journalism Fellow.

Michael Steinberger, Senior Editor

Michael Steinberger was previously a senior correspondent for The American Prospect and a contributing editor for the Financial Times. He has served as a senior editor at Foreign Policy and has written for The New York Times Magazine, The New Yorker, Slate, The Economist, Lingua Franca, and The New Republic.

NICHOLAS THOMPSON, Contributing Editor


“YOU’VE PULLED OFF SOMETHING REMARKABLE . . . OF IMMENSE VALUE.”

—Cullen Murphy, The Atlantic Monthly
LEGAL AFFAIRS’ board is composed of some of the country’s best-known lawyers, judges, journalists, and business experts, including:

- **Seth Waxman**, Chairman – Former U.S. Solicitor General and now a partner with the law firm Wilmer Cutler Pickering Hale and Dorr

- **Patti Saris** – U.S. District Court Judge, District of Massachusetts

- **Jamie Gorelick** – Member, 9/11 Commission, former U.S. Deputy Attorney General, and now a partner with Wilmer Cutler Pickering Hale and Dorr

- **Lewis Kaden** – Partner with Davis Polk & Wardwell and a professor at Columbia Law School

- **James Fallows** – National Correspondent of *The Atlantic Monthly*

- **Douglas Smith** – Former co-leader of McKinsey’s worldwide organization practice and now a top consultant and author

“CASTS AN INTELLIGENT EYE OVER A BROAD AND SPACIOUS INTELLECTUAL TERRAIN.”

—*The Nation*
LEGAL AFFAIRS has been warmly embraced by readers and critics alike. Well-respected media outlets have been generous in their praise, and leading lawyers have responded with excitement and enthusiasm.

LEGAL AFFAIRS “invigorates the law and American life.”
—David Boies and Jonathan Schiller, founding partners of Boies, Schiller & Flexner

Named one of the BEST MAGAZINES IN THE COUNTRY: For “extraordinarily topical articles about the law’s long reach into our living rooms and psyches, this magazine has become a MUST.”
—Chicago Tribune

“An insightful, creative, and unconventional publication.”
—Jami Floyd, ABC News

“Lawyers who wish to understand what they do for a living through the prism and larger context of society as a whole—the best lawyers—will find LEGAL AFFAIRS INDISPENSABLE.”
—Jeffrey Liss, co-managing partner, DLA Piper Rudnick Gray Cary US LLP

“By far the best legal magazine in the business.”
—Nat Hentoff, The Village Voice

LEGAL AFFAIRS’ “writing is superior and the topical variety amazing . . . it goes deeper than the familiar legal discussions of the issues, and far beyond what we think of as a legal publication.”
—Legal Information Alert

“Entertaining as well as informative.”
—“The Biz,” CNN-FN

“American’s Most Interesting Legal Magazine.”
—The Washington Post

WINNER:
National Headliner Award for Feature Writing
WINNER:
Casey Medal for Meritorious Journalism
WINNER:
Silver Ozzie Award for Best Design of a New Magazine
### Rate Card

**Effective January 1, 2006**

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|        | $5,820    | $3,490   | $2,330   | $4,425   | $5,820| $5,600| $5,500| $5,330| $5,060|
|        | $5,700    | $3,400   | $2,280   | $4,330   | $5,700| $5,500| $5,400| $5,230| $4,970|
|        | $5,520    | $3,310   | $2,210   | $4,200   | $5,520| $5,400| $5,250| $5,090| $4,840|
|        | $5,220    | $3,130   | $2,090   | $3,970   | $5,220| $5,130| $5,050| $4,890| $4,660|

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|        | $7,000    | $4,900   | $3,500   | $5,600   | $7,000| $6,800| $6,650| $6,440| $6,090|
|        | $6,800    | $4,750   | $3,400   | $5,430   | $6,800| $6,600| $6,450| $6,250| $5,930|
|        | $6,650    | $4,655   | $3,325   | $5,320   | $6,650| $6,500| $6,350| $6,150| $5,850|
|        | $6,440    | $4,510   | $3,220   | $5,150   | $6,440| $6,300| $6,150| $5,950| $5,650|
|        | $6,090    | $4,260   | $3,045   | $4,870   | $6,090| $5,800| $5,650| $5,450| $5,150|

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|        | $8,480    | $7,720   | $2,000   | $8,225   | $8,480| $8,060| $7,800| $7,520| $7,280|
|        | $8,225    | $7,490   | $1,950   | $7,950   | $8,225| $7,800| $7,600| $7,360| $7,120|
|        | $8,060    | $7,330   | $1,900   | $7,650   | $8,060| $7,600| $7,350| $7,100| $6,860|
|        | $7,800    | $7,100   | $1,840   | $7,450   | $7,800| $7,400| $7,150| $6,900| $6,660|
|        | $7,380    | $6,720   | $1,740   | $7,130   | $7,380| $7,000| $6,750| $6,500| $6,260|

**COVERS**

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Rates for educational, non-profit, recruiting, and publishing advertisers available upon request.

Contact Beth Schwanke at 203-789-1510 x14 or beth.schwanke@legalaffairs.org.

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Agency Commission: 15% of gross
Bleed: No extra charge
Rates and dates subject to change
SIZE OF ADVERTISEMENTS

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* Live area is 8 1/4” x 10 7/8”. With bleed, total dimension size is 8 1/2” x 11 1/8”.
Note: These specifications are subject to change. Mechanicals below are not to scale.


PREFERRED MEDIA

Please ensure that all document sizes are created to the mechanical specifications, with no internal crop marks. Full page bleed ads should be created to trim size, and artwork should be extended 1/8” beyond trim. Keep live matter 1/4” from all trimmed edges or 3/8” from bleed edge.

Please supply preflighted files as Macintosh format in QuarkXPress® or Illustrator®. Include all supporting files—high resolution images and fonts. PC files are acceptable as Illustrator® files with fonts converted to paths or native Photoshop® files at 300ppi. Acceptable media for file transfer are Zip, CD-ROM, or via e-mail to ilya.profatilov@legalaffairs.org. All files should be submitted in their native format and at the proper resolution. Electronic images should be supplied as an .eps or .tif format at 300ppi and as CMYK. All live artwork should be placed at no more than 120% or less than 80% of the actual size. Convert all colors to process separation including Illustrator® .eps files.

PROOFS

Contract proofs must accompany all ad materials. Acceptable contract proofs include Kodak Approvals, Digital Matchprints, and Iris Proofs (properly calibrated). Proofs must be made in accordance with SWOP standards. Publisher cannot guarantee reproduction of proofs that do not meet SWOP criteria.

FONTS

Include all fonts, both screen and printer (which includes fonts used in any imported .eps artwork unless those fonts have been converted to paths or outlines). Type 1 (postscript) fonts are preferred. If the font you need is available only as a TrueType (TT) font, please let us know when the job is submitted. In some instances, the conversion from TrueType to Type 1 can cause some reflow of text.

COLOR

Line screen: 150 line screen for 4/c; 133 line screen for b/w. Screen angles; cyan 75, yellow 90, magenta 45, black 15. Total density: Not to exceed 300% for a 4/c or 180% for b/w. PMS colors and fifth colors will be quoted on an individual basis.

SHIPPING

Please ship or e-mail files to Ilya Profatilov, Production Manager; Legal Affairs; 254 Elm St., New Haven, CT 06511; 203-789-1510 x21; ilya.profatilov@legalaffairs.org. A hard copy proof must be supplied for all ads.

CONTRACT & COPY REGULATIONS

All advertising rates and conditions are subject to change without notice. If an ad creates in the judgement of the Publisher the impression that it is editorial material, the word “advertisement” will be placed at the top of the ad. The Publisher assumes no liability for errors, or necessary omission of an advertisement for any reason whatsoever. Any condition on a contract or copy instructions that conflict with or vary from these provisions will not be binding on the Publisher. The Publisher shall not be subject to any liability whatsoever for failure to publish because of acts of God, work stoppage, accidents, fires, or other natural or unnatural occurrences which are outside and beyond the Publisher’s control.

Any order that specifies position is subject to the Publisher’s absolute right to determine actual position. All advertisements are accepted and published by the Publisher upon representation that the agency and advertiser are authorized to publish the subject matter, copy, and graphics contained therein. The advertiser and agent, in consideration for the publication of the advertisement, agree to indemnify and hold harmless the Publisher from any liability, loss or expense (including court costs and attorney fees) arising out of the publication of the advertisement. Advertising agencies agree to pay all charges for advertising placed at their request. In the event no payment is made by the advertiser, the Publisher has the authority to hold both the advertiser and agency liable for such monies due and payable to Legal Affairs.

Note: Production costs will apply for any files and/or proofs supplied that do not meet Publisher’s specifications. Ad materials will be held for six months and will be destroyed unless Publisher is notified otherwise in writing.
The magazine's website, www.legalaffairs.org, attracts a strong readership of top lawyers, law students, and other legal leaders. The site's sophisticated design enhances its unique content.

**BANNERS**

*Size:* 145 x 200 pixels  
*Placement:* Banners will appear on every page of legalaffairs.org, with the exception of the homepage  
*Cost:* $1,000 per month

JPEG or GIF files should be emailed to Beth Schwanke at beth.schwanke@legalaffairs.org; 203-789-1510, x14. If you would like to link the advertisement to a web page, please include the URL for that page.

The materials must be received by LEGAL AFFAIRS at least five days before you want the advertisement to appear on legalaffairs.org. No animation or rotating of ads permitted.

**E-NEWSLETTER AND DEBATE CLUB ALERT ADVERTISEMENTS**

*Size:* 35 words  
*Placement:* One monthly E-newsletter and four weekly Debate Club e-mail alerts  
*Cost:* $500 per month

Advertisements for LEGAL AFFAIRS’ E-newsletter and Debate Club alerts can be no longer than 35 words including the headline and any URLs. They must be in plain text (no bold, italics, underlining, or graphics).

Please send a Microsoft Word file to Beth Schwanke at beth.schwanke@legalaffairs.org; 203-789-1510, x14. The materials must be received by LEGAL AFFAIRS at least five days before you want the advertisement to appear in the monthly E-newsletter or the weekly Debate Club alert. E-newsletters are sent out on or just after the 15th of each month. Debate Club alerts are sent out each Tuesday.

"ENTERTAINING AS WELL AS INFORMATIVE."

—CNN-FN