

Law.com Online Display and Sponsorship Advertising Technical Specifications

**Questions on any of the specifications below should be directed to adfulfillment@alm.com.*

Banners, Leaderboards, Skyscrapers, Rectangles:

- File type: static or animated .gif, .jpg or flash files.
- File size: **45K maximum**
- Ad sizes: 728x90, 160x600, 300x250, 468x60, 250x250, 125x125, 500x300, 120x600, 100x50, 120x60 (depending on location of ad)
- Lead time: 3 business days

****Graphics that have backgrounds that are the same as Law.com's pages must have a border to delineate them from Law.com's content. Law.com reserves the right to add a 1-pixel border to creative.**

For Email Newsletters Only:

- File type: static .gif, .jpg
- File size: **45K maximum**
- Ad sizes: 728x90, 160x600, 300x250, 468x60, 250x250, 125x125, 500x300, 120x600, 100x50, 120x60 (depending on location of ad)
- Lead time: 3 business days

****Graphics that have backgrounds that are the same as Law.com's pages must have a border to delineate them from Law.com's content. Law.com reserves the right to add a 1-pixel border to creative.**

Rich Media:

- File type: varies
- Lead time: 10 business days
- File size: **45K maximum**
- Rich media is accepted on a case-by-case basis. Please contact your Ad Trafficker to discuss specific requirements for rich media prior to sending rich media creative.
- When a user rolls over the ad, it may expand. However, when the cursor moves off the ad, the ad must collapse.
- When a user clicks on an ad to activate the expansion, there must be an easily identified icon to close the ad.
- Audio/Video: There must be a user initiated "play/pause" button to activate any audio or video feed. Animation and/or video may play for no longer than 15 seconds.
- No rich media creatives can be used within email alert products

2/15/2012

- 160x600 can expand to 350x600 to the left.
- 300 x 250 expand to 600 x 250 to the left.
- 728 x 90 expand to 728 x 180 down over masthead

Third party tracking tags:

- File type: HTML
- Lead time: 7 business days
- Real-Time Reporting login and password required along with creative materials prior to going live
- No third party tracking tags can be used in sponsor spotlight positions or email alert products

** Third party tags are accepted on a case-by-case basis. Please contact your Ad Trafficker to discuss specific requirements for third party tags prior to sending.

Flash files:

- File type: .swf file
- Lead time: 7 business days
- File size: **45K maximum**
- No flash creatives can be used within email alert products

**** Requires backup .gif to be served to users who do not accept rich media**

Instructions for Shockwave Flash files:

- In the .fla file do not code the destination URL (e.g., <http://www.yourcompanysite.com>).

The URL coding needs to be as follows:

```
on (release) {  
    getURL (_level0.clickTag, "_blank");  
}
```

- **The following must be included when sending Flash creative:**

- 1) final .swf files
- 2) back-up .gif file
- 3) destination URL when ad is clicked upon
- 4) version of Flash the final .swf file has been *saved as* (not which version of Flash was used to *create* the ad)



Law.com Online Display and Sponsorship Advertising Technical Specifications

Featured Sponsors:

- Text: 18 characters maximum (including spaces)
1-line maximum
- Graphic: 125x125 .gif or .jpg (separate from text)
- File size: **35K maximum**
- Lead time: 3 business days

* Please note: The graphic should be sent in and will be displayed separately from the text

** Page views are not tracked on text links.

Sponsor Spotlights:

- Text: 400 char. maximum (including spaces) single paragraph; no line breaks/bullets
- Headline: 30 characters maximum (including spaces)
- Graphic: 75x75 static (non-animated) .gif or .jpg, 5K maximum file size
- Lead time: 3 business days

*Please note: The graphic can be a company logo. It should be sent in separately from the paragraph. The completed creative will have text wrapped around the graphic.

** Page views or impressions *are not tracked* on Sponsor Spotlights.

Law.com reserves the right to add a 1-pixel border to graphics that contain excess white (or clear) space. If URL is not working at time of publication, Sponsor Spotlight may not be published and may be rescheduled for another day.



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Co-branded E-mails:

- Subject line: 45 characters maximum (including spaces)
- File size: 25K maximum
- Table/body width: Maximum 650 pixels
- Lead time: 7 business days
- Changes to creative will not be accepted within 5 business days of e-mail drop date.
- **Simple HTML only (No coding in MS Word, no JavaScript; only inline CSS is accepted)**
- If style sheets are used, the CSS needs to be simple inline text or if linked, the file must be hosted by the client
- All images included within the file must be hosted by the client
- **Suppression list of opt-outs must be sent with creative, and must be no more than 10 days old as per CAN-SPAM laws**
- To compensate for email clients blocking images on preview, we recommend not including large images at the top of the emails. If possible, please use text, tables or css code along with the small images to build the header.

The following must be included in the ad:

- 1) Clear and conspicuous indication that the e-mail is an advertisement
- 2) Physical address of the advertiser
- 3) The following language allowing users to opt-out from all future e-mails from the advertiser:

"If you no longer would like to receive promotional e-mails from [DIVISION OR COMPANY NAME] please click here [OPERATIONAL OPT-OUT LINK] or send an e-mail to [EMAIL ADDRESS] with "opt-out" in the subject line."

** Introductory text & footer provided by Law.com. Clicks on links to e-mail addresses cannot be tracked.

Quest Sponsored Listing Text Ads:

- Headline: 25 characters maximum (including spaces)
 - Text: 140 characters maximum (including spaces)
 - Lead Time: 5 business days
-

Quest Standard Text Ads:

- Headline: 60 characters maximum (including spaces)
- Text: 210 characters maximum (including spaces)
- Lead Time: 5 business days

Law.com Online Display and Sponsorship Advertising Technical Specifications

E-Discovery Road Map Directory Listing:

- Company Name: 40 characters maximum (including spaces)
 - Address: 40 characters maximum (including spaces)
 - City, State, Zip: 40 characters maximum (including spaces)
 - Fax: 40 characters maximum (including spaces)
 - Contact Name: 40 characters maximum (including spaces)
 - Lead Time: 5 business days
-

E-Discovery Road Map Featured Category Listing:

- Headline: 43 characters maximum (including spaces)
 - Text: 90 characters maximum (including spaces)
 - Lead Time: 5 business days
-

Legal Technology Sponsored Download Text Ad:

- Headline: 24 characters maximum (including spaces)
2-line maximum
 - Text: 40 characters maximum per line (including spaces)
3-line maximum
 - Lead Time: 3 business days
-

Legal Technology Sponsored Download Listing:

- Headline: 30 characters maximum (including spaces)
- Text: 400 characters maximum (including spaces)
single paragraph only; no line breaks or bullets
- Lead Time: 3 business days

Law.com Online Display and Sponsorship Advertising Technical Specifications

Legal Technology Sponsored White Paper Listing:

- **Headline:** 30 characters maximum (including spaces)
 - **Text:** 400 characters maximum (including spaces)
single paragraph only; no line breaks or bullets
 - **Lead Time:** 3 business days
-

Podcast Sponsorship Text Ad:

- **Headline:** 43 characters maximum (including spaces)
 - **Text:** 90 characters maximum (including spaces)
 - **Lead Time:** 3 business days
-

Podcasts:

- Audio clip to be sent directly to LuAnn Reeb (lu@legaltalknetwork.com).
 - Audio commercial: WAV file no longer than 30 sec in duration
 - Lead time: 7 business days for the audio clip
-

Survey Package Text Ad Sponsorships:

Tech specs:

- **Headline:** 43 characters maximum (including spaces)
 - **Text:** **120** characters maximum (including spaces)
 - **Lead Time:** 3 business days
 - **Graphic:** 75x75 static (non-animated) .gif or .jpg, 5K maximum file size
-

Quick Poll Sponsorship:

- **Lead time:** 7 business days
- **Logo:** 88x31 static image
- **Logo File size:** 45K maximum
- **Question length:** 90 characters *no percentage signs (%) or vertical pipes (|)*
- **Answer length:** 20 characters
- **Number of answers:** 2 - 4 answers

Law.com Online Display and Sponsorship Advertising Technical Specifications

LegalTech E-vites:

- Text: 300 characters maximum (including spaces)
- Graphic: 100x50 static (non-animated) .gif or .jpg, **15K maximum** file size
- Lead Time: 7 business days
- *Changes to creative will not be accepted within 5 business days of e-mail drop date.*
- **Suppression list of opt-outs must be sent with creative, and must be no more than 10 days old as per CAN-SPAM laws**

The following must be included in the ad:

1. Physical address of the advertiser
2. The following language allowing users to opt-out from all future e-mails from the advertiser:

"If you no longer would like to receive promotional e-mails from [DIVISION OR COMPANY NAME] please click here [OPERATIONAL OPT-OUT LINK] or send an e-mail to [EMAIL ADDRESS] with "opt-out" in the subject line."

Wallpaper ad specs:

- Background color: #444444 (dark gray) -- Wallpaper images should either use this color as their background, or transition/fade fully to this color at their outside and bottom edges. This is to ensure images blend smoothly into the body color of the Corporate Counsel wrapper (Samples available on request)
- Image dimensions: width: 260px maximum // height: 750px maximum
- Image optimization: images should be compressed and output for Web in order to optimize page performance

Here are the finalized sample mocks from the AmLaw100:

http://pdfserver.amlaw.com/Production/wallpaper/tal_index_wallpaper_test040711.html
http://pdfserver.amlaw.com/Production/wallpaper/tal_article_wallpaper_test040711.html

Additional notes:

- The two images used in the wallpaper do not link anywhere.
- Please note that our page wrappers are formatted to take advantage of the maximum space at the lowest common screen size...meaning, for users working on 1080px screen resolutions there is very little space left over on the sides of the page.
- We had to adjust the background color of the leader board to match that of the wallpaper images.

Roadblock ad specs:

- Banner ads file dimensions: 728x90, 300x250, 125x125, 500x300 (four files)

2/15/2012

- File type: static or animated .gif/.jpg
- File size: 45K maximum
- Sponsor spotlight ad:
 - Text: 400 char. maximum (including spaces) single paragraph; no line breaks/bullets
 - Headline: 30 characters maximum (including spaces)
 - Graphic: 75x75 static (non-animated) .gif or .jpg, 5K maximum file size
 - Please note: The graphic can be a company logo. It should be sent in separately from the paragraph. The completed creative will have text wrapped around the graphic.
 - Sponsor spotlight sample below



SPONSOR SPOTLIGHT

CIO/CTO Forum, Jan. 31-Feb. 1, NYC



Law Firm Chief Information & Technology Officers Forum is a leading event taking place in conjunction with LegalTech NY, Jan 31 - Feb 1. Gain the best strategies for managing the law firm's IT department and cutting-edge updates on new and emerging technologies that can dramatically increase the profitability and efficiency of the firm. Visit www.lawtechnews.com/cioforum to register.