



FINDLAW NZ MEDIA KIT

PEOPLE COME TO FINDLAW.CO.NZ TO FIND A LAWYER

MAKE SURE THEY FIND YOU

SPECIAL
INTRODUCTORY
OFFER
SAVE 30%!

www.findlaw.co.nz/legalmarketing



THOMSON REUTERS

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WHY MARKET ONLINE?

- Attract **qualified leads** with an immediate legal need.
- Showcase your **expertise and practice**.
- Enhance your Marketing ROI.
- Build a database of **prospective clients**.

CONNECT WITH MOTIVATED CONSUMERS WHO NEED LEGAL INFORMATION AND ASSISTANCE

When it comes to solving a legal problem, the internet often presents an overwhelming amount of complex and contradictory information. FindLaw.co.nz provides families, individuals and small businesses with introductory information about legal topics. **We help people understand their legal needs and focus their lawyer searches.**

FindLaw.co.nz online advertising puts your firm's expertise in front of people as they learn about the law and seek to engage a lawyer.

LAWYER DIRECTORY OPTIONS

	Free Listing	Enhanced Listing	Top Spot *
Phone, address, email	✓	✓	✓
Link to relevant practice area in directory	✓	✓	✓
Full contact details, including website address	✗	✓	✓
Logo and description	✗	✓	✓
Practice area displayed in the listing	✗	✓	✓
List of lawyers in the firm	✗	✓	✓
Map showing location of firm	✗	✓	✓
Staff images on lawyer profile	✗	✓	✓
Ability to show articles	✗	✓	✓
Social media integration (coming soon)	✗	✓	✓
Premium placement in directory	✗	✗	✓
Banner ads in results page for practice area	✗	✗	✓

* Includes enhanced listing

HOW DOES IT WORK?

Where there is more than one top spot sold for a region-topic, the two or three top spot firms are randomly ordered at each search (ie each firm will be top an equal number of times). Beneath that, firms with enhanced listings are featured. In any directory search these entries are given second priority after top spots. Like the top spots, priority in the enhanced listings is randomly generated at each search. Below that is a randomised list of other law firms based on proximity to each location (based on NZ postcodes).

PRACTICE AREAS

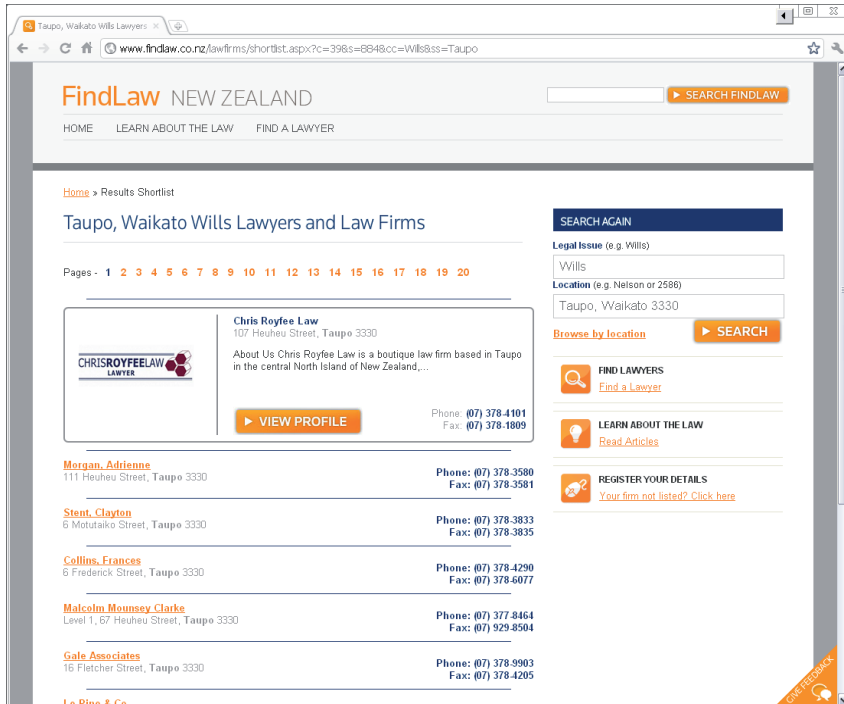
FindLaw uses 12 broad legal topics and 74 sub-topic practice areas: Business and Commercial; Accident Compensation; Criminal Law; Elder Law; Employment Law; Environmental and Resource Management Law; Family Law; Property Law; Tax; Trusts; Wills and Estates; Other.

GEOGRAPHIC AREAS

FindLaw uses 11 geographic areas: Northland; Auckland; Bay of Plenty; Waikato; Gisborne; Hawke's Bay; Taranaki/Wanganui; Wellington/Manawatu; Nelson/Marlborough; Canterbury/West Coast; Otago; Southland.



FINDLAW NZ



ENHANCED LISTINGS

Located in FindLaw's Lawyer Directory, Enhanced Listings create the foundation for your web presence. It gives a complete overview of your practice, reinforces your reputation, highlights your expertise and maximises your visibility in front of potential clients, at the right time – when they're ready to hire a lawyer.

STANDARD PRICE \$495.00 PER ANNUM
SPECIAL OFFER \$346.50 PER ANNUM*
 (INCL GST)

SAVE 30% ON YOUR FIRST YEAR'S LISTING!

* Offer expires 30 March 2012.

TOP SPOTS

Rise to the top of the search results in the FindLaw.co.nz Lawyer Directory with Top Spot advertisements. Providing permanent top placements, Top Spots allows you to target prospective clients by practice area. That means you're one of the first law firms people see as they search for a lawyer. There are only three top spots per region per practice area.

STANDARD PRICE \$995.00 PER ANNUM
SPECIAL OFFER \$696.50 PER ANNUM*
 (INCL GST)

SAVE 30% ON YOUR FIRST YEAR'S LISTING!

* Offer expires 30 March 2012.

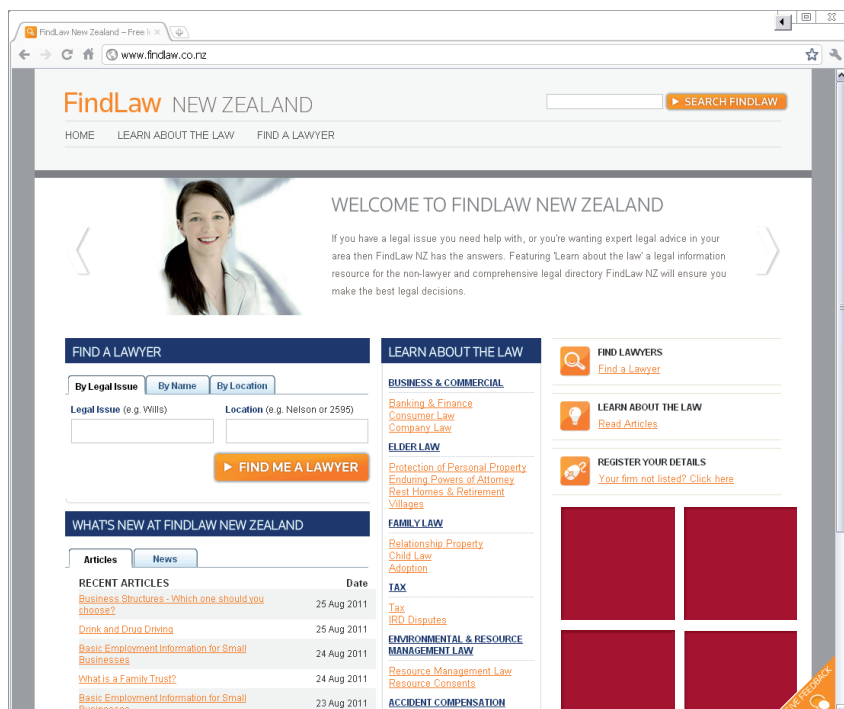
DISPLAY ADVERTISING

Square button display advertising is available on the FindLaw.co.nz homepage.

- Formats can be JPEG, GIF or FLASH.
- Dimensions 125 x 125 pixels (max file size 20KB).
- Animation max three loops.

STANDARD PRICE \$330.00 PER MONTH
SPECIAL OFFER \$245.00 PER MONTH
 (INCL GST)

SAVE 30%! This special offer is based on a six-consecutive-month listing. Offer expires 30 March 2012. Each additional Top Spot costs \$300 per practice area.



ARTWORK SUBMISSION

Submit all artwork via email to
info@findlaw.co.nz.

For all information about artwork deadlines
and other artwork enquires,
call 0800 10 60 60.

ADVERTISING ENQUIRIES

Please contact your account manager or
contact us on:

E service@thomsonreuters.co.nz

P 0800 10 60 60

W lawyermarketing.findlaw.co.nz



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