



# RATE CARD 2008

## PRINT

### GENERAL

- Series discounts available on bookings of 3 inserts and/or 3 months +
- All prices plus VAT @ 17.5%
- All prices fixed until 31/12/08

### NEWSLETTER INSERTS

- |                              |      |
|------------------------------|------|
| • postcards                  | £300 |
| • up to 2 sheets A4 (100gsm) | £400 |
| • larger than 2 sheet of A4  | £600 |

(2000 copies of the insert are required)

### NEWSLETTER BANNER STRIPS

High impact banner advertising in hard copy & PDF editions of the Legal Technology Insider newsletter

- |                   |      |
|-------------------|------|
| • front page      | £300 |
| • all other pages | £200 |

(Banner specifications: B&W - 16cm x 2cm - JPEG or PDF file format)

# ONLINE

## WEBSITE BANNERS

Unless otherwise specified, web banners etc appear on all pages

- horizontal banner (468 x 60 pixels) £300 per month
- half banner (234 x 60 pixels)  
(only within KM, jobs or events pages) £100 per month
- large rectangle ad (336 x 280 pixels) £300 per month
- skyscraper banner (120 x 600 pixels) £300 per month
- horizontal banner (jobs or events pages only) £200 per month
- vertical banner + (120 x 240 pixels) £200 per month
- button ad + (120 x 90 pixels) £150 per month

## THE ORANGE RAG BLOG

We can now offer premium slots on the most widely visited legal tech blog outside the United States – the banner sit at the top of the left and right columns

- vertical banner + (120 x 240 pixels) £300 per month
- button ad + (120 x 120 pixels) £200 per month

## SPONSORS MESSAGE/FEATURED EVENT

Give a higher profile to announcements and events by promoting them in the email going out to subscribers with the digital edition of the Insider. This is a plain text + hyperlink (max 40 words) message.

- sponsors message £150 per issue

## FEATURED JOB

Give a higher profile to your job vacancies by highlighting them in the Insider newsletter and at the top of the Jobsboard page on the Insider website, as well as in the email going out to subscribers with the digital edition of the Insider.

- featured job £200 per issue