

Advertising with the National Law Review

Reach Your Audience

The [National Law Review \(NLR\)](#) reaches in-house and law firm attorneys and business professionals. We specialize in the following legal practice areas:

- [Antitrust Law](#)
- [Bankruptcy and Restructuring Law](#)
- [Biotech and Cleantech Law](#)
- [Construction and Real Estate Law](#)
- [Employment and Labor Law](#)
- [Environmental, Energy & Resource Law](#)
- [Family, Estates & Trusts Law](#)
- [Financial Services, Banking and Securities Law](#)
- [Health Care Law and Regulatory Issues](#)
- [Immigration Law](#)
- [Insurance, Reinsurance and Surety Law](#)
- [Intellectual Property Law](#)
- [Law Office Management and Marketing](#)
- [Litigation, Trial Practice and E-Discovery](#)
- [Media Law](#)
- [Tax Law](#)



Reach our business savvy and highly sought after audience who come to read legal analysis and opinions from the nation's premier law firms, corporations, law schools, regulatory agencies and professional associations. Our most frequent visitors are attorneys, accountants, business executives, claims professionals, human resource professionals, and upper and middle management.

Average Readership Numbers:

- **125,000+ Average Monthly Visits**
- **178,000+ Average Monthly Page Views**
- **152,000+ Average Monthly Unique Page Views**

Key demographics of the National Law Review's audience:

- an average age of 35-55
- advanced degree (over 67%)
- browse from work (over 65%)

Reaching over 100 countries each month, our audience is global. While 85% of our audience is U.S. based, we also have significant numbers of visitors from Canada, the United Kingdom, Australia, India, Germany and France.

The NLR's visitors come from all states, but the top 10 states include:

- California

- New York
- Illinois
- Texas
- Florida
- Pennsylvania
- DC
- Massachusetts
- New Jersey
- Ohio

(All information about our audience is from internal records and analysis)

About The National Law Review

One of the highest volume legal website in the U.S., the National Law Review compiles timely, well-researched articles submitted to us from [law reviews, law journals, law firm newsletters, bar associations and original thought leadership](#).

The National Law Review traces its roots back to 1888. The NLR's on-line platform was developed by in-house attorneys as no log-in legal news and research portal designed to capture legal trends as they emerge. The National Law Review is regularly cited by and linked to by other legal publications, government and educational institutions and by main-stream media. Meet our publication and editing team by [clicking here](#).

2013 Interactive Advertising Opportunities

Rates and Specifications

National Law Review (NatLawReview.com) Banner Advertising Rates

"A" Leaderboard (728x90)- Located on every page. Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.

"B" Top Banner (180x150)- Located on every page. Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.

"C" Rectangle (336x280)- Located on every page. Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.

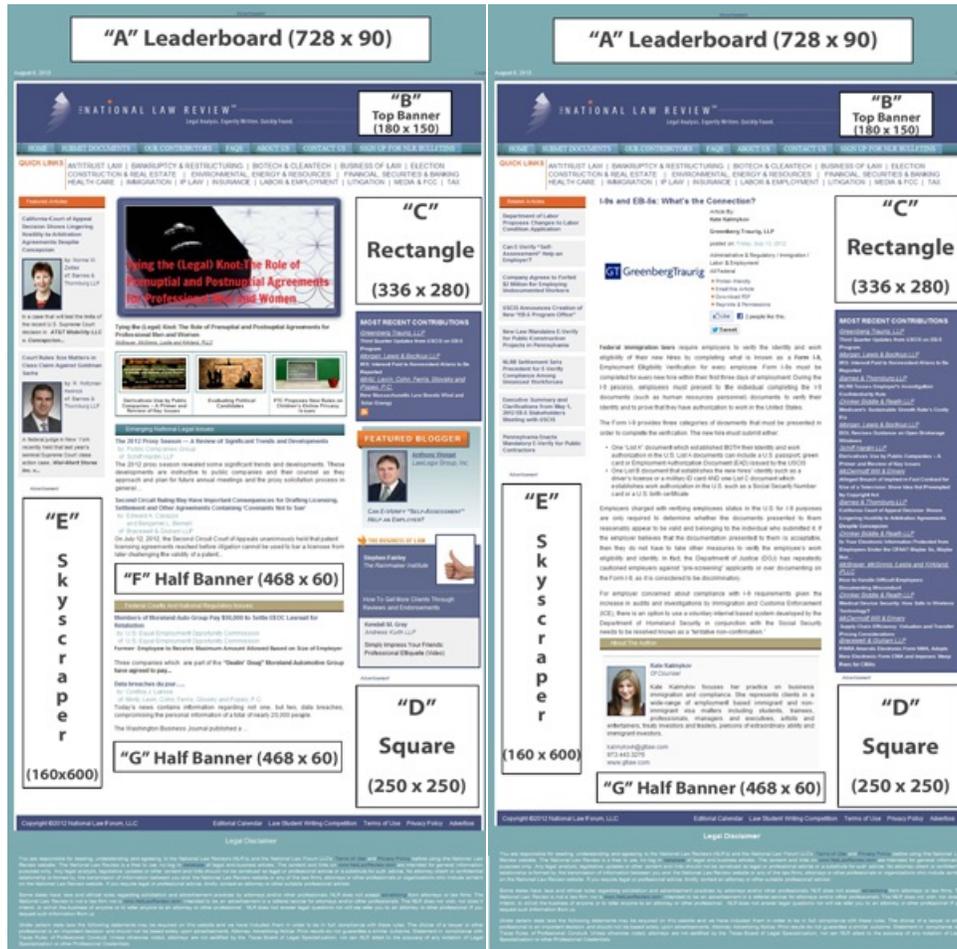
"D" Square (250x250)- Located on home page, author pages and all article pages. Ads display 100% of the time on indicated pages but can move up or down on the page.

"E" Skyscraper (160x600)- Located on home page and all article pages. Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.

"F" Half Banner Middle (468x60)- Located on home page only. Maximum ad rotation of three with an exclusive position

available for an upcharge. Email for exclusive pricing.

"G" Half Banner Bottom (468x60)- Located on home page and all article pages. Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.



Ads on the NLR Homepage

Ads on NLR Article Pages

Advertising Rates for the National Law Review (NLR) Ad Positions

Position	1-month rate	4-month rate	1-year rate
"A" Leaderboard (728x90)	\$1,000/month	\$950/month	\$900/month
"B" Top Banner (180x150)	\$800/month	\$750/month	\$650/month
"C" Rectangle (336x280)	\$1,000/month	\$950/month	\$850/month
"D" Square (250x250)	\$700/month	\$650/month	\$600/month
"E" Skyscraper (160x600)	\$650/month	\$550/month	\$450/month
"F" Half Banner Middle (468x60)	\$400/month	\$350/month	\$300/month
"G" Half Banner Bottom (468x60)	\$300/month	\$250/month	\$200/month

National Law Forum Blog (NationalLawForum.com) Banner Advertising Rates

Advertising Rates for the National Law Forum (NLF) Ad Positions

Position	1-month rate	4-month rate	1-year rate
Premium Box (300x250)	\$300/month	\$250/month	\$200/month

Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.

E newsletter Banner Advertising Rates

The NLR sends out thirteen monthly E newsletters to over 74,000 opt-in readers.

Our E newsletters target specific legal practice groups including:

- Bankruptcy and Restructuring Law
- Financial Institution Law
- Family, Estates & Trusts Law
- Intellectual Property Law
- Construction & Real Estate Law
- Tax Law
- Insurance Law
- Labor & Employment Law
- Environmental and Energy Law
- Healthcare Law
- Litigation and Trial Practice
- Business of Law and Marketing
- Law School and Legal Writing

The screenshot shows the National Law Review website interface. At the top, there is a navigation bar with the logo and tagline "Legal Analysis. Expertly Written. Quickly Found." Below this, there are several article teasers and advertisements. One prominent advertisement is for a "SUPER CONFERENCE" on May 6-8, 2013 in Chicago, titled "THE TOP GCs from the NATION'S BEST COMPANIES". Other articles include "Know Your Rights When the Environmental Protection Agency (EPA) Comes Knocking" by Michael Best, "IRS Provides Guidelines as to Beginning of Construction for Purposes of the Renewable Electricity Production Tax Credit and Energy Investment Tax Credit" by Andrews Kurth LLP, and "Utility Pole Not A Point Source Under The Clean Water Act" by SheppardMullin. The website footer includes contact information for the National Law Forum, LLC and the website URL www.NatLawReview.com.

Advertising Rates for Enewsletter Placement

Position	1-month rate	4-month rate	1-year rate
"B" Top Banner (180x150) One Top Banner available per newsletter	\$400/month	\$350/month	\$300/month
"D" Square Banner (250x250) One Top Spot available per newsletter	\$500/month	\$450/month	\$400/month

"D"			
Square Banner			
(250x250)			
Non Top Spot multiple ads per newsletter / multiple newsletters placement, as available	\$200/month	\$175/month	\$150/month

Static ads only in E-newsletters. Email for specific pricing and ad availability.

Editorial and Technical Requirements for Advertisements

Technical Advertisement Limits

Position/Size	Max Initial Download Files Size	Click-Through URL Limit	Alternative Text Limit
"A" Leaderboard (728x90)	40K	450 Characters	65 Characters
"B" Top Banner (180x150)	40K	450 Characters	65 Characters
"C" Rectangle (336x280)	40K	450 Characters	65 Characters
"D" Square (250x250)	40K	450 Characters	65 Characters
"E" Skyscraper (160x600)	40K	450 Characters	65 Characters
"F" Half Banner Middle (468x60)	40K	450 Characters	65 Characters
"G" Half Banner Bottom (468x60)	40K	450 Characters	65 Characters
Premium Box (300x250)	40K	450 Characters	65 Characters

Accepted file types for NatLawReview.com: Animated GIF, GIF, JPEG, Flash / All click-through URLs must open in a new browser window.

All prices quoted are net of any agency commission or fees.

Data Collection - the NLR permits advertisers to collect user-provided personal information (for example, through Web forms embedded in ads). Advertisers wishing to collect personal information within advertisements must follow these basic guidelines:

1. Clearly identify organization; 2. Provide link to privacy policy; 3. Identify the purpose for collecting information.

Creative Business Requirements - the NLR has certain standards and guidelines for ads featured on the NLR Web site, blog and newsletters to complement the NLR brand and home page. The NLR reserves the right to reject any ad that it feels does not meet its minimum requirements.

Ads Should:

- Contain a clear message, offer, or promotion
- Have a highly professional and businesslike design
- Contain imagery relevant to the offer or promotion
- Have consistent branding (use of similar/same logos and messaging)
- Link only to landing pages that provide content relevant to the ad featured
- Link to an offer or information that is not more than two clicks away

Ads May Not:

- Be misleading in any way (specifically within creative messaging/offers/promotions, etc.)
- Include inappropriate graphics (e.g., overly graphic medical conditions, images of distressed animals or humans), or suggestive or explicit images (e.g., models wearing swimsuits or undergarments)
- Be designed to rapidly flash images or use multiple flashing images
- Be overly cluttered or be unclear or contain inconsistent messaging
- Include a fake link or fake HTML

For more information about advertising with the National Law Review (NLR) or National Law Forum (NLF), please contact [Jennifer Schaller](#).

Source URL: <http://www.natlawreview.com/advertise-national-law-review-america-s-premier-online-legal-magazine-legal-database>