

2008 MEDIA KIT

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background

Established in 2003, eTECHnews publishes one of the largest legal industry e-newsletters, with a subscriber base of more than 20,000. A leading source of technical information for law firm professionals, the monthly e-newsletter features cutting-edge commentary from leading technology providers servicing the legal profession in North America and Canada. The eTECHnews e-newsletter informs readers how to utilize technology solutions to provide a higher level of service to their clients, while improving law firm profitability.

eTECHnews focuses on the following general software products and technology that pertain to the legal industry, such as:

- Financial Management Time and Billing
- Case and Practice Management, Docketing and Conflict of Interest
- Microsoft Products
- CRM and Marketing
- Technology Trends
- Reporting, Data Warehousing and Business Intelligence
- Benchmarking
- Collections Management



demographics

Online advertising is one of the most powerful components of any media campaign, and eTECHnews is the perfect fit for companies of all sizes. No other solution delivers a more influential mid-large sized law firm audience than eTECHnews. With more than 20,000 registered users, eTECHnews has proven itself to be an industry leader in the legal profession in North America, providing innovative articles from the leading technology companies servicing that market.

[More than 25% of eTECHnews readers are decision makers and more than 40% are IT professionals.]

[eTECHnews has an 80% subscriber retention rate.]

[Subscribers appreciate the feature-rich articles the publication provides.]



opportunity

eTECHnews has several differentiators in the marketplace:

- A solid grasp on its subscriber base that includes competitive information, professions, locations and reading habits
- An established subscriber base
- An above average industry-benchmarked click-through rate.
- Customer-centric advertising standards: highly customizable mailings based on subscriber goals
- Metrics: provision of readership report and analytics = added value.



advertising

Offering a variety of promotional opportunities, eTECHnews provides advertisers the optimal setting to expand their reach into the legal industry. eTECHnews offers a full suite of advertising solutions to market your message, brand or products to a national audience of legal professionals via the e-newsletter, website, or our co-branded email program.

ADVERTISING RATES & SPECIFICATIONS

POLICIES

APPROVAL

In order to maintain the integrity the eTECHnews publication, all advertising is subject to approval and acceptance by eTECHnews. We have the right to reject or cancel any advertisement at any time, even if it was acknowledged and accepted for publication.

LIABILITY & ERROR ALLOWANCES

The advertiser and/or advertising agency assumes liability for all content (including, but not limited to, text and illustrations) of advertisements published, and also assumes responsibility for payment of all costs, expenses (including attorney's fees), liabilities and damages arising there from against eTECHnews.

eTECHnews will not be liable for failure to publish any advertising for any reason including, but not limited to, strikes, labor disputes, government action, acts of God, war, fire, riots, breakdown of equipment, or any other circumstances.

Claims for error allowances must be made within 15 days after the advertisement's insertion and will be granted on the basis of the first insertion only.

ADVERTISING TYPES

eTECHnews supports a wide variety of advertising technologies and media. If you're creating ad units or programs for eTECHnews and need technical specifications, please select the specific type of unit from the list below.

CO-BRANDED EMAIL

Effectively deliver your message with this "standalone" email to the eTECHnews subscriber base. Co-branded emails drive branding and develop lead generation through a unique call to action in one package, and by providing valuable content to the subscriber or to a specified targeted group.

Contact Aimee Heavener at ahavener@etechnews.com for pricing

CONTRIBUTOR SPOTLIGHT

The Contributor Spotlight offers a unique opportunity to promote your company/organization on the eTECHnews newsletter. These units have the look and feel of "editorial" copy, and include a paragraph of text, linking to an article or whitepaper with your logo and a link to your website.

Contact Aimee Heavener at ahavener@etechnews.com for pricing

BANNER ADS (NEWSLETTER & WEBSITE)

STATIC SIDEBAR AD

This email marketing opportunity utilizes eTECHnews' HTML newsletter and provides advertisers a rich platform for communicating their marketing message. Advertisers must provide creative for HTML newsletter format at least five (5) business days prior to issue publication date.

Ad Unit Dimensions: 300w x 250h pixels
Maximum File Size: 25k
Image Format: JPEG (*No animation, including Flash, is accepted at this time*)
Linking URL: Maximum of 250 characters

Contact Aimee Heavener at ahavener@etechnews.com for pricing

STATIC SKYSCRAPER AD

In HTML format newsletters, the Skyscraper is a prominently visible vertical bar located at the upper right side of a newsletter page. Advertisers must provide creative for HTML newsletter format at least five (5) business days prior to issue publication date.

Ad Unit Dimensions: 160w x 600h pixels
Maximum File Size: 25k
Image Format: JPEG (*No animation, including Flash, is accepted at this time*)
Linking URL: Maximum of 250 characters

Contact Aimee Heavener at ahavener@etechnews.com for pricing

TESTING	All creative must function on both a PC platform as well as on a 4.x or higher version of Internet Explorer.
TRACKING	Tracking is provided as an added value to the advertiser by eTECHnews.
RICH MEDIA TYPE	None allowed at this time.
THIRD-PARTY SERVING	eTECHnews does not allow standard third-party tags for images and linking URLs.
DEADLINES	eTECHnews requires that all creative be submitted at least five (5) business days prior to issue publication date.
SUBMITTING CREATIVE	<ol style="list-style-type: none">1. Make sure the submission form is complete.2. Save this document as newsletter_ad.doc file3. Attach your newsletter_ad.doc file with your images.4. Send the completed submission form with images via email to: etechews@etechnews.com.5. Please be sure to include the advertiser's name, your name and contact information in case eTECHnews has any questions regarding your submission.
QUESTIONS	If you have any questions regarding the development of your creative, please contact etechnews@etechnews.com .

DESIGN (GENERAL GUIDELINES)

- All click through URLs must open in a new browser window.
- eTECHnews reserves the right to reject any insertion, graphic, text description, or URL.
- Ads may not employ rapid/"strobing" animation of any graphic, copy, or background elements(s).
- Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertiser's name to signify that it is an ad creative banner, not content.
- Ads may not have transparent backgrounds and may never blend into the screen content.
- Television and print advertising standards prohibit advertisers from issuing ads, infomercials, or infotisements in such a manner that the viewer or reader believes the content is news, rather than advertising. eTECHnews also follows this policy.
- Ads may not be used to imply affiliation with or an endorsement by eTECHnews unless such a relationship exists. eTECHnews branding or logos—from the eTECHnews brand—cannot be used within any ad banner.

IF THE SUBMITTED CREATIVE DOES NOT CONFORM TO THE ABOVE DESIGN GUIDELINES OR POLICIES OF eTECHnews, IT WILL NOT BE PLACED ONLINE.

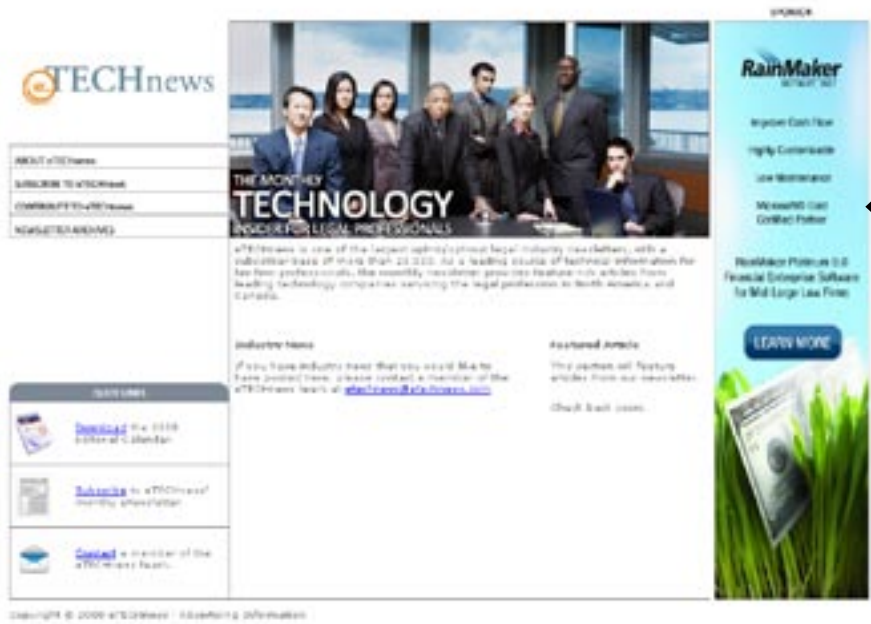
SAMPLE eTECHnews Co-Branded E-mail

Effectively deliver your message with this “standalone” email to the eTECHnews subscriber base

Co-branded emails drive branding and develop lead generation through a unique call to action in one package, and by providing valuable content to the subscriber or to a specified targeted group.



SAMPLE eTECHnews Web/Newsletter Advertisement



Sample 160x600 Skyscraper Ad on the eTECHnews Website.

The Skyscraper ad is a prominently visible vertical bar located that is located at the upper right side of either the eTECHnews website or newsletter.

Similar look for eTECHnews monthly newsletter.

Other Advertising Opportunities Available. Please see pages 6-7



2008 Editorial Calendar

eTECHnews is a leading source of technical information for law firm professionals. Our monthly opt-in/opt-out, legal industry specific newsletter is provided to legal professionals free of charge and currently has a subscriber base of 20,000. The newsletter features articles from leading technology companies servicing the legal profession in North America and shows its readers how to utilize hardware and software solutions to provide a higher level of service to their clients while improving law firm profitability.

Email applicable articles to:
etechnews@etechnews.com.

When submitting an article, please provide it in Microsoft Word format.

Article submission length should not exceed 3,000 words, unless express permission is received.

A copy of the article (as it appeared in the newsletter) and a readership report will be sent on the Friday following issue publication.

For information on advertising opportunities, email:
etechnews@etechnews.com

www.etechnews.com

Publication Date	Topic	Article Due Date
January 16, 2008	"How-To"	January 11, 2008
February 13, 2008	Business Intelligence/Benchmarking	February 8, 2008
March 12, 2008	Finance/ROI: Cash Flow & Profitability	March 7, 2008
April 16, 2008	Disaster Planning/Recovery	April 11, 2008
May 14, 2008	Internet Technology: Portals, Intranets & Websites	May 9, 2008
June 11, 2008	IT Challenges & Solutions	June 6, 2008
July 16, 2008	The Paperless Office: Going Green	July 11, 2008
August 13, 2008	Finance: Time & Billing	August 8, 2008
September 17, 2008	Hardware: Popular Tech "Toys" Used in Today's Savvy Law Firms	September 12, 2008
October 15, 2008	Strategic Planning: Industry Trends	October 10, 2008
November 12, 2008	Marketing Trends	November 7, 2008
December 10, 2008	2008 eTECHnews Survey Results	