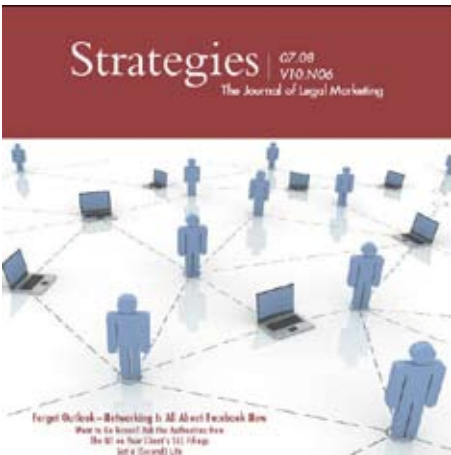


2008-2009 MARKETING OPPORTUNITIES

The Legal Marketing Association (LMA) strives to offer ongoing educational programs, publications and online communications to educate and inform our members about the changing legal marketing landscape. In doing so, LMA creates the ideal environment for service providers to engage LMA members in meaningful discussions about your products and services. LMA has also developed a variety of marketing channels that allow you the perfect opportunity to reach and influence LMA's 3,200 plus members.

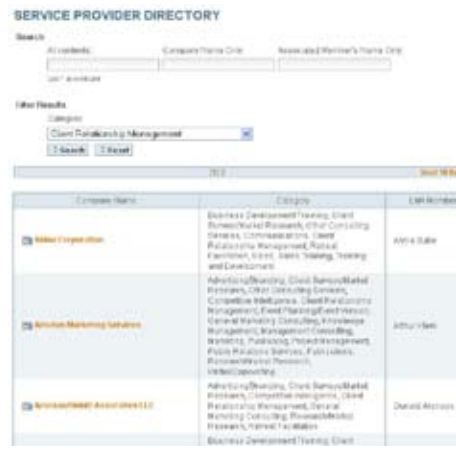
LMA MARKETING CHANNELS INCLUDE:



Strategies – The Journal of Legal Marketing
 LMA's monthly print publication (10 issues per year)



LMA Web Site
www.legalmarketing.org
 LMA's Web site attracts tens of thousands of visitors every month



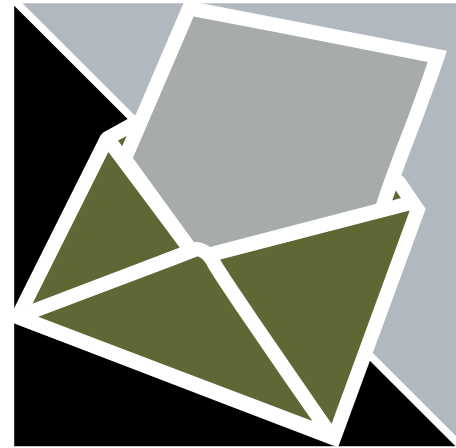
LMA Service Provider Directory
 Comprehensive directory of legal marketing service providers



LMA Educational Programs
 Sponsorship opportunities at LMA educational events



LMA Briefs
 LMA's monthly electronic newsletter



LMA Direct Marketing
 LMA member list rental

2008-2009 MARKETING OPPORTUNITIES

STRATEGIES – THE JOURNAL OF LEGAL MARKETING



Strategies: The Journal of Legal Marketing is published 10 times a year with combined issues in May/June and November/December. Strategies is distributed to LMA members as a professional development tool for those involved in law firm marketing. In addition,

it is distributed to others who support and write about this industry. The annual subscription fee is included in LMA members' dues.

More than 3,200 LMA members have come to recognize Strategies magazine as one of their most valuable member benefits. Seen as an insightful publication focused exclusively on the information needs of legal marketers, each Strategies issue is well read when it arrives and legal marketers keep the magazine for regular reference.

In each issue, Strategies offers practical, useful advice from leading peers, consultants and attorneys. Columns include:

"Ask the Authorities" This column brings together several authorities who offer their advice to a single question.

"The Ethical Marketer" This quarterly column by ABA ethics guru Will Hornsby offers guidance and insights on the day-to-day challenges legal marketers face.

"President's Podium" This is a regular column written by the LMA President on whatever theme he or she chooses.

LMA offers fractional and full-page advertising opportunities.

Looking to stand out from the crowd? Consider trying one of the custom publishing options LMA now offers, including:

- Belly Bands
- Custom Inserts
- Polybag

LMA 2009 ANNUAL CONFERENCE

April 1-4, 2009

Gaylord National Resort, National Harbor, MD
(just outside Washington, D.C.)

If you offer solutions and services across multiple specialties, the LMA conference is a logical focal point... The place where law firm marketing professionals and lawyers gather to network and learn about the latest developments in legal marketing and business development.

If you participate in a single event in 2009, this must be the one. The LMA conference is a premier selling opportunity, featuring quality attendees and a buyer profile unmatched by any other industry event. The 2008 LMA Annual Conference drew more than 1,150 attendees, with more than 800 law firm marketing professionals. The 2009 Annual Conference promises to continue to attract the best and brightest.

LMA offers both Exhibit and Sponsorship opportunities. But don't delay, this conference sells out every year!

THIRD ANNUAL LMA SENIOR MARKETERS' PROGRAM

April 1, 2009

Gaylord National Resort, National Harbor, MD

Senior marketers will not want to miss this program. For the first time, the LMA Senior Marketers' program will be held in conjunction with the LMA Annual Conference. Designed to satisfy the advanced educational and networking needs of legal marketers with more than 10 years experience, this program promises to help senior marketers cope with their rapidly changing environment.

QUICKSTART FALL AND SPRING PROGRAMS

November 10-11, 2008

Loews Hotel, Philadelphia

April 1, 2009

Gaylord National Resort, National Harbor, MD

LMA's popular QuickStart program is designed for (1) marketers with less than five years of experience inside law firms or (2) lawyers looking to enhance their marketing knowledge. This educational and entertaining program provides a comprehensive discussion of the marketing and business development issues faced daily by law firms.

Sponsorships opportunities for both programs include:
Registration Desk, Event Pens, Event Guide Binder, Event Padfolio, Networking Breaks, Gourmet Coffee Station, Name Badge Holders, Evening Reception

2008-2009 MARKETING OPPORTUNITIES

LMA WEB SITE (WWW.LEGALMARKETING.ORG)

LMA continues to add new content and features to its Web site that increase the value legal marketers and service providers enjoy when they visit. LMA now offers a variety of online advertising opportunities that will reach your target audience and ensure exposure to tens of thousands of visitors every month.

LMA offers banner ads (including animated ads) or text-only advertisements that will be placed in high-traffic locations on the public or members-only areas of the site. Normally, there will be no more than 4 ads on any page ensuring high visibility for your message.

Here are the major sections of the Web site where you can place your advertisement:

- LMA International Job Bank
- LMA Events
- LMA Service Provider Directory
- My LMA Landing Page (Members-Only area)
- LMA Member Directory (Members-Only area)

LMA SERVICE PROVIDER DIRECTORY

LMA's Service Provider Directory is the place to locate businesses that cater to legal marketing professionals. From advertising and blogs to video production and Web site development, the directory allows both members and visitors to focus their search by service category and a number of other factors.

LMA members' companies are entitled to a single basic listing that includes company name and address, LMA member contact information, and up to five service category designations.

INTRODUCING ENHANCED LISTINGS

With an enhanced listing, you can add a lot more information to your listing, including company logo, company description, as well as attachments such as sales/marketing related collateral, case studies or links to videos. i.e., Whatever content you have that might be of interest to LMA members. All of this content will be indexed and available via the site-wide search to all users.

This enhanced listing is available to LMA members for a \$750 annual fee. Those companies that secure an enhanced listing will also be featured for a two week period on the LMA home page under the Service Provider Spotlight.

2008-2009 MARKETING OPPORTUNITIES

LMABRIEFS

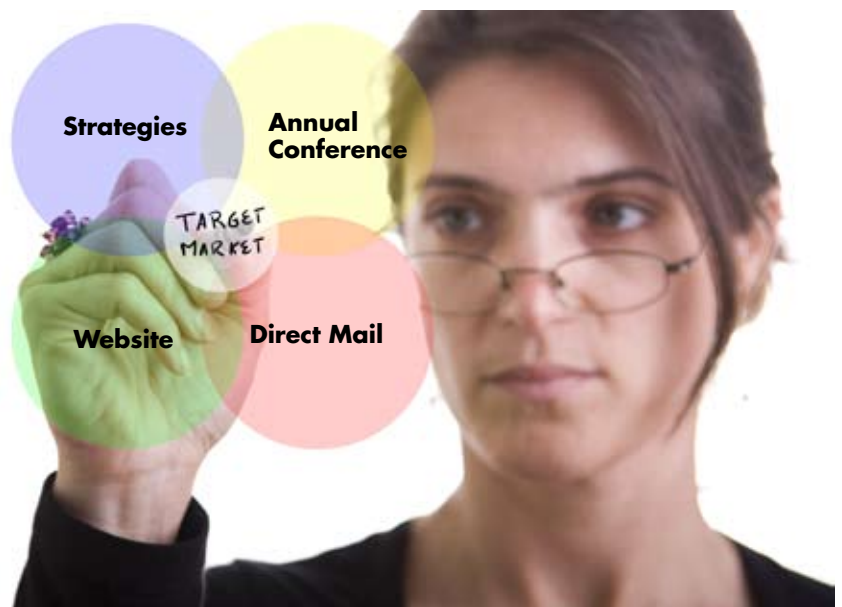
LMABriefs is the official monthly e-newsletter of LMA International. Distributed to all active LMA members (approximately 3,000 and growing), LMABriefs is LMA's primary communications tool for sending out event notices, announcements and general LMA news. An archive of past editions of LMABriefs is stored online in the member's only Resource Center.

Banner ads and text only ads are placed at the top of the newsletter to ensure they are seen and read by our members. Detailed tracking allows advertisers to see how many readers clicked on their ads. LMABriefs is a great way to keep your name in front of LMA members without overextending your budget.



INTRODUCING LMA CUSTOM MARKETING BUNDLES

Now that you have seen all the different marketing channels that LMA has to offer, the question is how do you use some or all of these marketing channels to run a high impact, integrated campaign? That's easy; just set up an appointment (phone call) with Brett Wangman, LMA Director of Sales. Based on a thorough understanding of your marketing objectives and budget constraints, Brett will develop a Custom Marketing Bundle for you and your company.



FOR MORE INFORMATION, PLEASE CONTACT:

Brett Wangman
LMA Director of Sales and Technology
brettw@tcag.com
847.657.6717 ext 3060