

2010 Insertion Order

Print and Digital Media

COMPANY NAME: _____

Peer to Peer

- March: Risky Business**Deadline January 15
- June: Law 2020**Deadline April 15
- September: Leadership**Deadline July 2
- December: Training/Learning Best Practices and Future Trends**Deadline October 15

- | | |
|---|--|
| <input type="checkbox"/> Mega Premium Placement \$4,000 | <input type="checkbox"/> Standard Full-Page \$1,400 |
| <input type="checkbox"/> Premium Placement \$3,000 | <input type="checkbox"/> Standard Half-Page \$750 |
| <input type="checkbox"/> Premium Spotlight \$2,500 | <input type="checkbox"/> Standard Quarter-Page \$400 |
| <input type="checkbox"/> Spotlight \$2,000 | <input type="checkbox"/> Embedded Video \$500 |

White Papers

- January: Social Networking**Deadline December 15
- March: The Business of Law**Deadline February 15
- April: Microsoft**Deadline March 25
- June: Knowledge Management**Deadline May 25
- July: Case/Matter Management**Deadline June 25
- September: Infrastructure Technologies**Deadline August 25
- October: Project Management**Deadline September 25
- December: Practice Support**Deadline November 25

- | | |
|---|--|
| <input type="checkbox"/> Mega Premium Placement \$4,000 | <input type="checkbox"/> Double Marketplace Ad \$500 |
| <input type="checkbox"/> Standard Full Page \$2,000 | <input type="checkbox"/> Single Marketplace Ad \$250 |
| <input type="checkbox"/> Standard Half Page \$1200 | <input type="checkbox"/> Embedded Video \$500 |

Technology Survey

Submission deadline is June 1.

- Back Cover/Mega Premium Placement \$6,000
- Interior \$4,000

IT Staffing Survey

Submission deadline is October 15.

- Mega Premium Placement \$3,000
- Interior \$2,000
- Embedded Video \$500

Please provide electronic artwork (see specifications on page 3) along with advance payment for the ad by submission deadline.

Company Name: _____

Contact Name: _____

Phone Number: _____

E-Mail Address: _____

Billing Address: _____

Payment must be made in advance payable to ILTA, and mailed to:

ILTA
9701 Brodie Lane, Suite 200
Austin, Texas 78748

Contact Information:

Angela Roark, ILTA Advertising
Sales Coordinator
angela@illtanet.org
512.795.4672 (Direct Line)
512.233.5109 (Fax)

Sponsorship Level:

Platinum___, Gold___, Silver___, Bronze___, Basic___

Do you wish to utilize a Sponsorship discount? Y___ N___

Please list any other discounts you would like to use: _____

Please read and complete the indemnification paragraph below and acknowledge your agreement with your signature:

In consideration of ILTA publishing advertising copy provided by _____ (company name), the company agrees to fully and completely defend, indemnify and hold harmless ILTA, its insurance carriers, officers, directors, employees, agents, assigns, representatives, indemnitors, attorneys and any and all other persons, firms and corporations that might be in privity with it, whether named herein or not, of all and each of them, of and from all claims, demands, actions or causes of action including, but not limited to legal fees, court costs and reasonable and necessary expenses, costs for investigation in preparation of defense, and judgments, if any, stemming from any claim or claims that might ever be asserted or pursued by other parties against ILTA as a result of ad copy provided by the company.

Printed name and title of company representative

Signature

Date

Publication Dates:

Peer to Peer is published quarterly in March, June, September and December. The deadlines for submission of ad art are: January 15, April 15, July 2 and October 15. These deadlines are subject to change, and advertisers will be notified in advance of any date changes.

White papers for 2010 are being published in January, March, April, June, July, September, October and December. The deadlines for submission of ad art are: December 30, February 28, March 30, May 30, June 30, August 30, September 30 and November 30. These deadlines are subject to change, and advertisers will be notified in advance of any date changes.

The Technology Survey is published in the fall of each year. The deadline for submission of ad art is June 15. This deadline is subject to change, and advertisers will be notified in advance of any date change.

The IT Staffing Survey is published in the fall of each year. The deadline for submission of ad art is October 15. This deadline is subject to change, and advertisers will be notified in advance of any date change.

Dimensions:

The final printed page is 8.5" x 11".

- full-page ad (please add .25" bleed on all four sides);
- 7.25" wide x 4.69" high for a half-page ad with a horizontal orientation;
- 3.5" wide x 9.61" high for a half-page ad with a vertical orientation; and
- 3.5" wide x 4.69" high for a quarter-page ad.

Electronic Specifications:

Any supplied art (jpeg, tiff or psd files) must be 300dpi or higher. PDF files must include embedded fonts. All graphics in PDF must be CMYK, 300dpi. EPS and TIF files that include text must be greater than 600dpi, fonts outlined.

Video Specifications:

- FLV or SWF format no larger than 25MB
- all SWF content must be authored in AS 3.0 to comply with our Flipbook 3.0 application

Circulation:

Peer to Peer reaches over 11,000 professionals each quarter. ILTA members and sponsors receive the magazine as a benefit of their relationship to the association. The membership comprises individuals from all professional strata within law firms and law departments around the world. Primarily U.S.-based, approximately 18 percent of membership is from entities with more than 250 attorneys, 11 percent from entities with between 150 and 249 attorneys, 29 percent from entities between 50 and 149 attorneys and 42 percent from entities of 49 or fewer attorneys. Titles include chief information officers, technology directors and managers, and many other professional positions that support technology within a law firm or legal department: finance managers, litigation support personnel, records managers, risk management professionals, user support personnel, etc. ILTA membership includes the primary decision makers or influencers of technology purchases.

ILTA white papers are published throughout the year and cover topics chosen by our members. Members and trusted industry professionals contribute to each white paper, ensuring their value. Each of our 11,000 members can download a copy for free from our website.

ILTA's Technology Survey is mailed to all primary contacts in our membership database. Additionally, the survey is used year-round as marketing collateral at all ILTA events and other legal-specific conferences and tradeshows. They are also available to anyone to purchase from our website, offering a lengthy shelf life and wide exposure.

The IT Staffing Survey: Each of our 11,000+ members can download a copy for free from our website. We promote our annual staffing survey at industry events and conference, and the statistics provided often have touch-points with other publications, providing a much wider readership than the ILTA community.