



Classified Advertising Rates

New York Law Journal

COLUMN SPECIFICATIONS

Column	Picas	Inches
1	9	1 1/2
2	18	3
3	28	4 5/8
4	38	6 3/8
5	48	8
6	58	9 5/8
7	68	11 1/4

280 agate lines per column | 7 column page

Classified Ad Minimum: 7 agate lines

Display Ad Minimum: 21 agate lines

All rates are based on consecutive insertions unless otherwise noted

DEADLINES

Agate: 11:00 a.m. one day prior to production

Display: 11:00 a.m. two day prior to production

BOX NUMBER SERVICE CHARGE

\$250 for mail, email and fax forwarding

Replies will be mailed daily and box number will remain in effect for 30 days.

Box charges are not commissionable

ADVERTISING RATES (ALL ADS WILL APPEAR ONLINE AND RUN CONSECUTIVELY UNLESS INDICATED)

ATTORNEYS WANTED ASSOCIATION DESIRED						
	1x	3x	5x	13x	52x (in 1 Year)	52x
	\$25.55	\$19.25	\$17.30	\$14.40	\$13.80	\$13.55
Monday Insertions Additional 3%	\$26.80	\$20.20	\$18.20			
NON-ATTORNEY EMPLOYMENT OPPORTUNITIES						
	1x	3x	5x	13x	52x (in 1 Year)	52x
	\$24.00	\$17.60	\$15.90	\$13.50	\$12.95	\$12.80
Monday Insertions Additional 3%	\$25.10	\$18.60	\$16.85			
SITUATION DESIRED						
	1x	3x	5x			
	\$16.00	\$13.60	\$12.80			
LEGAL RECRUITER						
	1x	13x	52x (in 1 Year)	52x	250x	
	\$18.30	\$10.10	\$10.00	\$9.20	\$8.20	
Monday Insertions Additional 3%	\$19.20					
HELP WANTED						
Add \$40 per day for online posting (\$75 for Monday)						
RESIDENTIAL REAL ESTATE						
	1x	5x	10x	52x	250x	
	\$25.60	\$12.90	\$10.50	\$9.50	\$3.45	

Continued on the next page

Contract and Copy Regulations

The advertiser and advertising agency assume liability, jointly and severally, for all content (including text representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the *New York Law Journal* or any of its affiliates. The advertiser and advertising agency grant to the *New York Law Journal* and its affiliates the copyright in the advertisement, including full control of any lawsuits arising out of any infringing use of the advertisement. *The New York Law Journal* shall carry the appropriate copyright notice in its name or the name of an affiliated entity. The advertiser and advertising agency agree, jointly and severally, to indemnify and hold the *New York Law Journal* and its affiliates harmless from all costs, expenses (including reasonable attorney's fees), liabilities and damages resulting from publication of any advertisement placed by the advertiser or the advertising agency.

To reserve your ad or for further information, contact

Leonie Christie-Halcond
Classified Manager
347.227.3145
347.227.3604 (fax)
lchristie@alm.com



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OFFICE/PROFESSIONAL REAL ESTATE						
	1x	3x	5x	25x	52x (in 1 Year)	250x
	\$21.00	\$16.80	\$15.14	\$12.60	\$11.70	\$10.60
Add \$30.00 per day for online posting						
BUSINESS OPPORTUNITIES/OTHER						
	1x	3x	5x	13x	25x	52x (in 1 Year)
	\$24.15	\$19.10	\$17.30	\$16.20	\$15.60	\$13.20
PRIVATE PARTY MERCHANDISE & SERVICES						
	1x	5x	25x	125x	250x	
	\$8.50	\$6.20	\$5.30	\$4.90	\$4.70	

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Type Chart

7 Point Type There are approximately 27 lower case characters per line and approximately 21 UPPER CASE characters per line (Counts as one billed line)

10 Point Type There are approximately 23 lower case characters per line and approximately 18 UPPER CASE characters per line (Counts as two billed lines)

12 Point Type There are approximately 19 lower case characters per line and approximately 15 UPPER CASE characters per line (Counts as three billed lines)

17 Point Type There are approximately 13 lower case characters per line and approximately 10 UPPER CASE characters per line (Counts as four billed lines)

22 Point Type There are approximately 10 lower case characters per line and approximately 7 UPPER CASE characters per line (Counts as five billed lines)

28 Point Type There are approximately 7 lower case characters per line and approximately 6 UPPER CASE characters per line (Counts as six billed lines)

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FOR A DISPLAY AD (with a picture of the property)

5 days + 2 additional days free **\$560**

10 days + 5 additional days free **\$830**

New York Law Journal Readers*

- Average \$382,000 in annual household income
- Average \$2.2 Million in household net worth
- 90% own their main residence
- Own residences with an approximate market value of \$901,600

* 2005 Readex Survey

MATERIAL REQUIREMENTS

ELECTRONIC FILES

Must be sent in the following formats and from MACINTOSH PLATFORM ONLY

- **Quark Xpress files** + fonts + ALL ART used in that Quark document (.tiff, .eps and others)
- **Adobe Photoshop files**— .psd, .tiff, .eps and .jpeg
- **Adobe Illustrator** (outline all fonts and include any linked or placed artwork)

- **.PDF files** can come from Macintosh or PC platforms, but PC fonts and Macintosh fonts do not match, so ALL FONTS MUST BE EMBEDDED IN THE .PDF ON EITHER PLATFORM.

- All of these files must be minimum 300 dpi.

- If they are color, then they must be CMYK. (CMYK is cyan, magenta, yellow, and black).

- No microsoft word documents please (as we must reset these in Quark and it is often impossible to match the clients settings for that ad).

FILM

If it is impossible to send electronic files in the above formats, film requirements are as follows:

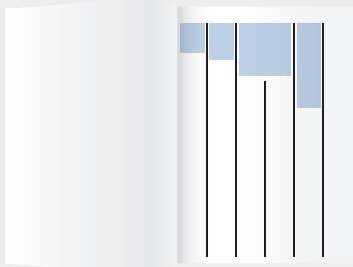
- 4-color (CMYK) or Black and White negative film separations, right reading emulsion down (please include color proof with film).

- SCREEN: 133

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AD SPECIFICATIONS



COLUMN WIDTH

- 1 column x 1 1/2 = 1 1/2" x 1 1/2"
- 2 columns x 2 = 3" x 2"
- 2 columns x 3 = 3" x 3"
- 1 column x 5 = 1 1/2" x 5"

Approximately 28 characters per line

DEADLINES

3:00 p.m. two business days prior to insertion

ADVERTISING RATES (ALL ADS WILL APPEAR ONLINE AND RUN CONSECUTIVELY UNLESS INDICATED)

LINE AD	7x	25x	52x	250x
Rate Per Line	\$7.40	\$4.75	\$4.20	\$3.30
1 COLUMN X 1 1/2 (1 1/2" X 1 1/2")				
	7x	25x	52x	250x
Total	\$1,090.15	\$2,514.50	\$4,611.50	\$17,304.00
Per Insert	\$155.75	\$100.50	\$88.60	\$69.20
2 COLUMNS X 2 (3" X 2")				
	7x	25x	52x	250x
Total	\$2,907.00	\$6,705.30	\$12,297.40	\$46,144.00
Per Insert	\$415.30	\$268.20	\$236.50	\$184.60
2 COLUMNS X 3 (3" X 3")				
	7x	25x	52x	250x
Total	\$4,360.60	\$10,057.95	\$18,446.00	\$69,216.00
Per Insert	\$622.00	\$402.30	\$354.70	\$276.85
1 COLUMN X 5 (1 1/2" X 5")				
	7x	25x	52x	250x
Total	\$3,633.85	\$8,381.60	\$15,371.70	\$57,680.00
Per Insert	\$519.10	\$335.30	\$295.60	\$230.70

Notes

- Introductory Bonus**
Get 10 free insertions if you purchase a 25-time ad
- Additional Charges**
Shading: \$50 per order
Borders: 2 lines per insertion
- All Ads are Pre-Paid**
Credit card, check, money order acceptable

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JANUARY 2010

	Special Report		Bonus Distribution	Closing Dates
4	<ul style="list-style-type: none"> Litigation 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions Litigation Support Managers and Practice Group Leaders at top NY law firms 	Dec. 29
11	<ul style="list-style-type: none"> Regulatory Reform 	Tabloid	<ul style="list-style-type: none"> Marketing Partner's Forum - January 13-15, 2010 - Palm Beach, FL Corporate Counsel, Governance and Compliance Officers at NY metro area companies & financial institutions 	
19	<ul style="list-style-type: none"> Real Estate Law & Practice 	Broadsheet	<ul style="list-style-type: none"> Members of the American Land Title Association (ALTA), New York Chapter GCs at New York metro area corporations, top developers and management companies 	
25	<ul style="list-style-type: none"> Trusts & Estates NY State Bar Annual Convention Issue 	Broadsheet	<ul style="list-style-type: none"> New York State Bar Annual Convention, January 25-30, 2010, New York, NY American Intellectual Property Law Association (AIPLA) Mid-Winter Meeting, January 27-30, 2010, La Quinta, CA 	

FEBRUARY 2010

	Special Report		Bonus Distribution	Closing Dates
1	<ul style="list-style-type: none"> Partnership <i>Directory of Top Metro Recruiters</i> <i>CLE Directory</i> 	Tabloid	<ul style="list-style-type: none"> LegalTech New York, February 1-3, 2010, New York, NY Corporate Counsel at the largest NY metro area companies & financial institutions Chief Recruiting Officers and Managing Partners at NY top 100 firms NALSC members & NALP members in the NY metro area 	Feb. 9
8	<ul style="list-style-type: none"> White Collar Crime-Enforcement Trends 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel, Governance and Compliance Officers at NY metro area companies & financial institutions 	
16	<ul style="list-style-type: none"> Litigation <i>Expert Witness Directory</i> <i>Litigation Support Guide</i> 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions Litigation Support Managers and Practice Group Leaders at top NY law firms 	Feb. 16
22	<ul style="list-style-type: none"> Personal Injury Quarterly 	Tabloid	<ul style="list-style-type: none"> Members of the New York State Trial Lawyers Association Members of the New York Academy of Trial Lawyers 	

MARCH 2010

	Special Report		Bonus Distribution	Closing Dates
1	<ul style="list-style-type: none"> Corporate Restructuring & Bankruptcy 	Tabloid	<ul style="list-style-type: none"> Members of the American Bankruptcy Institute (ABI) & National Association of Bankruptcy Trustees (NABT) 	Mar. 16
8	<ul style="list-style-type: none"> Antitrust 	Tabloid	<ul style="list-style-type: none"> LMA 2010 Annual Meeting, March 10-13, 2010, Denver, CO 	
15	<ul style="list-style-type: none"> Real Estate Law & Practice 	Broadsheet	<ul style="list-style-type: none"> MCCA 8th Annual CLE Expo, March 18-19, 2010, Chicago, IL Members of the American Land Title Association (ALTA), New York Chapter 	
22	<ul style="list-style-type: none"> Litigation 	Tabloid	<ul style="list-style-type: none"> ABA Techshow, March 25-27, 2010, Chicago, IL Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions Litigation Support Managers and Practice Group Leaders at top NY law firms 	
29	<ul style="list-style-type: none"> GCNY Guide: Labor & Employment Top NY Verdicts of 2009 	Tabloid Tabloid	<ul style="list-style-type: none"> NALP 2010, April 28-May 1, 2010, San Juan, PR Corporate Counsel at the largest NY metro area companies & financial institutions Members of the New York State Trial Lawyers Association Members of the New York Academy of Trial Lawyers 	

* Also appearing in The National Law Journal. Special sections appearing in both The National Law Journal and New York Law Journal are just 25% above standard rates.



APRIL 2010

	Special Report		Bonus Distribution	Closing Dates
5	<ul style="list-style-type: none"> ■ Entrepreneurs in the Law 	Tabloid	<ul style="list-style-type: none"> ■ National Association of Legal Search Consultants (NALP) members in the New York metro area 	Apr. 6
12	<ul style="list-style-type: none"> ■ Litigation: Global Dispute Resolution <i>Litigation Support Guide</i> 	Tabloid	<ul style="list-style-type: none"> ■ Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions ■ Litigation Support Managers and Practice Group Leaders at top NY law firms 	
19	<ul style="list-style-type: none"> ■ Asset Valuation 	Broadsheet	<ul style="list-style-type: none"> ■ In-House IP Counsel at Fortune 500 	
26	<ul style="list-style-type: none"> ■ Law Schools- Digital Edition 	E-Magazine	<ul style="list-style-type: none"> ■ Digital Bonus Distribution - 45,000+ subscribers to NYLJ, NYLawyer & GCNewYork websites 	

MAY 2010

	Special Report		Bonus Distribution	Closing Dates
3	<ul style="list-style-type: none"> ■ Law Day 	Broadsheet	<ul style="list-style-type: none"> ■ The Association of Legal Administrators (ALA) Annual Meeting, May 3-5, Boston, MA ■ BIO Annual Meeting, May 3-6, 2010, Chicago, IL ■ American Intellectual Property Law Association (AIPLA) Spring Meeting, May 6-8, 2010, New York, NY 	May 4
10	<ul style="list-style-type: none"> ■ Personal Injury Quarterly 	Tabloid	<ul style="list-style-type: none"> ■ Members of the New York State Trial Lawyers Association ■ Members of the New York Academy of Trial Lawyers 	
17	<ul style="list-style-type: none"> ■ Class Actions and Complex Litigation 	Tabloid	<ul style="list-style-type: none"> ■ International Trademark Association (INTA) Annual Meeting, May 22-25, Boston, MA ■ Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions ■ Litigation Support Managers and Practice Group Leaders at top NY law firms 	
24	<ul style="list-style-type: none"> ■ Labor & Employment 	Broadsheet	<ul style="list-style-type: none"> ■ Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions ■ Litigation Support Managers and Practice Group Leaders at top NY law firms ■ SHRM members in the NY metro area 	
tbd	<ul style="list-style-type: none"> ■ NYS Bar Exam Results 	Broadsheet		

JUNE 2010

	Special Report		Bonus Distribution	Closing Dates
7	<ul style="list-style-type: none"> ■ Associates: Career Development <i>Directory of Top Metro Recruiters</i> <i>CLE Directory</i> 	Tabloid	<ul style="list-style-type: none"> ■ SLA Annual Conference, June 13-16, 2010, New Orleans, LA ■ Chief Recruiting Officers and Managing Partners at NY top 100 firms ■ NALSC members & NALP members in the NY metro area 	June 8
14	<ul style="list-style-type: none"> ■ Litigation <i>Expert Witness Directory</i> <i>Litigation Support Guide</i> 	Tabloid	<ul style="list-style-type: none"> ■ Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions ■ Litigation Support Managers and Practice Group Leaders at top NY law firms 	
21	<ul style="list-style-type: none"> ■ Real Estate Law & Practice 	Broadsheet	<ul style="list-style-type: none"> ■ Members of the American Land Title Association (ALTA), New York Chapter ■ GCs at New York metro area corporations, top developers and management companies 	
28	<ul style="list-style-type: none"> ■ Corporate Restructuring & Bankruptcy 	Tabloid	<ul style="list-style-type: none"> ■ Members of the American Bankruptcy Institute (ABI) & National Association of Bankruptcy Trustees (NABT) 	

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JULY 2010

	Special Report		Bonus Distribution	Closing Dates
12	<ul style="list-style-type: none"> White Collar Crime- Detection, Prevention and Investigation 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel, Governance and Compliance Officers at NY metro area companies & financial institutions 	July 13
19	<ul style="list-style-type: none"> Litigation 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions. Litigation Support Managers and Practice Group Leaders at top NY law firms 	
26	<ul style="list-style-type: none"> Health Care Law 	Broadsheet	<ul style="list-style-type: none"> ABA Annual Meeting, August 5-8, 2010, San Francisco, CA 	

AUGUST 2010

	Special Report		Bonus Distribution	Closing Dates
9	<ul style="list-style-type: none"> Family Law 	Tabloid		Aug. 10
16	<ul style="list-style-type: none"> Litigation <i>Litigation Support Guide</i> 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions Litigation Support Managers and Practice Group Leaders at top NY law firms 	
23	<ul style="list-style-type: none"> Real Estate Law & Practice 	Broadsheet	<ul style="list-style-type: none"> Members of the American Land Title Association (ALTA), New York Chapter GCs at New York metro area corporations, top developers and management companies 	
30	<ul style="list-style-type: none"> Appellate Practice - Court of Appeals 	Tabloid	<ul style="list-style-type: none"> ABA Annual Meeting, August 5-8, 2010, San Francisco, CA 	

SEPTEMBER 2010

	Special Report		Bonus Distribution	Closing Dates
7	<ul style="list-style-type: none"> Personal Injury Quarterly 	Tabloid	<ul style="list-style-type: none"> Intellectual Property Owners (IPO) Annual Conference, September 12-14, 2010, Atlanta, GA Members of the New York State Trial Lawyers Association Members of the New York Academy of Trial Lawyers 	Aug. 31
13	<ul style="list-style-type: none"> Litigation 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions Litigation Support Managers and Practice Group Leaders at top NY law firms 	Sept. 7
20	<ul style="list-style-type: none"> Trusts & Estates 	Broadsheet		
27	<ul style="list-style-type: none"> Corporate Restructuring & Bankruptcy 	Tabloid	<ul style="list-style-type: none"> IBA October 3-10, 2010, Vancouver, Can Members of the American Bankruptcy Institute (ABI) & National Association of Bankruptcy Trustees (NABT) 	

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OCTOBER 2010

	Special Report		Bonus Distribution	Closing Dates
4	<ul style="list-style-type: none"> Litigation - E-Discovery Update 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions Litigation Support Managers and Practice Group Leaders at top NY law firms 	Space: Sept. 23 Material: Sept. 27
12	<ul style="list-style-type: none"> White Collar Crime 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel, Governance and Compliance Officers at NY metro area companies & financial institutions 	Space: Oct. 1 Material: Oct. 5
18	<ul style="list-style-type: none"> Law Firm Management Directory of Top Metro Recruiters CLE Directory Litigation Support Guide 	Tabloid	<ul style="list-style-type: none"> Association of Corporate Counsel (ACC) Annual Meeting, October 24-27, San Antonio, TX Chief Recruiting Officers and Managing Partners at NY top 100 firms NALSC members & NALP members in the NY metro area 	Space: Oct. 7 Material: Oct. 11
25	<ul style="list-style-type: none"> GCNY Guide - Global Business 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel, Governance and Compliance Officers at NY metro area companies & financial institutions 	Space: Oct. 14 Material: Oct. 18

NOVEMBER 2010

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	<ul style="list-style-type: none"> NYS Bar Exam Results 			
1	<ul style="list-style-type: none"> Personal Injury Quarterly 	Tabloid	<ul style="list-style-type: none"> Members of the New York State Trial Lawyers Association Members of the New York Academy of Trial Lawyers 	
8	<ul style="list-style-type: none"> Women in the Law 	Tabloid	<ul style="list-style-type: none"> Chief Recruiting Officers and Managing Partners an NY top 100 firms NALSC members & NALP members in the NY metro area 	
15	<ul style="list-style-type: none"> Litigation Expert Witness Directory 	Tabloid	<ul style="list-style-type: none"> Corporate Counsel & Heads of Litigation at NY metro area companies & financial institutions Litigation Support Managers and Practice Group Leaders at top NY law firms 	Nov. 9
22	<ul style="list-style-type: none"> Real Estate Law & Practice 	Broadsheet	<ul style="list-style-type: none"> Members of the American Land Title Association (ALTA), New York Chapter GCs at New York metro area corporations, top developers and management companies 	
29	<ul style="list-style-type: none"> Corporate Governance 	Broadsheet	<ul style="list-style-type: none"> Corporate Counsel, Governance and Compliance Officers at NY metro area companies & financial institutions 	

DECEMBER 2010

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6	<ul style="list-style-type: none"> NYLJ 100 Directory of Top Metro Recruiters CLE Directory Litigation Support Guide 	Tabloid	<ul style="list-style-type: none"> Chief Recruiting Officers and Managing Partners an NY top 100 firms NALSC members & NALP members in the NY metro area 	Space: Nov. 25 Material: Nov. 29
13	<ul style="list-style-type: none"> Corporate Restructuring & Bankruptcy 	Tabloid	<ul style="list-style-type: none"> Members of the American Bankruptcy Institute (ABI) & National Association of Bankruptcy Trustees (NABT) 	Space: Dec. 2 Material: Dec. 6

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