



SPONSORED MEDIA OPPORTUNITIES



Legal Tech Publishing, the publishing division of LTMG, offers a variety of options for targeting prospects through educational marketing and advertising to lawyers and legal professionals. Since 2017 LTP has grown the subscriber base by providing quality educational content in the form of eBooks, webinars, case studies, and whitepapers. Content is distributed and promoted via LTMG's portfolio of websites, as well as bar associations nationwide.

Editions of the Legal Technology Buyers Guide series has become known as a 'shopper's handbook' for legal professionals, influencers and IT decision makers as they consider their options in the marketplace.



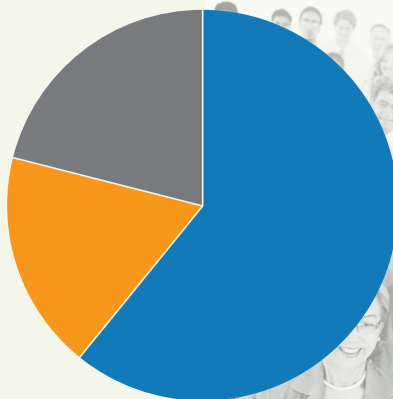
Audience Profile

With over 15,800 readers as of November 1st, 2019 the Legal Tech Publishing audience is segmented to target private practice professionals as well as corporate legal department and legal operations professionals.

Law Firm Title	Legal Operations Title
<ul style="list-style-type: none">• Managing Partner• Associate• Law Firm Administrator• Office Manager• Practice Group Leader• Paralegal	<ul style="list-style-type: none">• In-House Counsel• In-House Legal Department• Corporate Counsel• General Counsel• In-House Litigation Paralegals• Legal Operations• Legal IT

Audience Segmentation

- Solo - Small
- Mid-Sized
- Legal Operations



2020 Buyers Guide Series

The 2020 Buyers Guide Series is expanding to increase the number of subject editions, the readership, and market distribution, providing your organization with an opportunity to reach audience members interested in your specific products or services. Bundled pricing is available for commitments in multiple publications.

Title	Publication Date*
Document Management, Automation & PDF	March 2020
Legal Operations Buyers Guide	May 2020
Practice Management, Time, Billing and Payments	May 2020
Virtual Receptionists, Chat and Text Messaging	June 2020
Legal Research	July 2020
eDiscovery	August 2020
Law Firm Marketing	September 2020
Cybersecurity	October 2020
Consultants for Law Firms	November 2020

*Publication release dates are subject to change without notice.

Buyers Guide Placement Options

Product Review with Embedded Video Summary

Product Reviews are written following a demo/sales call held with your team, giving you the opportunity to showcase features and differentiators in the review article. The review is published in the PDF eBook and includes an embedded video summary. Narrated by Editor-in-Chief Brett Burney, the videos are published on the Law Firm Buyers Guide YouTube Channel and circulated on social media directing readers to download the Guide.

For software providers, the video will be created using screenshots or demo video footage provided. For service providers, a recorded interview will be used.

You will receive both a PDF reprint and a link to your video for your marketing use with full reprint and reuse rights for 12 months.

Service Provider Listings

An excellent showcase of vetted providers organized by geographic location and specialty a first-of-its kind directory offers readers access to the implementation partners needed to execute their technology initiatives. Each service provider listing includes:

- Half-page listing profile
- A 200-300 word description of services highlighting specialties or key differentiators
- Certifications or achievements
- Call to action and contact information

Supplemental Advertising and Thought Leadership Opportunities

Buyers Guide product or service reviews can be combined with additional advertising or marketing asset components. Package discounts are available for combined services. Full reprint and reuse rights are included for twelve months.

Webinars

Showcase your product in a third-party environment. Hosted and moderated by an LTP editorial team member, the session provides our audience with the background on your product's features and ideal use cases. Sessions range from 45-60 minutes.

Case Studies

A custom, detailed case study on a customer of your choice will be authored. LTP's editorial team will reach out and conduct interviews with your customer using a preapproved list of questions from attorneys, paralegals, IT directors and others in order to draft a comprehensive narrative highlighting a use case or benefit of your product. The result is a 2-3-page (600-1,000 words) case study complete with "pull quotes" that can be used as social proof with suggested designs/graphics to be included in the final deliverable.

For an example, read, ["Thomson Reuters Cyber Security Point Case Study: Law Firm Chaffetz Lindsey Gains a Competitive Advantage with Cyber Security Software."](#) (2018)

White Papers

A detailed white paper will be authored covering a topic of your choice that can be offered through your website for download or used in lead generation campaigns. First, LTM's editorial team will develop an outline for the white paper and share it with you for approval before proceeding to interviews and initial drafts. All drafts will be shared with you for suggested edits and comments. With recommendations for the design, pull-quotes, images, diagrams, etc., to be included in the white paper and the final deliverable will be between 2,000 – 2,500 words. For an example, read, "In-House Legal Departments Rising to Meet Business Goals: [A Blueprint for Developing a Proactive and Efficient Team.](#)" (2019)

Dedicated Emails

Dedicated email(s) may be purchased to promote a thought-leadership article, feature release or upcoming webinar. Email(s) can be sent to the subscriber segment(s) of your choice our audience one time. An engagement report is provided three business days after the email has been sent.



Buyers Guide Promotion and Distribution

All guides are available for free as a PDF eBook, which can be downloaded directly from the corresponding guide's webpage. Dedicated emails are sent to segment(s) of the subscriber list one week before the release of each publication with a press release and additional email issued the week of its release. Social Media promotion through the corresponding Legal Tech Media Group channels plus, paid ad campaigns continue throughout the calendar year.

Reprint and Reuse Rights

All white papers, webinars and case study purchases include full reprint rights. Reviews and videos include full reprint and reuse rights for 12 months from the release of the Guide. Many LTMG publishing clients use the reviews as PDF sales touchpoints or handouts at conferences. Webinar recordings can be hosted as content on landing pages and linked in nurture campaigns.

2020 Buyers Guide Series Rates

Bundled pricing, annual contracts and flexible payment schedules are available to lock in rates.

Opportunity	Investment*
Product or Services Review with Video Enhancement	\$3,800.00
Service Provider Half-page Listing	\$2,500.00
Sales Webinar	\$3,800.00
Case Study	\$5,500.00
White Paper	\$7,800.00
Dedicated Email	\$1,800.00

*Pricing for the Buyers Guide series is subject to change without notice.





To secure placement, or to request package pricing, contact:
info@legaltechpublishing.com

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