



TARGETED DIGITAL MARKETING

dbr
DAILY BUSINESS REVIEW.COM

DELIVERED VIA E-MAIL

eVITES

Invite targeted audiences, including top-level executives, lawyers and corporate counsel, to your own online or live events, seminars, webinars, networking events, wine tastings and more. Concurrent print ads can be added at the 26x rate, minimum 1/4 page.

{ Ask about our full event promotion package }



PROFESSIONAL ANNOUNCEMENTS

Announce new hires, new partners, mergers, office moves, new products, real estate and banking news and transactions, major deals and new practice areas with our professional announcement e-mail. **VERDICTS AND SETTLEMENTS: LAWYER TO LAWYER ONLY.** Concurrent print ads can be added at the 26x rate, minimum 1/6 page.

EXPERT OF THE WEEK

Distribute your firm's educational articles, newsletters, white papers, briefs, and other messages to targeted audiences, including top-level executives, general counsel, corporate counsel, managing partners, attorneys and other C-level professionals. Concurrent print ads can be added at the 26x rate, minimum 1/6 page.



RATES: per thousand

*10,000 - 19,999 @ \$79 cpm
20,000 - 29,999 @ \$74 cpm
30,000 - 44,999 @ \$68 cpm
45,000 - 54,999 @ \$63 cpm
55,000 - 60,000+ @ \$53 cpm

RATES: per thousand with follow-up

10,000 - 19,999 @ \$89 cpm
20,000 - 29,999 @ \$84 cpm
30,000 - 44,999 @ \$79 cpm
45,000 - 54,999 @ \$74 cpm
55,000 - 60,000+ @ \$63 cpm

Database contains 60,000+ available addresses.

Database can be segmented as follows:

- By county
- Legal vs. non-legal
- DBR subscribers vs. non-subscribers
- DBR newsletter recipients
- Corporate Counsel

***Minimum amount for law firms is 20,000. Corporate Counsel only: \$500 flat fee.**

PRINT ADS MUST RUN WITHIN 30 DAYS OF E-BLAST.

Full package billed when first component is fulfilled. If e-blast doesn't go out, print ads will be short-rated.

ALL CONTENT IS SUBJECT TO PRIOR APPROVAL BY THE AD DIRECTOR.

For more information call 800.777.7300, ext. 6623

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