

ALM Legal Newswire

www.law.com/legalnewswire

Intuitive and easy to use. Schedule your release today and target the legal industry with a couple of clicks!

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Let's get started

Log into:

www.law.com/legalnewswire



A New Press Release Distribution Network for Legal Media

Improve your ROI through a cost-effective, easy-to-use press release distribution service targeted to the legal community.

- Reach the legal industry directly
- Extend reach beyond legal
- Guaranteed visibility to your target audience
- Strengthened ROI

Scroll to the bottom and set up your account.

This screenshot shows the bottom of the website's account setup page. At the top of this section, there are three blue buttons: 'Tips For Effective Communications', 'News', and 'Sign In/Sign Up'. Below these is a 'Subscribe' button. The main heading is 'Distribution'. Underneath, there is a grey box containing the 'Legal Newswire POWERED BY LAW.COM' logo. Below the logo, the pricing information is displayed: 'Premium', '45,000 Impressions est.', and '\$ 600.00'. To the right of this information are two blue buttons: 'BUY NOW' and 'VIEW DISTRIBUTION'.

*Package pricing available, please contact Syndia Torres at 212.457.7799 or Email at storres@alm.com

Ready, set, go...

Once your press release has been set up with copy edit and assets, you're minutes away from setting up deployment with Legal Newswire, powered by Law.com and the only press release newswire service tailored for the legal industry.

Follow all required prompts. The module offers a standard editor for general formatting and image inclusion. Remember, you have an unlimited word count, and it supports multi media file formats.

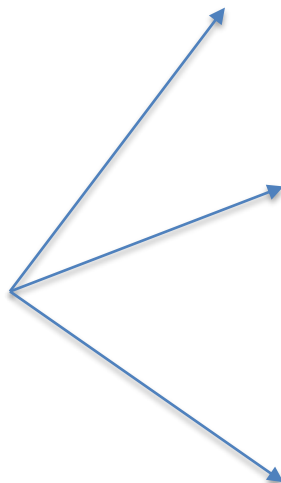
The screenshot shows a web browser window with the URL `ire/detailform.php`. The page header includes navigation links for "Legal Newswire" and "POWERED BY LAW.COM". Below the header, there are several buttons: "Tips For Effective Communications", "News", "PR Distribution Products", "PR Dashboard", "Profile", "Subscribe", and "Logout". The main content area is titled "Press Release Form" and contains several input fields and a rich text editor. The fields include "Headline*", "Logo", "Content*", "Target Translation Language" (set to Spanish), "Choose Multiple Topics*", "Publish Date/Time", "Global Region*", "Language*" (set to "Select Language"), "Keywords", and "Youtube Link". The rich text editor has a menu with options like "File", "Edit", "Insert", "View", "Format", "Table", and "Tools". A note at the bottom of the editor says "To insert images copy/paste them directly from your website or use image icon to embed them." The browser's taskbar at the bottom shows icons for PowerPoint, Excel, and Outlook.

Pick your *Ad Release* Targeting Settings

AdRelease™ is an iCrowdNewswire and Google product that provides the world's leading audience targeting technology to reach specific audiences. The first of its kind in the press release distribution industry, AdRelease™ allows users to define a target audience by geography including country, state, city and zip code or postal code, and by demographic segments including age group, interests and languages. Audiences can be targeted to reach groups with multiple interests such as legal and technology. Legal Newswire POWERED BY LAW.COM is the first industry specific press release newswire to offer AdRelease™ included as part of its product at no extra charge. The AdRelease™ distribution details are entered in the press release submission user interface and AdRelease™ will deliver 45,000 impressions from Google and Facebook and a detailed report is provided 6 days after release distribution.

The screenshot shows the 'Legal Newswire' interface with the following sections:

- Country***: [Field]
- State (Optional)**: [Field]
- City (Optional)**: [Field]
- Postal Code (Optional)**: [Field]
- Demographic reach:**
 - Age Group***: [Dropdown menu showing 'Your Selected Age: 25 - 45']
 - Choose Multiple Interest**:
 - Administrative
 - Architecture and Engineering
 - Business and Financial Operations
 - Community and Social Services
 - Arts, Entertainment, Sports and Media
 - Computer and Mathematics
 - Construction and Extraction
 - Education and Library
 - Food Preparation and Services
 - Legal
 - Sales
 - Management
 - Production
 - Transportation and Moving
 - Healthcare and Medical
 - IT and Technical
- Message life expectancy:** [Field]
- Start Date**: [Field]
- End Date**: [Field]
- Translations (Included):** [Field]
- Opt-out Translations**
- Choose Translations**: German Spanish French Russian Portuguese
- Traditional distribution (Included):** [Field]
- Choose Distributions:**
 - Posting on (40) US media web sites
 - Posting on (25) iCrowdNewswire network
 - RSS feeds
 - Social media (8) channels
 - Newswire & Databases Including (AppleNews, AcquireMedia, Comtex, Dow Jones, LexisNexis, ThomsonReuters, Westlaw)
- Reporting:** [Field]



Done, Review and Approve

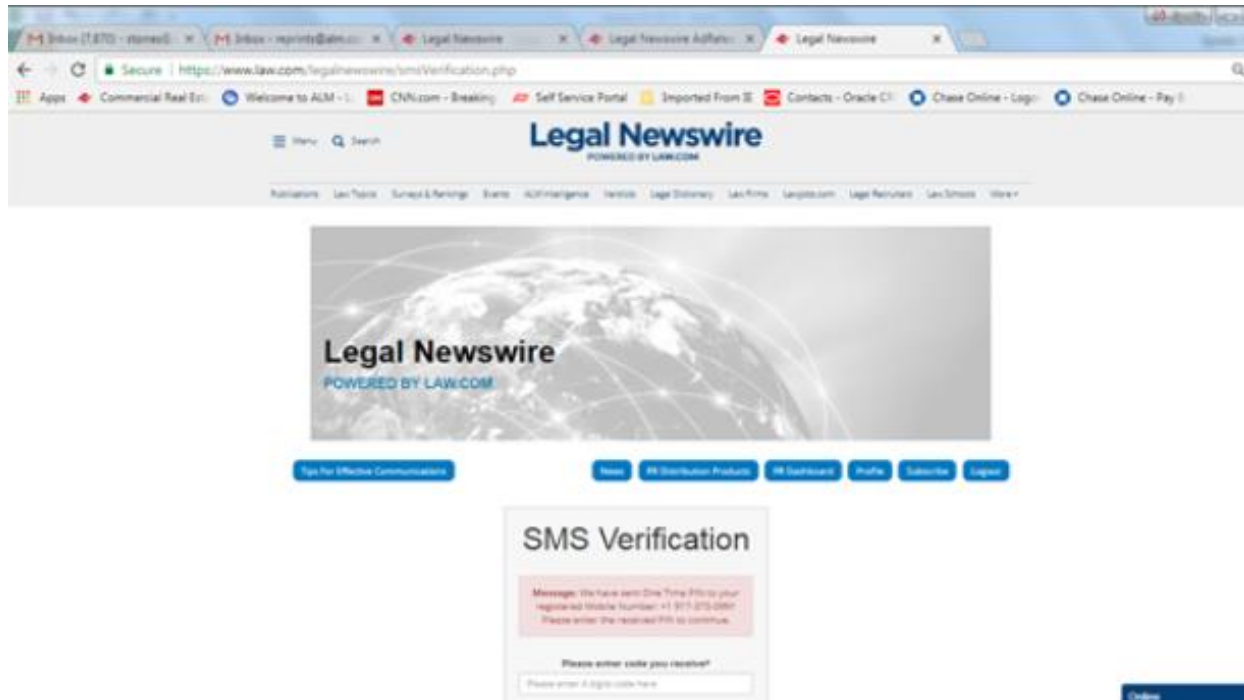


- Tips For Effective Communications
- News
- PR Distribution Products
- PR Dashboard
- Profile
- Subscribe
- Logout
- Edit Post
- Approve & Checkout

TEST

Look out for an SMS Code on your Mobile

After reviewing and approving, there is a security measure built in. Please standby with your mobile device. You will receive a code to enter and move to finalizing the transaction.



Check Out

- Pay the \$600 fee and process
- Or, type in the DISCOUNT CODE PROVIDED.

Note, upon entering the Discount Code, the balance will change to a \$0 value.

The screenshot displays the checkout interface for Legal Newswire. At the top, the browser tabs and address bar are visible. The main header features the 'Legal Newswire' logo with 'POWERED BY LAW.COM' underneath. A navigation menu includes links for 'Menu', 'Search', and various content categories. The central banner shows a globe with the text 'Legal Newswire POWERED BY LAW.COM'. Below this, a row of buttons offers options like 'Tips For Effective Communications', 'News', 'PR Distribution Products', 'PR Dashboard', 'Profile', 'Subscribe', and 'Logout'. The product details section shows 'Distribution' as 'AdRelease' and 'Price' as '\$ 600'. A 'Discount Code' input field with an 'Apply' button is positioned below the price. A 'Checkout' button is located to the right. The footer contains the 'LAW.COM' logo, social media icons, and a grid of category links including 'Publications', 'Law Topics', 'Rankings', 'More', and 'Law.com'.