

- **Chicago Daily Law Bulletin.**  
Classified Advertising

[ChicagoLawBulletin.com](http://ChicagoLawBulletin.com)

- Law Bulletin  
**Legal** Career Center  
Jobs for legal professionals

[Jobs.LawBulletin.com](http://Jobs.LawBulletin.com)

- LAW BULLETIN  
**LEGAL EMPLOYMENT**  
Up-to-Date Listings of Jobs in the Legal Profession WEEKLY®

[jobs.lawbulletin.com/lc.cfm?page=rc\\_weekly.cfm](http://jobs.lawbulletin.com/lc.cfm?page=rc_weekly.cfm)

-  A Publication of Law Bulletin Publishing Company

[chicagolawyer magazine.com](http://chicagolawyer magazine.com)

- **Law Bulletin** |   
Resume Center

[jobs.lawbulletin.com/lc.cfm?page=rc\\_test\\_drive01.cfm](http://jobs.lawbulletin.com/lc.cfm?page=rc_test_drive01.cfm)

**2012**

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# Chicago Daily Law Bulletin

Classified Advertising

The Chicago Daily Law Bulletin® will put your Classified Ad in front of Chicago's attorneys and legal professionals each day of the work week. Partners, Corporate Counsel, Government Attorneys and Associates alike turn to this one of a kind legal newspaper each weekday to find out the late breaking legal news in Chicago. Received by 3,500 attorneys in the Chicago and Metro areas, the Chicago Daily Law Bulletin's award winning editorial is considered one of the most reliable and trusted sources of up to date legal information serving this market.

## Classified Advertising Rates

For classified advertising rate information, please email your ad to:

[Classifieds@LBPC.com](mailto:Classifieds@LBPC.com) or fax 312-644-0542

Myles: 312-644-2801 - [MAhearn@LBPC.com](mailto:MAhearn@LBPC.com)

Jessica: 312-644-4014 - [JHiller@LBPC.com](mailto:JHiller@LBPC.com)

For a complete listing of all Classified Advertising Classifications, please click [here](#):

*We do offer multi-ad discounts and renewal discounts*

All Classified Ads will appear online at: [classifieds.lawbulletin.com](http://classifieds.lawbulletin.com)  
and at [jobs.lawbulletin.com](http://jobs.lawbulletin.com)

## Column Widths

\* 1 Column = 1 5/8    \* 2 Columns = 3 3/8"    \* 3 column 5 3/16"    \* 4 Columns = 7"

## Classified Display Advertising

We do offer options for classified display ads. They will appear within the classified section of the newspaper. Creative design flexibility allows for borders, QR codes, multi-column ads, photos, artwork, logos and boldface type.

Please contact us for more information about classified display advertising rates.

### Survey:

An independent readers' survey revealed that each copy of the **Chicago Daily Law Bulletin®** is read by at least 3.6 readers. This makes readership over 12,600 daily. Most readers are in the Greater Chicago area.

### Law Bulletin Fact:

Established in 1854, the Chicago Daily Law Bulletin® is the oldest legal publication in the United States.

LAW BULLETIN  
**Legal Career Center**  
Jobs for legal professionals

The Legal Career Center is a great way to have your job posting seen by legal professionals both locally and nationally. The job postings are updated Monday-Friday to provide the most up-to-date listings of jobs in the legal profession.

## Classified Advertising Rates

We offer both print and online combo packages as well as online only options to fit any budget!

For classified advertising rate information, please email your ad to:

[Jobs@LBPC.com](mailto:Jobs@LBPC.com) or fax 312-644-0542

Myles: 312-644-2801 - [MAhearn@LBPC.com](mailto:MAhearn@LBPC.com)

Jessica: 312-644-4014 - [JHiller@LBPC.com](mailto:JHiller@LBPC.com)

### Legal Recruiter Spotlight

Once a month, the legal career center will focus on one company. The Company Spotlight includes:

- A banner ad displayed on every page of the Legal Career Center
- 8 quarter page ads in the Chicago Daily Law Bulletin®.
- 4 full-page ads in the Legal Employment Weekly®.

**Total cost: \$500**

### Employer spotlight

Need qualified legal candidates to fill your open positions?

Purchase the Employer spotlight package and your firm/ company will receive:

- 1/4 page ad near the front of the Chicago Daily Law Bulletin for 1 week containing your firm information and up to 5 job postings.
- Up to 10 job postings located online at jobs.law bulletin and in the Legal Employment Weekly for one month.
- A 1 month all-access subscription to the Law Bulletin Resume Center Database.
- A banner ad that runs throughout the online Legal Career Center for 1 month.

**Contact us for rate information**

The Legal Career Center has two columns to help job seekers.

#### Career Corner

Articles and information geared toward helping the job seeker maximize their job search. Updated monthly.

#### Resume Critiquing "Judgment Day"

A panel of staffing experts critique and rate resumes between one and five gavels.

## Law Bulletin Fact:

Since January 2012,  
Jobs.LawBulletin.com has  
received between 6,000 and 7,000  
visits per week!\*

\* Tuesdays and Wednesdays typically are the best days for traffic to the website.

Legal Employment Weekly is the first online publication of its kind. Law Bulletin has taken the popularity and demand for "Employment Weeklies" and "Job Newspapers" and dedicated its weekly online job paper to legal employment opportunities. Each week thousands of job seekers, law schools, paralegal school placement offices as well as firm administrators nationwide receive our weekly notification informing them the new Legal Employment Weekly is available for viewing. Every issue contains up-to-date job postings, an article and sign-up sheet from the Illinois Paralegal Association, news articles and career search tips.

## Classified Advertising Rates

### Insertion

The ad will appear in the Legal Employment Weekly free of charge for as long as it appears in the Chicago Daily Law Bulletin.

### Cost Per Inch/Insertion

**Free**

Ads placed in the Chicago Daily Law Bulletin automatically appear in the Legal Employment Weekly

**We do offer Display Advertising options in the Legal Employment Weekly,  
Contact us for details!!**

**Online-Only ads can be inserted into the Legal Employment Weekly an additional rate of only \$25!!**

## Positions of the Week

Every Legal Employment Weekly® has 3 Positions of the Week. Three ads are prominently displayed on the front page of every issue (Attorney, Paralegal, Legal Secretary). You may view a copy of Legal Employment weekly along with an example of this premium positioning at: [jobs.lawbulletin.com/lc.cfm?page=rc\\_weekly.cfm](http://jobs.lawbulletin.com/lc.cfm?page=rc_weekly.cfm)

**The cost of a Position of the Week is \$100. The ad must currently be running in the Chicago Daily Law Bulletin®. Positions are first come first serve.**

### Law Bulletin Fact:

**The Legal Employment Weekly® is free to anyone, from any state, who signs up for this publication.**

The Legal Employment Weekly® is distributed throughout the U.S. to a controlled circulation list of jobseekers, law school and paralegal school placement offices as well as firm administrators nationwide.

As of January 1, 2012 the Legal Employment Weekly was sent out to over 2,500 opt-in subscribers every week!

The Chicago Lawyer<sup>®</sup> is Law Bulletin's award-winning monthly magazine that features timely articles and surveys on attorneys, law firms, issues and events affecting the legal community. Each issue contains a section that indexes and summarizes more than 150 recent state and federal appellate cases in Illinois. In addition to stories on major legal issues and trends, the magazine includes columns by acclaimed attorneys in a variety of fields such as ethics, personal injury, intellectual property and criminal law.

## Classified Advertising Rates

One Column Inch Minimum

### Insertion

The Chicago Lawyer publishes one time a month and has a shelf life of approximately 30 days. Your ad will also appear on the Chicago Lawyer website: [chicagolawyermagazine.com/Home/SectionMaster/Jobs.aspx](http://chicagolawyermagazine.com/Home/SectionMaster/Jobs.aspx)

### Cost Per Inch/Insertion

\$75.00/Column Inch

## Column Widths

1 Column = 2 1/16"

2 Columns = 4 1/4"

3 column 6 7/16"

4 Columns = 8 5/8"

## Display Ads

Display classified ads appear with in the classified section of Chicago Lawyer Magazine. Creative design flexibility allows for borders, multi-column ads, photos, QR Codes, artwork, logos and boldface type. **These ads are offered at a flat rate of \$150 per issue.**

### Circulation:

Circulation is 4,500 per month and is a combination of paid and requested subscriptions. An average of 2.5 readers view each copy. Readership exceeds 11,250 each month. Readers are predominantly in the greater Chicago area with a small number downstate and in Wisconsin & Indiana.

### Readers' Area of Law:

42% Trial/Litigation  
30% Real Estate  
27% General Practice  
23% Personal Injury  
18% Corporate  
18% Probate  
14% Criminal / Family

Find the right resumes, at the right time, from a source you already know and trust. The Resume Center is the best way for legal employers to find the area's top local legal talent. Pricing is designed to fit whatever your specific hiring needs may be.

As of February 15, 2012 there were approximately 650 Resumes in the database

## Resume Center Access Options/Rates

<u>Access</u>	<u>Rate</u>
1 week	\$75
2 weeks	\$150
3 weeks	\$200
4 weeks	\$300
3 months	\$750 + 3 FREE 2 week job postings *
6 months	\$1200 + 6 FREE 2 week job postings *
9 months	\$2,000 + 9 FREE 2 week job postings *
1 year	\$3,000 + 12 FREE 2 week job postings *

\* FREE postings must run within 12 months of the purchase of the resume center access, or they will be lost

## Job Scraping Options

All recruitment ads (with your company's logo) will appear on [Jobs.LawBulletin.com](http://Jobs.LawBulletin.com)  
Confidential Blind Boxes are available upon request.

<u>Ad Description</u>	<u>Your Rate</u>	<u>1 Year</u>
• We scrape all your postings from your website 2 times/month	\$650 per month	\$7,150
• We scrape 3 postings from your website twice a month (3 postings online the entire month)	\$200 per month	\$2,200
• We scrape 2 postings from your website twice a month (2 postings online the entire month)	\$130 per month	\$1,430
• We scrape 1 posting from your website twice a month (1 posting online the entire month)	\$70 per month	\$770
• Cross post your ads to the The Legal Employment Weekly	\$10 per ad	
• Cross post your ads to the The Chicago Daily Law Bulletin	\$15 per ad/ per day	
• Law Bulletin's Resume Center Access 25% discount if you sign up for one of the above job posting packages.	\$250 per month	\$2,750

Contact a Law Bulletin representative at (312) 644-4014 for more information.