



# 2012

## PARTNERSHIP OPPORTUNITIES

Your investment with LMA will get you in front of the unique audience of legal marketing professionals.

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# WHY LMA?

With a history spanning more than 25 years, the Legal Marketing Association serves the needs and maintains the professional standards of the men and women involved in marketing, business development, client service and communications within the legal profession. The authority of legal marketing, LMA also serves as a resource for practicing attorneys and law firm leaders looking to develop their practices and gain competitive advantage.

LMA is the universal voice of the legal marketing profession, an organization that brings together the full range of individuals in this unique sector to share their collective knowledge. One of the principal goals of LMA is to provide members vital and timely information and education on a wide variety of issues so that they may grow professionally as well as personally. At its core, LMA offers a forum where legal industry professionals working in marketing, business development, communications and client service can exchange ideas.

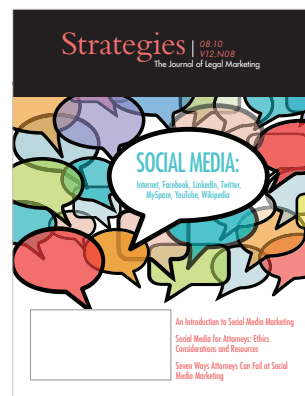
93  
PERCENT  
OF THE LARGEST 200 US LAW FIRMS  
EMPLOY AN LMA MEMBER.

# LMA IN PRINT

Take advantage of the power of print. A hardcopy, printed piece has longevity and heightened impact with audiences. Are you getting the mileage and brand awareness that you want? Consider partnering with LMA in print:

## **STRATEGIES: THE JOURNAL OF LEGAL MARKETING**

*Strategies* is published eight times a year, mailed to 2,100+ members and has a total circulation rate of 4,200. *Strategies* is used as a professional development tool for those involved in law firm marketing. A recognized and highly valued member benefit, *Strategies* is an insightful publication focused exclusively on the information needs of legal marketers. Ask about the additional customized options available including belly bands, inserts or polybags, to get even more exposure to this engaged readership.



**80%** OF READERS FIND USEFUL INFORMATION IN EVERY ISSUE.

**70%** OF READERS ARE INVOLVED IN PRODUCT PURCHASING DECISIONS.

**60%** OF READERS KEEP EACH ISSUE FOR FUTURE REFERENCE.

## **DIRECT MARKETING**

Get your product or service directly in front of LMA members via email or direct marketing with the opportunity to rent the membership list.

## **SALARY SURVEY**

LMA has undertaken the task of conducting an in-depth salary survey of all job level positions of its membership. The results of the survey will be distributed to the entire member population as a print piece. As an advertiser in the piece or a sponsor of the survey, you have the opportunity to communicate your product or message to a defined target audience.



# LMA ON THE WEB

We live in a fast-paced, rapidly changing world that relies on technology to keep us informed and connected. The legal marketing landscape is no stranger to change, making online communications and virtual knowledge-sharing the ideal way to stay informed. Use the numerous web-based advertising and marketing opportunities to gain brand awareness and connect with LMA members.

## LMABRIEFS

*LMABriefs* is the official monthly e-newsletter of LMA International. Distributed to all active LMA members, it is the primary communications tool for sending out event notices, announcements and general news.

## LMA WEBINARS

Legal marketing service providers possess critical subject matter expertise that can help a legal marketer excel at their wide range of responsibilities. Position yourself as an expert when you share your best practices with the LMA community.

## LMA WEBSITE

The website at [www.legalmarketing.org](http://www.legalmarketing.org) sees an average of 31,000+ visits per month. Grow your visibility and awareness by advertising on key sections such as Job Bank, Events and Member Directory.

Additionally, you can be part of the solution when you add your organization to the **LMA Service Provider Directory**. From advertising and blogs to video production and website development, the directory allows members and visitors to focus their search by service category. **With an enhanced directory listing**, you are able to upload noteworthy research, product samples and sales documents.

## LMA COMMUNITY

LMA Connect is an active network of hundreds of LMA members providing answers to industry-related questions and offering in-depth information on issues affecting the legal field. Use this advertising platform to deliver targeted exposure to your company's brand online and with every eGroup e-mail our members receive.

## QUICKSTART ONLINE

This comprehensive education program focuses on the key marketing and business development issues legal marketers face on a daily basis. QuickStart is specially designed for marketers with five or less years of experience inside law firms, generalists wishing to broaden their expertise or lawyers looking to enhance their marketing knowledge. The education sessions are challenging and provide attendees with practical skills and tools they can apply immediately.

# LMA IN PERSON

## LEADERSHIP CONFERENCE

The Leadership Conference brings together the leaders of LMA: board members, chapter presidents, and committee and task force chairs. The conference provides an opportunity for association leaders to build professional skills, exchange ideas and prepare LMA strategically for the upcoming year. The Leadership Conference will take place in October 2012 in Chicago, IL.

Face-to-face meetings and events are the ideal way to interact with potential clients, contacts and colleagues.

## LMA ANNUAL CONFERENCE

The LMA Annual Conference and exposition provides unparalleled education and access to top thought-leaders in the industry. A powerful way to build professional relationships and generate business opportunities, the LMA Annual Conference features an expo hall with the legal marketing industry's largest display of products and services.

Attended by senior legal marketing and business development professionals from some of the largest and best known law firms in the country, the 2012 LMA Annual Conference will attract the industry leaders and key decision makers from the legal community. The 2012 Annual Conference takes place March 14–16 at the Gaylord Texan in Grapevine, TX (Dallas-Ft. Worth area).

# LMA IS YOUR MAP TO SUCCESS

## THE LMA MARKET ADVANTAGE PROGRAM

We understand that not all budgets are created equal. LMA has developed the **Market Advantage Program** to ensure your needs are met with a customized package. As a service provider, you can connect with the LMA membership according to *your* terms and on *your* budget. Stay in front of LMA's audience with multiple, year-round touch points and receive a discount on your a la carte investment.

For questions and to receive your own customized MAP proposal, contact Kris Wolcott at (312) 673-4722 or send her an email at [kwolcott@legalmarketing.org](mailto:kwolcott@legalmarketing.org).

Partnership with  
LMA is your direct  
connection to  
legal marketing  
professionals.

## CREATE YOUR OWN—CUSTOMIZE YOUR MAP FOR BETTER RESULTS

Develop a custom MAP package to achieve your company's objectives. The following sample package will increase brand exposure to make a lasting impression with the LMA community:

- Eight insertions in *Strategies*
- One service provider produced webinar
- One use of membership list
- Enhanced Service Provider Directory listing on LMA website
- Button on Quickstart Online home page