



MEDIA KIT 2009



- ADVERTISING OPPORTUNITIES** • *SUE*, For Women in Litigation —Print Publication • *KNOW*, The Magazine for Paralegals • Digital Publications • Web Marketing Opportunities on SueMagazine.com • Educational Conference Sponsorships • The Annual SUE Salary Survey • Vendor Sponsored Articles • Free Listings in The Big Book of Vendors

SUE

FOR WOMEN IN LITIGATION



**“REACH
10,000+
WOMEN
LITIGATORS
& DECISION
MAKERS”**

As the only independent bi-monthly publication for women litigators, SUE delivers to your target audience in Major, Mid-Size and Small Firms and Fortune 1000 Corporate Law Departments:

- Lawyers
- General Counsel
- Associate General Counsel
- Equity Partners
- Associates
- Executive Administrators
- Litigation Support Professionals
- E-discovery Managers
- Managing Partners
- Executive Directors
- Case Managers and more

Advertise with SUE and tap into the tremendous buying power of this audience.

There are 1,162, 124 lawyers in the U.S. and 31.6% or 367,232 are women. Add 300,000 paralegals of which 85% are women. Approximately 80% of these buyers are in the litigation arena. It's a potentially huge buying audience.

SUE's readers are lawyers with decision making powers in technology, law firm management, research, jury consulting, expert witnesses, staffing, e-discovery, legal services, trial presentations, office products and equipment, finance, marketing, and to name a few. They are strong buyers of individual purchases such as automotive, beauty products, clothing, consultants, and other personal buying.

ADVERTISING RATES

RATES (QUOTED IN U.S. DOLLARS) ARE EFFECTIVE IMMEDIATELY.

REGULAR RATES

	6 issues	3 issues	2 issues	1 issue
Full page	700	720	750	800
Half page	425	450	475	500
1/3 page	325	350	375	400
2-page spread	1200	1300	1400	1500

PRIME & FIXED POSITION RATES

	6 issues	3 issues	2 issues	1 issue
Back Cover	995	1100	1200	1400
Inside Back	900	995	1100	1300
Inside Front	900	995	1100	1300

DISCOUNT RATES*

	6 issues	3 issues	2 issues	1 issue
Full page	300	400	500	600
Half page	475	500	525	550
1/3 page	350	375	395	495
2-page spread	695	795	895	995

*DISCOUNT RATES ARE AVAILABLE WHEN ADVERTISERS PURCHASE SPACE IN SUE AND CONCURRENTLY RUN THE SAME AD IN KNOW.

ADVERTISING DEADLINES

Sue Iss.1 Feb/Mar	Jan. 15
Sue Iss.2 Apr/May	Mar. 15
Sue Iss.3 Jun/Jul	May. 15
Sue Iss.4 Aug/Sep	Jul. 15
Sue Iss.5 Oct/Nov	Sept. 15
Sue Iss.6 Dec/Jan	Nov. 15

**A FREE
AD IN THE
PUBLICATIONS
ELECTRONIC
VERSION IS
INCLUDED IN
THE PRINT
RATE!**

All contracts & materials are due on the above dates.

DIGITAL FILE FORMATS

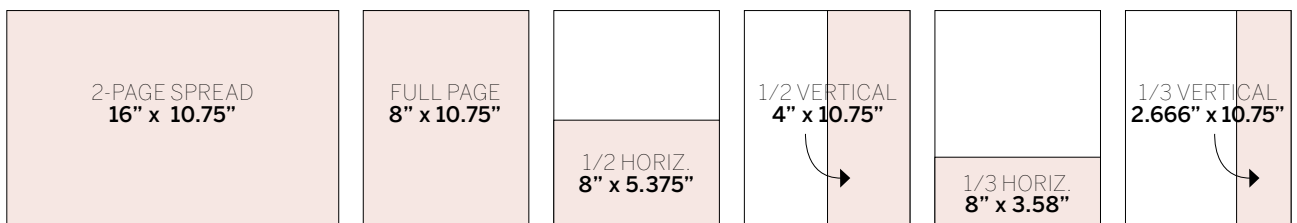
- High-resolution Adobe Acrobat files (PDFs) are strongly preferred for ad materials submissions. Digital advertising files may also be provided in Adobe Photoshop (.eps, .tif, psd or .jpg). All graphics should be 300 dpi or higher resolution, in CMYK color.
- Files may be submitted via e-mail

at editor@suemagazine.com, or on a CD or DVD mailed via trackable method to:
SUE Magazine
Attn: Advertising
11271 Ventura Blvd. #411
Studio City, CA 91604

- For Digital files exceeding 10 MB in size, please call or e-mail for FTP upload instructions.

ADVERT SPECS

• NOTE: All ads requires 0.125" bleed & trim



know

the magazine for paralegals



K NOW, The Magazine for Paralegals reaches key buyers in major, mid-size and small firms along with Fortune 1000 in-house legal departments, government agencies and non-profits. Buyers include attorneys, paralegal managers, case managers, litigation support managers, paralegals, legal assistants, secretaries, educators and many others. This bi-monthly publication has been heralded by many as an “absolute must-read” by significant leaders in the community.

“Excellent vehicle to reach our audience.”—Patrick O’Neill, International Business Company

“YOUR BRAND REACHES TOP LAWYERS & DECISION MAKERS.”

“Well worth the investment.”—Dave Tiller, StudeoLegal

“What we’ve discovered is that paralegals, not lawyers, are the people introducing technology into law offices,”—Tom Goldman, AAFPE Chairman, Technology Task Force.

“Through Estrin Education, we get directly to the buyers or buying influence.”—Joe Howie, Vice President, Syngence

“We truly enjoy participating. Congratulations on the tremendous growth of your organization.”—Ketan Parekh, President, Iqwest

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*DISCOUNT RATES ARE AVAILABLE WHEN ADVERTISERS PURCHASE SPACE IN *SUE* AND CONCURRENTLY RUN THE SAME AD IN *KNOW*.

ADVERTISING DEADLINES

KNOW Iss.4 Jan/Feb	Dec. 15
KNOW Iss.5 Mar/Apr	Feb. 15
KNOW Iss.6 May/June	Apr. 15
KNOW Iss.7 Jul/Aug	Jun. 15
KNOW Iss.8 Sep/Oct	Aug. 15
KNOW Iss.9 Nov/Dec	Oct. 15

All contracts & materials are due on the above dates.

A FREE AD IN THE PUBLICATIONS ELECTRONIC VERSION IS INCLUDED IN THE PRINT RATE!

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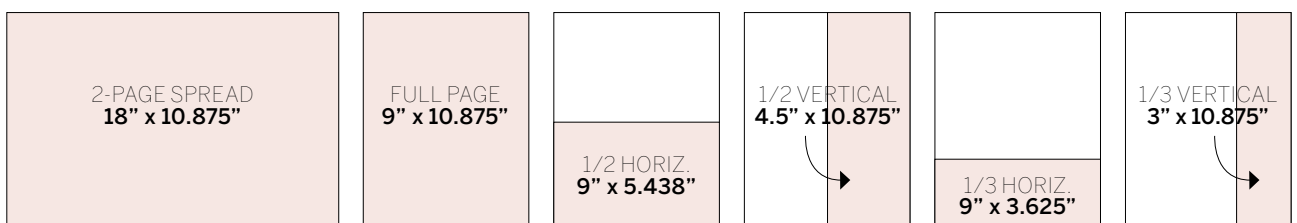
• Files may be submitted via e-mail

at there@knowparalegal.com, or on a CD or DVD mailed via trackable method to:
KNOW Magazine
 Attn: Advertising
 11271 Ventura Blvd. #411
 Studio City, CA 91604

• For Digital files exceeding 10 MB in size, please call or e-mail for FTP upload instructions.

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• NOTE: All ads requires 0.125" bleed & trim





“TARGET AND PROMOTE YOUR BRAND THROUGH HIGH-IMPACT PROGRAMS.”

ANNUAL SALARY SURVEY

Sponsorships are available for the Annual SUE Salary Survey. Please call us to find out more.

SUE: THE WOMEN LITIGATORS CONFERENCE

Special event sponsorship opportunities are available to a limited number of sponsors for the Annual SUE Women Litigators Conference to be announced.

BIG BOOK OF LEGAL VENDORS

All advertisers receive a FREE listing The Big Book of Legal Vendors and special discounted advertising rates. Please call or e-mail us for more information.

KNOW: THE MAGAZINE FOR PARALEGALS

Advertisers in SUE are eligible for a deep discount in KNOW, The Magazine for Paralegals (www.knowparalegal.com).

TERMS OF ADVERTISING

Billing terms: Full amount due within 30 days of billing date of each issue. 2x – 6x placement discounted orders are billed and due in advance of placement. Past due accounts will incur late charges.

ADVERTISING POLICY

All advertisers must adhere to size specification, standards and policies contained on this official rate card. The publisher’s schedule of insertion order and copy deadlines must be observed in order to assure publication. Appearance of an advertisement in any of Estrin Education Inc. publications does not constitute a recommendation nor endorsement of that product or service by the publisher.

Liability of the publisher for any error for which it may be held legally responsible is limited to the cost of the advertisement. All advertising is limited to publisher’s approval. We reserve the right to reject advertising which, in

the opinion of the publisher, is not keeping with its publication standards. When change of copy is not received by the closing date, copy from the previous issue will be inserted. Cancellation of any advertising contact must be made in writing at least ninety (90) days in advance of the publication date. A cancellation fee is the equivalent of three (3) months of advertising and will be due upon the cancellation of the contract. In the case of advertising placed by an agency, the agency and the advertiser are jointly and severally liable for the price of the advertising space. No advertisement may be cancelled after the deadline.

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ELECTRONIC NEWSLETTERS

Besides its flagship print publication, both SUE and KNOW offer an electronic newsletters to its readers. This popular monthly e-mail newsletter allows legal vendors to reach members with highly visible banner advertising placements. Exclusive high-impact banner ad placements are available in this publication on a first-come, first-served basis.

E-NEWSLETTER RATES

<u>12 issues</u>	<u>10 issues</u>	<u>6 issues</u>	<u>4 issues</u>	<u>1 issue</u>
225	250	275	295	339

ONLINE ADVERTISING

Advertising is currently being accepted in the sizes shown below on the SUE Magazine or KNOW website. Please visit www.suemagazine.com and www.knowparalegal.com.

For additional information about placing your ad on the website or to request a size not listed above, please contact us at 818.566.4222 or editor@suemagazine.com.

File size for all banners and buttons 30k or less. Ad copy formatted as JPEG.

Size 1: 85 pixels W x 85 pixels H

Size 2: 170 pixels @ x 85 pixels H

ONLINE RATES

	<u>1 month</u>	<u>3 month</u>	<u>6 month</u>	<u>8 month</u>	<u>12 months</u>
Size 1	100	95	90	75	65
Size 2	200	185	175	140	125

VENDOR SPONSORED ARTICLES

A Special Advertising Section is available in each publication for articles written by vendors. These articles must comply with Estrin Education Inc. editorial guidelines. Articles will include the author’s name, position, picture, contact information and company logo. Space is very limited.

VENDOR SPONSORED ARTICLE RATE

\$800.00 per issue.

CONTACT DETAILS

Estrin Education Inc.

11271 Ventura Blvd. #411

Studio City, CA 91604

Phone: 818.566.4222

Fax: 818.566.9783