

IN-HOUSE



Meet our readers

27,000 corporate counsel from thousands of companies

Make them your clients!

Our regionalized publications – New England, Midwest and Atlantic Coast – each offer compelling legal news and information important to in-house counsel.



2008 Media Kit

Circulation

Key Industries:

- Charitable/Nonprofit
- Communications/Publications
- Computer/Software/
- Hardware/Internet
- Defense
- Education
- Employment
- Engineering/Construction
- Entertainment
- Environmental
- Financial/Banking
- Food Service
- Government
- Health Care/Hospitals
- Insurance/Commercial/Life/
- Property/Title
- Manufacturing
- Medical/Pharmaceutical
- Real Estate
- Retail
- Services/Consulting
- Technology
- Telecommunications
- Transportation
- Utilities/Energy

New England

Circulation: 6,000+
Companies: 2,000+

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont



Midwest

Circulation: 10,000+
Companies: 4,000+

Illinois
Indiana
Kansas
Michigan
Missouri
Ohio
Wisconsin



Atlantic Coast

Circulation: 11,000+
Companies: 5,000+

Delaware
Georgia
Maryland
North Carolina
South Carolina
Virginia
Washington, D.C.



Total Circulation: 27,000 • Total Companies: 11,000

'08 Editorial Calendar

	Issue	Closing	Editorial Content
Jan.	1.28	1.2	Employment Law Notable Verdicts and Court Rulings 2007 Corporate Counsel Survey (Atlantic Coast and New England In-House only)
March	3.31	3.5	Career Development Securities Report Compliance Trends In-House Leaders in the Law (New England In-House only)
May	5.26	4.30	Litigation Trends Pro Bono
July	7.28	6.25	Mergers and Acquisitions Report International Business
Sept.	9.29	9.3	Intellectual Property Outside Counsel Relations
Nov.	11.24	10.29	ADR Report Technology Update

“In-House is a boon to those of us practicing by ourselves in start-up companies.”

*Anne Taubes
General Counsel
Syncra Systems*

Inside Every Edition

- **Content Focus:** Covers substantive areas of law from both a national and regional perspective, including intellectual property, ADR, employment, litigation, bankruptcy, ERISA, international business/banking, corporate governance, as well as practice management, career issues and more
- **SEC Watch:** Spotlights surfacing issues in securities and corporate governance in the public sector.
- **Business Trends:** Highlights emerging business and market issues.
- **Case Law For In-House Counsel:** Digests key opinions affecting in-house attorneys issued by the U.S. Supreme Court and federal appellate courts covering our various regions.
- **In-House Spotlight:** Q&A with in-house attorneys in each region.
- **Practice Management:** Shares various tips and tools for managing law departments, such as budgeting, risk, office technology and more.
- **Career Track:** Provides tips and trends in corporate legal departments across our various regions.
- **Weekly E-Mail Alert:** Combines up-to-date digests of regional case opinions of note in all the states in our regions, as well as regional business and legal news.
- **In-House Counsel On The Move:** Tracks in-house movers and shakers, such as who's moving where and who's hiring whom.

Advertising Opportunities: Display

Atlantic Coast In-House

Size	1x	4x	6x
Sponsorship*	\$7,155	\$6,179	\$5,127
Front Page Strip	\$2,158	\$1,617	\$1,307
Back Cover	\$4,069	\$3,056	\$2,474
Full Page	\$3,061	\$2,294	\$1,857
Jr. Page	\$2,431	\$1,822	\$1,439
1/2 Page	\$2,158	\$1,617	\$1,307
1/4 Page	\$1,029	\$782	\$632

Midwest In-House

Size	1x	4x	6x
Sponsorship*	\$7,009	\$6,514	\$5,405
Front Page Strip	\$2,031	\$1,417	\$1,145
Back Cover	\$3,826	\$2,675	\$2,166
Full Page	\$2,878	\$2,011	\$1,628
Jr. Page	\$2,285	\$1,596	\$1,261
1/2 Page	\$2,029	\$1,417	\$1,145
1/4 Page	\$967	\$692	\$559

Color Charges:

Spot Color = \$150 per ad per publication

Four Color = \$400 per ad per publication

Guaranteed Placement = 20% Premium

New England In-House

Size	1x	4x	6x
Sponsorship*	\$4,679	\$4,052	\$3,362
Front Page Strip	\$1,609	\$1,128	\$912
Back Cover	\$3,244	\$2,307	\$1,868
Full Page	\$2,533	\$1,809	\$1,464
Jr. Page	\$2,102	\$1,526	\$1,205
1/2 Page	\$1,609	\$1,128	\$912
1/4 Page	\$904	\$653	\$528

Three Region Buy

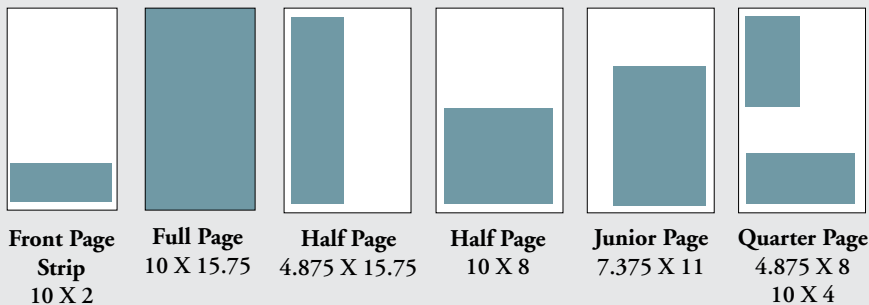
(includes 15% discount)

Size	1x	4x	6x
Sponsorship*	\$16,017	\$14,233	\$11,810
Front Page Strip	\$4,928	\$3,538	\$2,859
Back Cover	\$9,468	\$6,832	\$5,532
Full Page	\$7,201	\$5,197	\$4,207
Jr. Page	\$5,795	\$4,202	\$3,319
1/2 Page	\$4,927	\$3,538	\$2,859
1/4 Page	\$2,465	\$1,808	\$1,461

Sponsorship includes:*

- Front-Page Logo (top right-hand page).
- Full-page ad with four-color in a premium position.
- Premium position in the flag on In-House website home page.
- 100 copies of the newspaper for marketing purposes.
- 25% discount on any In-House Reprint order.
- One (1) 1/4 page black and white page Professional Announcement ad or one (1) free registry of outside counsel ad.

*Talk with your account executive about being placed on a reservation waiting list.



ROP Dimensions

Front Page	10" X 2"
Back Page	10" X 15.75"
Full Page	10" X 15.75"
Jr. page	7.375" X 11"
Half page	4.875" X 15.75" or 10" X 8"
Quarter page	4.875" X 8" or 10" X 4"

Advertising Opportunities: Directories & Classifieds

ADR/ Experts/ Legal Products & Services Directory

Includes one full year (six issues)

	1 Region	2 Regions	3 Regions
1 col X 1.5"	\$150	\$240	\$300
1 col X 2.5"	\$180	\$300	\$360
1 col X 3.5"	\$240	\$360	\$420
1 col X 4.5"	\$300	\$420	\$480

Recruiter Profile Directory (RPD) and Registry of Outside Counsel

	1 Region	2 Regions	3 Regions
Per issue	\$ 295	\$500	\$700
Annual 6-issue buy (1 col X 3.5")	\$1,350	\$2,100	\$2,850

Professional Announcements

(Per issue)

	New England	Atlantic Coast	Midwest
Full page	\$1,935	\$2,185	\$1,982
Junior Page	\$1,600	\$1,790	\$1,590
Half page	\$1,225	\$1,540	\$1,395
Quarter page	\$ 695	\$ 745	\$ 680

Increasing visibility is one thing – achieving it in a targeted, measurable way is quite another. I depend on In-House to cut straight through the ever-growing legal marketing clutter and deliver our message to exactly who we are trying to reach – regional decision makers and in-house counsel. For this reason, and more, In-House has been a staple of my marketing strategy.

Audra Callanan, Director of Marketing, Hamilton, Brook, Smith & Reynolds, P.C.

Mechanical Data

Trim Size: 11" x 17"

Printable Area: 10" x 15.75"

Binding: Fold

Method of Printing: Offset full run

Halftone Screen Requirements:

85 line screen preferred; 100 max; 240 max density.

Digital Ad Specifications:

Ad documents created in Macintosh platform in QuarkXpress. Must provide all screen and printer fonts. Images must be at 100 line screen, 200 dpi at 100%; TIFF format for black and white and EPS for color. All colors must be in CMYK mode. Macintosh format CD-ROMs or 100MB Zip disks. Call for settings and specifications for PDF files.

Advertising Opportunities: Targeted Inserts

Mailing Information for Targeted Inserts:

Deadline:

10 days prior to publication date, all pre-printed materials must be received at:

New England

Boston Offset
565 University Avenue
Norwood, MA 02062
781.551.2929 or
781.551.2955

Midwest & Atlantic Coast

The Daily Record
1414 Key Highway
Baltimore, MD 20230
410.752.3849

Targeted Inserts

Deliver and target your insert to in-house counsel located in New England, The Midwest and along the Atlantic Coast. When you use In-House as your envelope, you get your stand-alone message in front of decision-making in-house attorneys for a fraction of the cost of solo mail.

Rates:

20¢ per single sheet for full run
25¢ per single sheet for zoned run
Custom quotes for large inserts

Advertising inserts that need to be manually placed into the paper will be quoted on a case-by-case basis.

Edition

New England In-House

Midwest In-House

Atlantic Coast In-House

Zones Available

One zone (MA, RI, CT, NH, VT, ME)

Three zones

1. MI & OH
2. IL, IN, & WI
3. MO & KS

Two zones

1. DC, MD, DE, VA
2. NC, SC & GA

* Targeted Inserts Additional Regulations

All inserts must comply with periodical (second class) postal regulations.

NO BULK RATE INDICIA MAY APPEAR ON THE MATERIAL.

Please send a sample insert to your account manager for approval prior to shipping inserts to the printer.

Please provide 3% overage for multi-page inserts and 5% overage for single sheet inserts.

Each box of inserts must be marked with the issue date and publication of insertion. A sample of the insert MUST be adhered to the side of each box.

“I find In-House very interesting and useful reading, especially the articles regarding litigation management. A quality publication that is geared toward the needs and interests of in-house counsel is a great idea, and is appreciated.”

Bret P. Holmes
Assistant General Counsel
Wachovia Corporation

Advertising Opportunities: Website Advertising

Website and Weekly E-Mail Alert Advertising

Position	Pixel Size	Cost per Month (per website)
Box, top left of page (A)	125 x 125	\$125
Leader Board (B)	728 x 90	\$275
Half Banner Plus (C)	220 x 80	\$100
Full Banner, bottom of pg. (D)	468 x 60	\$100
Weekly e-mail alert box ad	125 x 125	\$100 (per alert)

Please note:

1. Advertise on three of the four available websites and receive a 15% discount.
2. Advertise on any of the four websites available for six months and receive a 10% frequency discount. Advertise for one year and receive a 25% frequency discount.
3. All rates include one rotation (out of four) unless otherwise specified.
4. Specifications: file size must be 50K or less; file type must be GIF only.

Websites available:

www.inhouselawyersweekly.com

www.atlanticcoastinhouse.com

www.midwestinhouse.com

www.newenglandinhouse.com

“The content in In-House is always interesting, robust and timely. The readership is who we want our advertisements to target. Our message is making a strong impact in the market. Thank you In-House Publications!”

Theresa F. Bomba

Manager of Business Development

Goulston & Storrs

The screenshot shows the In-House website interface. At the top left is a black box labeled 'A: Box'. Below it is a navigation menu with 'Subscribe | Advertise | About Us | Publications | E-mail Alert'. The main content area features a large black banner labeled 'B: Leader Board'. Below the banner are several article teasers, including 'It's open season!', 'Survey: Corporate lawsuits, use of outside counsel trending downward', 'LEGAL INSIGHT™', 'Sick pay due despite changes to personnel manual', 'Courts putting a stop to FMLA releases', and 'Patent litigation doesn't have to be prohibitively expensive'. On the right side, there is a '2007 Corporate Counsel Survey' box and a 'Searchable Opinions' box. At the bottom, there is a 'C: Banner' area and a 'D: Full Banner' area. The website footer includes 'LAWYERS WEEKLY Networking Events' and 'Nominate an in-house leader in the law to be honored at our gala event April 2008'.

IN-HOUSE
InHouseLawyersWeekly.com

For more information,
call Paul Bonton
at (800) 555-5297, ext. 8141

Extend Your Reach!

In-House Publications...

- Deliver a key audience for your marketing message: in-house counsel, the prime decision-makers when hiring outside law firms or purchasing legal products and services.
- Reach more than 27,000 in-house lawyers in thousands of companies across three geographic regions: the Atlantic Coast, Midwest and New England areas.
- Provide our readers with highly relevant and practical content in a must-read resource, with a longer shelf life than similar publications.



IN-HOUSE

inhousetlawyersweekly.com

10 Milk St., 10th Floor, Boston, MA 02108 (800) 444-5297