

## Advertising Rate Card – August 2009

Tech4Law is an *independent* technology e-publication aimed solely at the legal profession of South Africa. Each month Tech4Law provides the legal market with new information that will help lawyers save money through technology, and therefore assist them to practice law more efficiently. Members are invited to the new edition by our “New Issue Notification” email, which reaches some 12 500 recipients.

### Some of the articles topics covered are:

- New legal technology products and suppliers
- New versions of products for the profession
- Business for law, helping lawyers with the day to day running of their business.
- Notable news or installations of products at law firms
- Cost cutting ideas
- Product reviews
- Lawyer @ home
- Legal supplier listing

It is a known fact that the legal profession is one of the major buyers of technology products in South Africa. More than half of the 20,000 lawyers in South Africa are reachable via electronic media, and this number is increasing at a rapid pace. That means that through the Tech4Law website you will be reaching the key decision makers in the South African legal profession. Since the objective of Tech4Law is to assist the profession to save money through technology, the publication enjoys a trusted reputation with its readers. As a result, lawyers are likely to respond to advertising and product profiles on Tech4Law.

### Reasons why advertising in Tech4Law will help your product and company:

- 1) The content on the site holds the readers on the site for a relatively long period
- 2) The advert can link the reader straight through to an advert/article on your site
- 3) It is read by people who are not afraid of change, which is like gold for marketing
- 4) No lock in, you advertise on a month to month basis
- 5) You can track the actual interest on a web site unlike printed media
- 6) Tech4Law is an independent publication, which gives it solid credibility
- 7) Saving money is a hot topic at present, and this is the core of our e-publication.

No other publication can help you communicate the benefits of your products to the legal market better than Tech4Law. Can you afford not to advertise?

Take a test drive at [www.Tech4Law.co.za](http://www.Tech4Law.co.za).

### **CONTACT INFORMATION**

Malcolm Pearson on 079 516 4528 or email [malcolmp@tech4law.co.za](mailto:malcolmp@tech4law.co.za)

## Pricing

All pricing excludes Value Added Tax.

### Home page banners

These appear on the home page, when the visitor moves off the home page, the adverts no longer display. This is the most popular advertising area, as all of the email notifications have links to the home page.

CODE	LOCATION	ONCE OFF	3 MONTHS	6 MONTHS
1H	Top Banner	7,000	6,300	5,670
2H	Top skyscraper	8,000	7,200	6,480
2H	Subsequent skyscrapers	7,000	6,300	5,670
3H	Midi skyscraper	4,667	4,200	3,780
4H	Mini skyscraper	3,500	3,150	2,835
5H	Square	1,750	1,575	1,418
6H	Bottom Banner	7,000	6,300	5,670

### Section page banners

These adverts appear in the section pages. For example, an advert in "News in brief" section would display the ad in the section page for the section "News in brief" only. Popular sections here are "Business4Law", "Cutting Costs" and "Tech advisor".

CODE	LOCATION	ONCE OFF	3 MONTHS	6 MONTHS
1S	Top Banner	6,300	5,670	5,103
2S	Top skyscraper	7,200	6,480	5,832
2S	Subsequent skyscrapers	6,300	5,670	5,103
3S	Midi skyscraper	4,200	3,780	3,402
4S	Mini skyscraper	3,150	2,835	2,552
5S	Square	1,575	1,418	1,276
6S	Bottom Banner	6,300	5,670	5,103

### Email notification advertising

In our monthly email notification, which is sent to 12 500 legal recipients, we offer one advertising space to suppliers. This will be delivered to all email recipients who have HTML activated on their respective email clients. The sizes of the advert does differ from the web pages, and are listed below. Flash banners are not allowed in this space as it distracts the readers.

CODE	LOCATION	ONCE OFF	2 MONTHS	3 MONTHS
1E	Email notification advert	7,800	8,580	9,438
After the initial order is fulfilled the advertiser goes back into the queue for additional orders.				

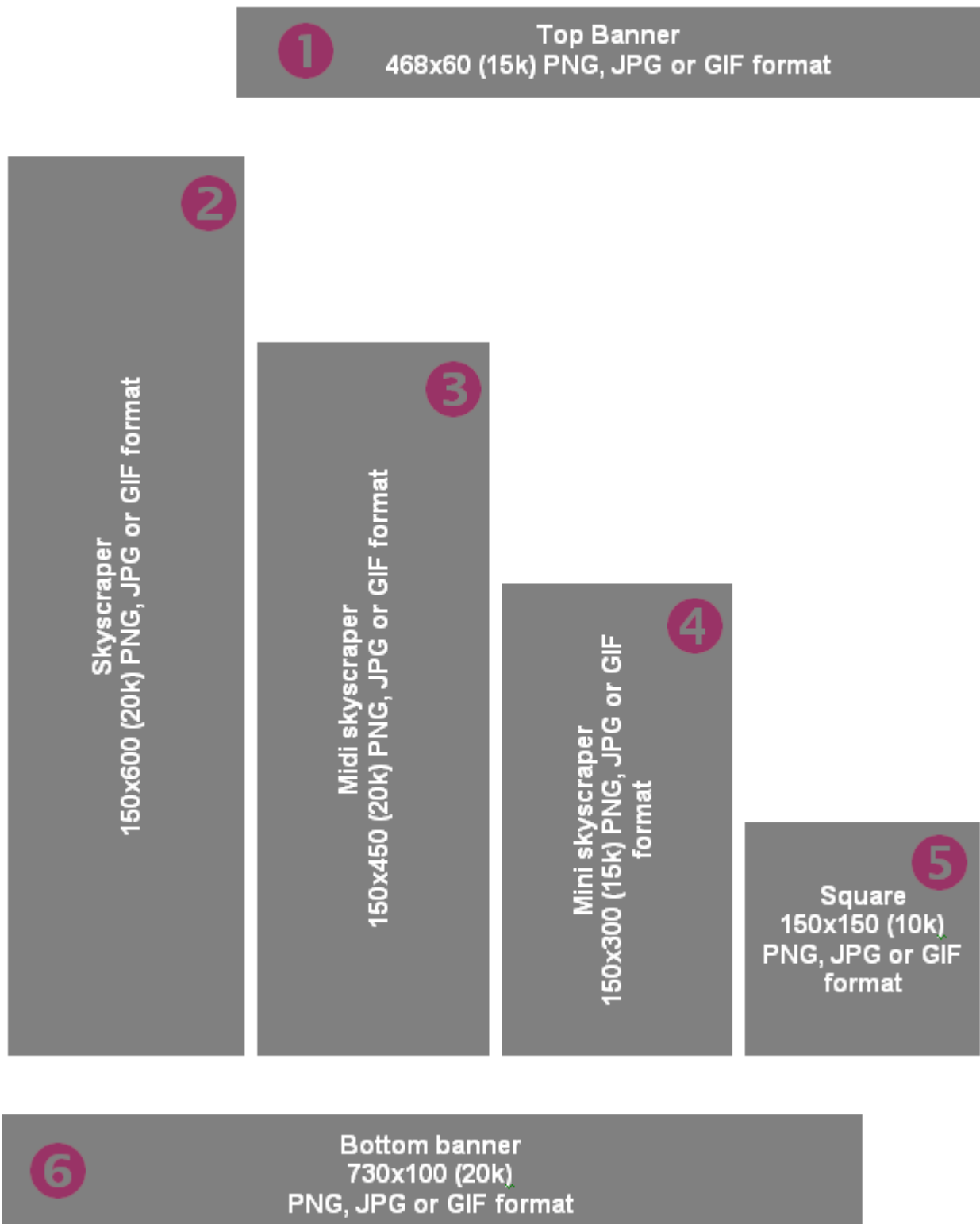
CODE	FILE TYPE	FILE SIZE	IMAGE SIZE
1E	JPG, GIF, PNG files	15kb	710px wide x 100px long
This advert will be placed below the title and introduction of the articles.			

### Supplier white paper advert editorial (advertorial)

Often suppliers have a good message to put forward, but insist that without *promoting their own products* in the article, they don't get the real benefit of the submission. Here is a perfect opportunity to use the readership and following of Tech4Law, to get your message across. "With banner" means that your advertorial will be accompanied by an advert at the above pricing. "No banner" means that you do not have an advert in Tech4Law for the same month as the advertorial.

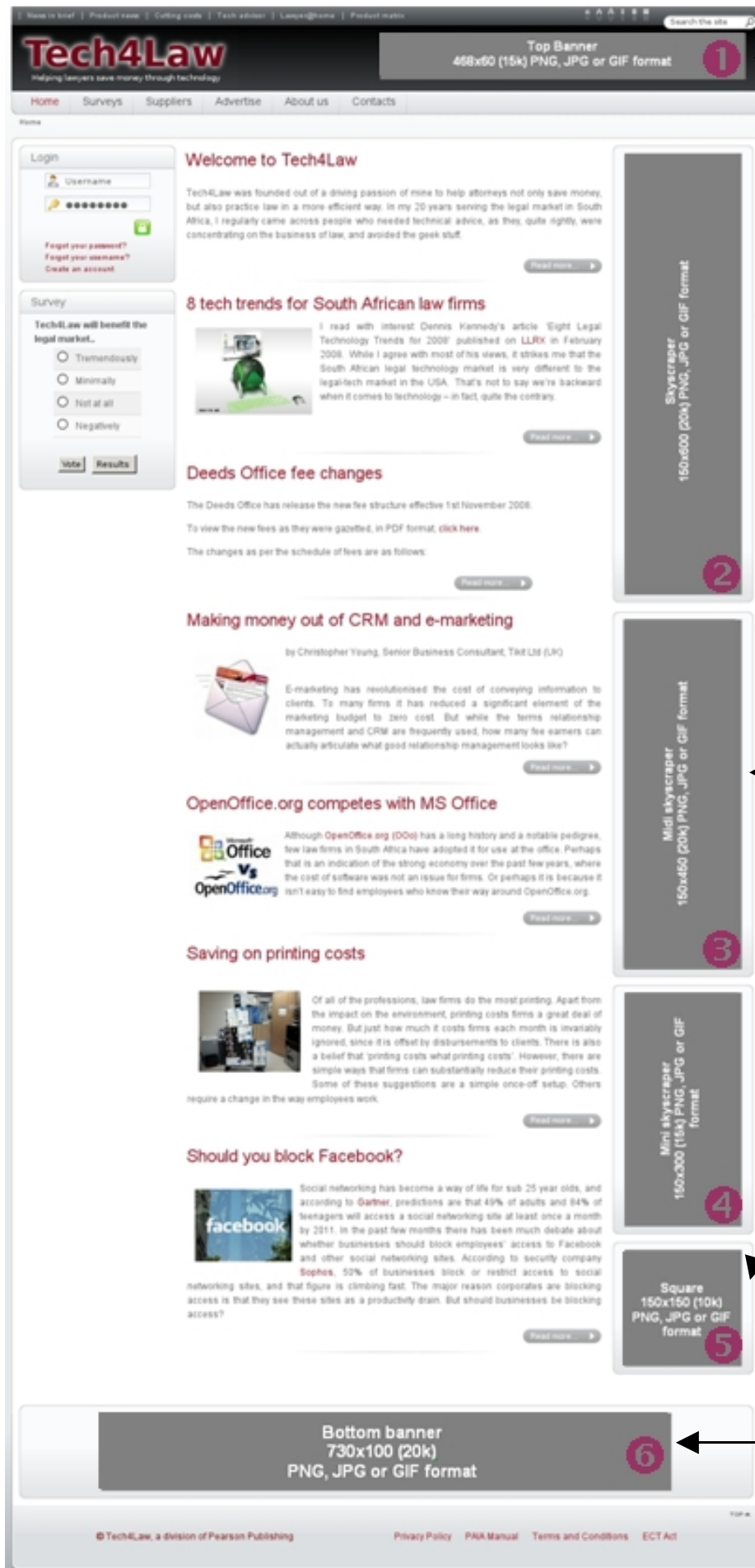
CODE	LOCATION	WITH BANNER	NO BANNER
A	Tech advisor, Cutting costs, Business4Law	1,418	3,780
Maximum 2000 words			

## Banner sizing



We do also accept **SWF** flash files, but ask that the http links are embedded in the image, and that you liaise with Tech4Law to ensure correct formatting and behaviour of the flash file.

# Example of a page



The top banner position is one of three premium positions on each page.

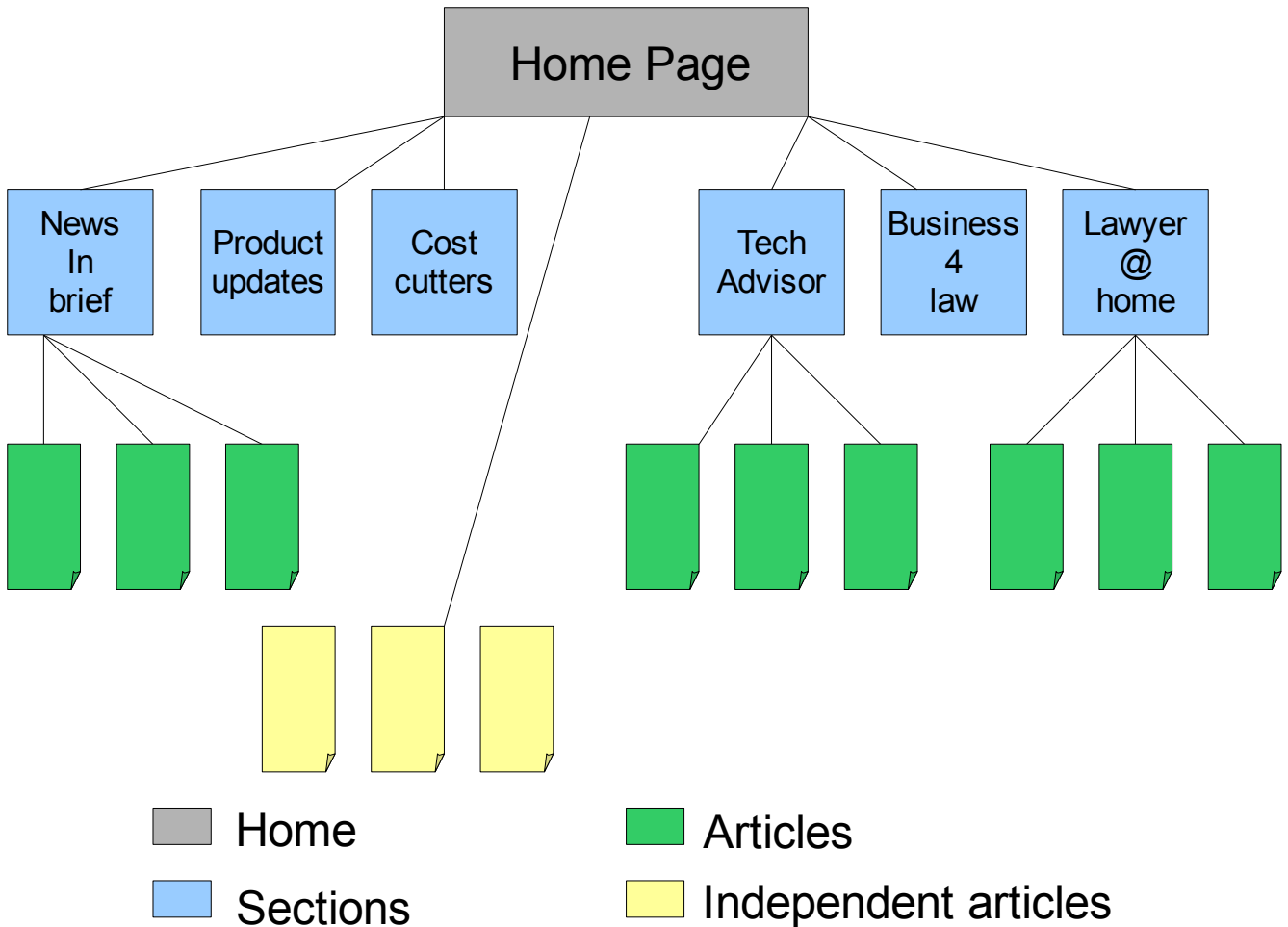
The top skyscraper is the premium position on each page since it is the most noticeable. A page may include a number of skyscrapers.

positioned according to size. The top skyscraper will be placed first, followed by other skyscrapers, and then by midi, mini, and square, in that order.

The bottom banner is a premium position because of its size. Since content will always flow right up to the bottom banner, this advertisement is very noticeable.

# Structure

Here is an example of the structure and layout for a better understanding of where the various advertising spaces are located.



## **Free exposure for your products on Tech4Law**

### **News in brief**

Supply us information on new site implementations, staff placements and interesting technology news in less than 80 words.

### **Product updates**

Send us information on your new products or updates to your existing systems in less than 80 words.

### **White papers**

Write a technology article that is of interest to legal market in less than 2000 words. To get a better idea have a look at "Cutting costs", "Tech Advisor" and "Business4Law" on the web site. The idea is not to directly punt your own product, otherwise it becomes an "Advertorial". However, full credit is given to the author at the bottom of the article.

The above is not dependent on placing an advert, it is a service to help suppliers, and the legal market in general. Lawyers need to be advised of the options available in their market.

## **Our “no-nonsense” agreement**

At Tech4Law we're a little different from the other publications out there. Our clients are important to us, and we hope to reflect that in this simple agreement.

You can place an advertisement for any number of months, or you can place an advertisement with an automatic repeat until you give us notice of cancellation. We hate cancellation penalties, but to give us time to plan a replacement ad, please would you give us a calendar month's notice?

Home page adverts are only available to automatic repeat advertisers. Once you cancel, we reserve the right to offer your spot to other advertisers.

One of our biggest challenges is getting your advertisement files on time, so we ask that you please let us have the files 7 days before the ad is to go live. If you're late with the file, you'll still be liable for the month's advertising fee.

For first-time advertisers, we require payment up front. After the first month, we'll invoice you monthly in advance for each ad, and we ask that you please settle the invoice within 14 days from date of invoice.

We regret to advise that if your account is in arrears we reserve the right to withhold further advertising and to make your premium position available to other advertisers.

Tech4Law will take every care to ensure that we don't get your ad wrong. In the event that we do, we'll give you the choice of a full refund or an extra month's advertising at no charge.

You can change your ad once in a calendar month. Thereafter a charge of R500.00 excluding VAT will apply for each change.

Then, our escape clause! Because we want to ensure that advertisers are relevant to our publication, we reserve the right to refuse any advertisement for any reason whatsoever.

Looking forward to enhancing technology together, to help lawyers practice law more efficiently.