



LEGAL MARKETING ASSOCIATION



THE AUTHORITY FOR LEGAL MARKETING

2023 MEDIA KIT

Reach the **World's Largest** Audience of Legal Marketing Professionals

Partner with LMA to connect with C-suite executives and managers from more than 18 countries, 48 States and 8 regions across the United States, Canada and Europe.

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Sales Manager

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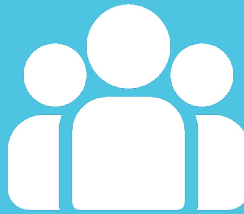
[Visit LMA](#)

Who We Are

The Legal Marketing Association (LMA) is the universal voice of the legal marketing and business development profession, a community that brings together all levels – from CMOs to entry-level specialists, from firms of all sizes, consultants, vendors, lawyers, marketers from other professions and marketing students who will become our future. LMA is the conduit for building lasting industry connections and sharing collective knowledge. Members at every stage in their career development benefit from participating in LMA's array of educational offerings, programs, and services.



60%
C-suite and
Managers



10
Shared Interest Groups
(SIGs) covering legal
marketing



24
countries and thousands
of members

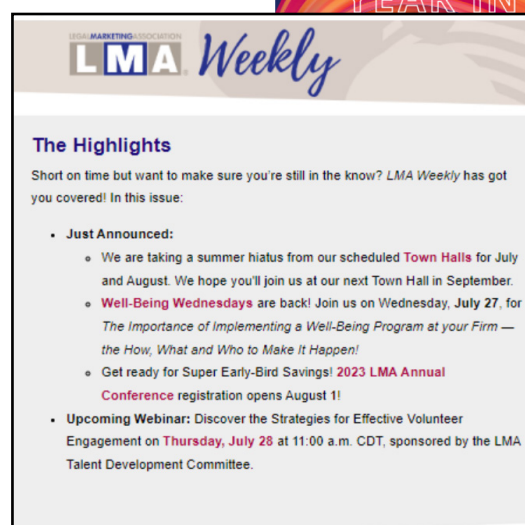
Advertise with LMA and align your brand with some of the largest players in the industry! We deliver the right titles and reach to help you connect.

The only thing missing IS YOU!

Your One-Stop Shop for All Things Legal Marketing

LMA strives to deliver robust advertising and networking opportunities that will connect you with the legal marketing and business development decision-makers you need to reach. Through our year-round advertising, regional events, and annual conference, we are here to help deliver.

At LMA, we tailor our advertising opportunities to help you achieve your marketing goals and objectives. As we partner together, we will build a stronger community and industry, making it a win-win. Additionally, we welcome the opportunity to brainstorm and explore how we can develop custom programs to fit your needs.



Strategies & Voices (strategiesandvoices.org) is the official online publication of LMA. It is a valuable source of original, industry-specific knowledge and tips for legal marketing professionals. Gain brand recognition with a banner advertisement placed on the *Strategies & Voices* landing page, for instance, or an ad in the monthly recap newsletter.

Strategies & Voices is also the best way to place your content in front of thousands of readers interested in legal marketing. Stand out as an industry thought leader with a blog post that appeals to members and prospective members alike. Plus, all posts are indexed and added to our searchable archive, giving your content an extended lifespan. View the *Strategies & Voices* Editorial Calendar [here](#).

Content must adhere to [sponsored content guidelines](#).

Ad	Size	Availability	Cost
Newsletter: Leaderboard Ad	780 x 90 px	1 available/quarter	\$3,500
Newsletter: Small Rectangle Ad	180 x 150 px	2 available/quarter	\$2,000
Newsletter: Featured Showcase Banner Ad (Includes 50 words of text)	234 x 60 px	3 available/quarter	\$4,500
Newsletter: Footer Rectangle Ad	300 x 250 px	1 available/quarter	\$3,000
S&V Webpage: Banner Ad	600 x 200 px	1 available/quarter	\$1,800
S&V Platform: Sponsored Content		1 available/quarter (Email for prorate option)	\$2,350 / Month \$7,050 / Quarter

Strategies & Voices Year in Review

The Biggest Edition of the year! Space is limited and ads are due in September

Strategies & Voices Year in Review (Print and Digital included) compiles the top-rated content the series offered from the past year. Advertising space is limited, and artwork is due by **September 23, 2023**.

Hurry and secure your spot by **August 1, 2023**, before they sell out! This issue is mailed to our U.S., Canadian and international members, making it the best opportunity to reach our members. See the contract for details.



To find out if space is available, contact Stathia Kocich at skocich@legalmarketing.org today.

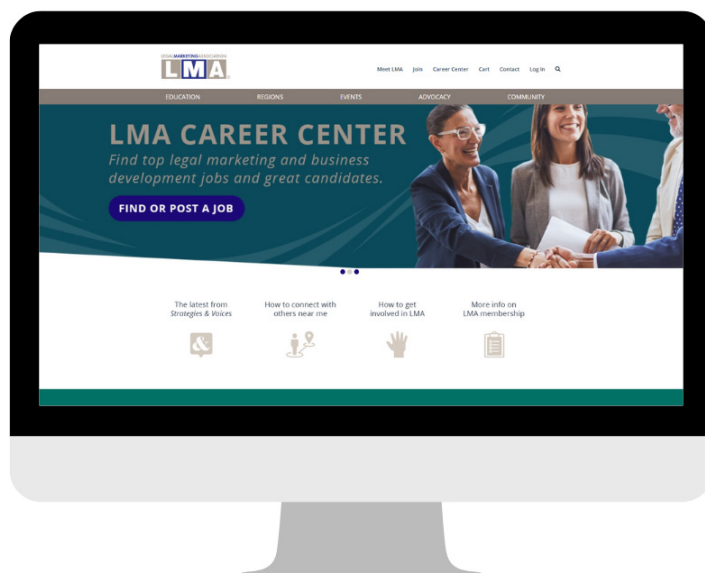
LMA Weekly is the official e-newsletter of LMA. Distributed to each of LMA's ~4,000 members, *LMA Weekly* is LMA's primary communications tool for sending out event notices, announcements and general LMA news. With a 40% open rate and a click-through rate of 9%, *LMA Weekly* is our most-opened email, guaranteeing you immediate attention for your product or services.

Please submit all artwork and any production questions to Allison Norris at anorris@legalmarketing.org.

Content must adhere to [sponsored content guidelines](#).

Ad	Size	Availability	Cost
Leaderboard	600 x 90 px	1 available/quarter	\$3,500
Small Rectangle	180 x 120 px	1 available/quarter	\$2,500
Featured Showcase Banner (Includes up to 50 words of text)	234 x 60 px	1 available/quarter	\$3,000
Footer Rectangle	300 x 250 px	1 available/quarter	\$2,750
Sponsored Content	600 x 250 px + 100 word max	1 available/quarter	\$3,750

The LMA website attracts over **100,000 page views** per month. Website ads will be placed prominently in the website footer and displayed across all LMA web pages. The website is the public "face" of LMA and is our primary resource for our members for information, education, registration and more!



Please submit all artwork and any production questions to Allison Norris at anorris@legalmarketing.org.

Banner Ad	Size	Availability	Cost/Quarter
Leaderboard	780 x 90 px	5 available/quarter	\$1,750
Small Rectangle	180 x 150 px	2 banner positions: 5 adv/position/quarter	\$625
Featured Banner	728 x 90 px	5 available/quarter	\$1,450
Footer Rectangle	300 x 250 px	5 available/quarter	\$1,250

With over **6,800 unique plays**, and **100+ podcasts over 9 series**, sponsoring one or multiple LMA Podcasts will allow you to heavily promote your company to our listeners. Sponsorship includes a 30-second MP3 advertisement to be played during the podcast and your logo and website will be featured on the podcast blog post.

\$3,500 episode sponsorship; includes 30-second ad/commercial

DEADLINE FOR MATERIALS: Ad recordings will be arranged separately for the convenience of both parties, but the recording, along with logo specs and URL, should be finalized 10 days prior to deployment. Website ad materials and URL are also due 10 days prior to deployment. Ad placement on LMA Podcast Series page.



Business
Development



Business of Law



Client Services



Communications



Marketing
Management



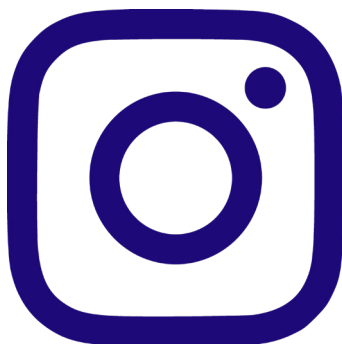
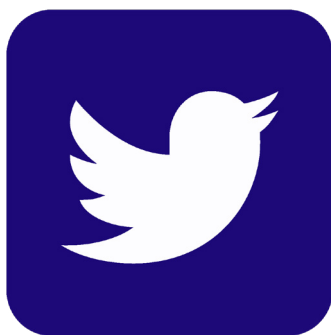
Technology
Management

READY TO SECURE? Click [here](#) to get started.

Reach members through LMA's social media channels, which include Facebook, LinkedIn, Instagram and Twitter, to share your thought leadership or promote your product or service.

\$1,000 per post (two available per month, per platform)

DEADLINE: All materials are due 10 days prior to launch. Social media graphics to adhere to standard platform sizes for Facebook, Twitter, LinkedIn and Instagram. Identify the two platforms you prefer and provide graphics accordingly. Engagement statistics will be provided after 14 days after the original post.



Sponsored Email

Email is still the most efficient, effective way to reach your legal marketing audience! Email marketing through LMA can put you in a better position for success. Gain meaningful visibility for your service or product and to connect with your precise audience of legal marketing professionals. With a **35% average open rate** and a **14% average click rate**, LMA email **rates** are above the industry average. Sponsor to provide HTML and subject line per LMA Guidelines.

Dedicated Email Blast

\$3,000

Package of 4 Email Blasts

Package pricing must be used in 2023.

\$10,200

Package of 6 Email Blasts

Package pricing must be used in 2023.

\$13,000

Package of 12 Email Blasts

\$27,000

Package pricing must be used by December 2023

Your Ad Here

LEGAL MARKETING ASSOCIATION
LMA Weekly

The Highlights

Short on time but want to make sure you're still in the know? LMA Weekly has got you covered! In this issue:

• Just Announced:

- We are taking a summer hiatus from our scheduled **Town Halls** for July and August. We hope you'll join us at our next Town Hall in September.
- **Well-Being Wednesdays** are back! Join us on Wednesday, **July 27**, for *The Importance of Implementing a Well-Being Program at your Firm — the How, What and Who to Make It Happen!*
- Get ready for Super Early-Bird Savings! **2023 LMA Annual Conference** registration opens August 1!

- **Upcoming Webinar:** Discover the Strategies for Effective Volunteer Engagement on **Thursday, July 28** at 11:00 a.m. CDT, sponsored by the LMA Talent Development Committee.

Your Ad
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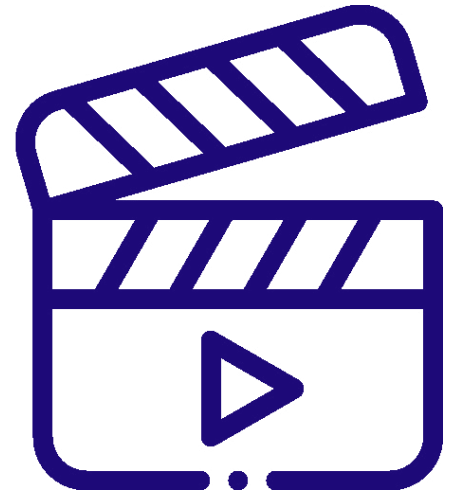
Your Ad
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LMA must receive an HTML, subject line, and preview line 10 days prior to the contracted deployment date. Please see the 2023 LMA Email Guidelines for more information.

Sponsored Webinars

Legal marketing service providers possess critical subject matter expertise that can help a legal marketer excel with their wide range of responsibilities. Position yourself as an expert when you share your best practices with the LMA community. 60 minutes in length; Sponsor to work with LMA's Education Committee on presented topic.

Content must adhere to sponsored content guidelines.
\$5,150 per webinar (one available per month)



DEADLINE FOR MATERIALS: To be arranged individually. At least six weeks of production and promotion time are required in advance of launch date.

Custom Packages

WE LOVE CUSTOM PACKAGES! Contact Stathia Kocich to secure your company's sponsorship or to create your own custom package!

