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:**

- **2,000,000 Average Monthly Visits**

In the of month March 2020, with unparalleled COVID-19 Coverage:

- **3,742,035 visits,**
- **4,542,468 pageviews,**
- **3,934,885 unique pageviews**

**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
2021 Interactive Advertising Opportunities

Specifications


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

"B" Square (250x250) - Located on the homepage, practice group pages, and every article page. Maximum ad rotation of two with an exclusive position available for an upcharge. Email for exclusive pricing.

"C" Rectangle (336x280) - Located on the homepage, practice group pages, and every article page. Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.

"D" Button (180x180) - Located on homepage and practice group pages. Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.

"E" Rectangle (300 x250) - Located on the homepage, practice group pages, and every article page. Maximum ad rotation of three with an exclusive position available for an upcharge. Email for exclusive pricing.

"F" Skyscraper (160x600) - Email for exclusive pricing.

"G" Half Banner Middle (468x60) - Email for exclusive pricing.

"H" Half Banner Bottom (468x60) - Email for exclusive pricing.

(Please note, for all direct-sold ads we also include corresponding mobile ad placements.)
### Advertising Rates for the National Law Review (NLR) Ad Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>1-month rate</th>
<th>4-month rate</th>
<th>1-year rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;A&quot; Leaderboard (728x90)</td>
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<td></td>
<td></td>
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<tr>
<td>&quot;B&quot; Square (250x250)</td>
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<tr>
<td>&quot;C&quot; Rectangle (336x280)</td>
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<tr>
<td>&quot;D&quot; Button (180x180)</td>
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<tr>
<td>&quot;E&quot; Rectangle (300 x250)</td>
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<tr>
<td>&quot;G&quot; Half Banner Middle (468x60)</td>
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<tr>
<td>&quot;H&quot; Half Banner Bottom (468x60)</td>
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Maximum ad rotation of three with an exclusive position available for an upcharge. 250 x 250 ads have a maximum rotation of two. Email for exclusive pricing.


**Banner Advertising Rates**
E newsletter Banner Advertising Rates

The NLR sends out sixteen or more monthly E newsletters to over 130,000 readers. Our E newsletters target specific legal practice groups including:

- Bankruptcy and Restructuring Law
- BioTech / Food & Drug Law
- Cybersecurity, Privacy & Communications Law
- Financial Institution Law
- Family, Estates & Trusts Law
- Intellectual Property Law
- Construction & Real Estate Law
- Tax Law
- Immigration 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

<table>
<thead>
<tr>
<th>Position</th>
<th>1-month rate</th>
<th>4-month rate</th>
<th>1-year rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner (200x200)</td>
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</tr>
<tr>
<td>One Top Banner available per newsletter</td>
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<tr>
<td>Square Banner (200x200)</td>
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<tr>
<td>Two bottom spots available per newsletter with no skyscraper ad</td>
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<tr>
<td>Skyscraper (160x600)</td>
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<tr>
<td>Non Top Spot - one ad per newsletter</td>
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Static ads only in E-newsletters. Email for specific pricing and ad availability.

*Upcharge for Litigation and Business of Law e-newsletters.
# Editorial and Technical Requirements for Advertisements

## Technical Advertisement Limits

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

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 enewletters 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.**

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