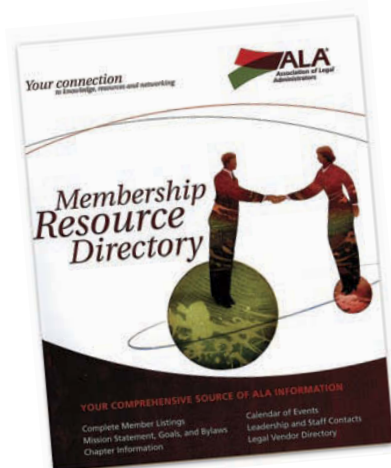


ALA MEMBERSHIP RESOURCE DIRECTORY

The Premier Network of Legal Professionals



Connect with nearly 10,000 legal professionals throughout the year by advertising in the *2010-2011 Membership Resource Directory*. Published annually in the spring, the directory is a vital resource that ALA members keep and refer to frequently. By advertising in the directory, you can build awareness of your company and its products – whether the scope of your business is local, regional, national, or global – and influence the professionals who make critical buying decisions for their law firms and legal departments.

Advertising Inquiries
Mohanna Sales
Representatives
 972.596.8777
info@mohanna.com

DISPLAY ADVERTISING SPECIFICATIONS AND RATES

Full-page, four-color ads are preferred for placement on the covers and on body pages in the front reference section of this publication. Space is limited and will be reserved on a first-come, first-served basis.

Overall publication trim size: **8.25" w x 10.875" h**

* Please note this publication's trim size is larger than that of *Legal Management* and *ALA News*. Advertisers in those publications who also wish to have placements in the 2010-2011 ALA Membership Resource Directory must supply new ad materials at the proper specifications. *

AD PAGE DIMENSIONS	
Full Page	7" x 10"
Full Page with Bleeds	8.75" x 11.5"

DISPLAY AD PRICES	
Cover 2 or 3	\$3,990
Cover 4	\$4,500
Inside Page	\$2,800
Mechanical Requirements and File Delivery	See <i>Legal Management</i> , page 7

ALA LEGAL MARKETPLACE ADVERTISING RATES

Print Basic Package – \$300 per year

- 1 Category
- Business-card size ad, B/W
- Logo
- Advertiser chooses the text

Menu of "add-ons"

- Second category – \$300
- Quarter page ad – \$600
- Half-page ad, horizontal – \$900
- Three or more additional categories – \$275 each

NEW! Digital/Print Packages

This new offering combines everything in the Print Basic Package with special Digital Options offered through the enhanced ALA Legal Marketplace online. For complete details about this exciting new online marketing platform, and how you can save money by combining your print ad placements with digital components, see page 12 of this Media Kit.

Purchase the 2010-2011 Membership Resource Directory:

If you wish to buy a copy of the directory upon its release, contact ALA at 847. 267.1252 or visit www.alanet.org and go to the "Resources for Vendors" section to download an order form.

Special Section

ALA LEGAL MARKETPLACE

Beyond display advertising in the front of the publication, the *ALA Membership Resource Directory* also offers the "ALA Legal Marketplace" directory section, which showcases legal vendors in a "Buyer's Guide"-style format. The black-and-white, business-card-like ads, sized at approximately 3.5" w x 2.175" h, are designed by ALA; vendors need only to supply text and a logo if desired.

Ad space deadline: March 30, 2010
Directory release date: Late May 2010