

Overview

IP Law & Business helps IP practitioners succeed in the art and science of creating, protecting and profiting from their intellectual property portfolios.



IP *Law & Business* is the monthly magazine for the intellectual property community, addressing the vital issues for practitioners at U.S. law firms and corporations: protecting and profiting from IP portfolios, IP litigation, international trade law and more.

Our readership of in-house counsel, practice group leaders, litigators, prosecutors and high-tech executives looks to our coverage of the cases, tactics and players shaping what is now the fastest-growing practice area in the law.

IP Law & Business attracts an important legal and business audience — and enables advertisers to create recognition in a field of law that outpaces all others in terms of growth.



Regular Columns and Features

- **Big Deals:** Which firms are getting the IP business
- **Trial Tips:** Successful litigators share winning strategies
- **Big Suits:** A rundown on the biggest suits recently filed
- **Profiles:** An in-depth look at a prominent in-house lawyer



Signature Issues:

Patent Litigation Survey

Rankings and analysis on the nation's most active patent litigation practices

Who Represents IP America

The nation's leading IP corporations select their law firms of choice

The IP Almanac

A digest of the year's most important developments in intellectual property, featuring our surveys and studies

Overview

Circulation: 17,500

Passalong: **3.6** readers after subscriber*

Professional Profile

Managing Partner/Partner/ Law Firm Associates or Solo Practitioner	45%
General Counsel/Chief Legal Officer/ Deputy General Counsel/ in-house Corporate Counsel	55%

Top Practice Areas

Patents	68%
Trademarks	53%
Licensing	50%
Corporate	39%
Copyright	38%
Trade Secrets	36%
Management of IP Assets	34%
IP Litigation (including appellate)	23%
International	20%
Antitrust	12%

80% of readers hold degrees in addition to a JD:

B.S. **82%** | Master's **42%** | Ph.D. **8%**

Industries/business areas in which readers
predominately work:

Manufacturing	28%
Legal	27%
Software	18%
Corporate	16%
Research & Development	15%
Medical Devices	15%
Healthcare/Medical	14%
E-Commerce	14%
Pharmaceutical	13%
Biotechnology	13%
Finance/Financial Services	12%

Firm/Company Profile

Average Firm/Company Size:

Attorneys: **146** | Employees: **3,270**

In-house readers and their companies:

- Approximately **50%** of subscribers' companies have **gross annual revenues** placing them at or above the level of Fortune 500 companies.

Recent Awards



American Society of Business Publication Editors (ASBPE):

- National—Silver: Special Section

- The approximate annual budget for a company's **legal department** is **\$12 million**.
- **48%** have legal department **IP research** annual budgets ranging from **\$250,000** up to **\$10 million** and above.
- **29%** spent between **\$1 million** and **\$10 million** or more on outside law firms for IP matters in the previous 12 months.

Areas of Outsourced Legal Work

Patents	78%
IP Litigation including appellate	70%
Trademark	54%
Corporate	30%
Antitrust	28%
International	28%
Copyright	26%

66% of in-house subscribers' companies have **international subsidiaries/offices**.

- The average number of international subsidiaries/offices is **25**.
- **Locations** of international subsidiaries/offices:

Europe	87%
Asia	71%
Canada	50%
Mexico & Central America	58%
Australia & New Zealand	42%
South America	50%
Africa	29%
- Subscribers' companies have required foreign legal advice an average of **38 times** in the previous 12 months.

Reader Engagement

- Readers spend **28 minutes** with a typical issue.
- **58%** of readers take action on the articles or ads they come across in the publication.
- **34%** of readers identify the publication as the most useful for staying abreast of IP practice issues by a 2:1 margin versus the nearest competitor.



*2007 Erdos & Morgan Subscriber Study for IP Law & Business

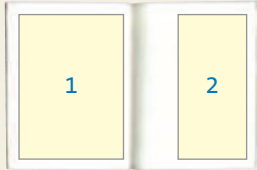


Issue Date	Special Features	Bonus Distribution	Closing Dates	
			Space	Material
January	<ul style="list-style-type: none"> ■ IP Litigation Department of the Year ■ Sponsored Section: Global IP Lawyer 	<ul style="list-style-type: none"> ■ American Intellectual Property Law Association (AIPLA), Mid-Winter Meeting, January 23-26, Phoenix, AZ ■ LegalTech New York February 5-7, 2008 New York, NY 	Nov. 23	Dec. 4
February	<ul style="list-style-type: none"> ■ Practice Focus: Copyright 	<ul style="list-style-type: none"> ■ Minority Corporate Counsel Association (MCCA) South/Southwest Region Diversity Dinner, February 26, Houston, TX 	Dec. 26	Jan. 7
March Law Firm Ad-Q Study	<ul style="list-style-type: none"> ■ IP in Silicon Valley 	<ul style="list-style-type: none"> ■ ABA TechShow, March 13-15, Chicago, IL ■ IP Annual Briefing, March, California 	Jan. 25	Feb. 5
April	<ul style="list-style-type: none"> ■ Practice Focus: Trademark/ Brand Management ■ IP China ■ Sponsored Section: Global IP Lawyer 	<ul style="list-style-type: none"> ■ US/Canadian Cross-Border M&A Forum, TBA, New York, NY 	Feb. 26	Mar. 7
May	<ul style="list-style-type: none"> ■ Building, Protecting and Profiting from Your IP Portfolio ■ IP—Up & Coming/ 40 under 45 	<ul style="list-style-type: none"> ■ American Intellectual Property Law Association (AIPLA), Spring Meeting, May 14-16, Houston, TX ■ International Trademark Association (INTA), May 17-21, Berlin, Germany ■ Nanotech Annual Conference, June 1-5, Boston, MA ■ The Corporate Counsel Forum, May, Norwegian Dawn, New York, NY ■ Legal Sales and Service Organization (LSSO) Annual Meeting, May 6-8, Boston, MA 	Mar. 28	Apr. 8
June	<ul style="list-style-type: none"> ■ Biotech ■ ITC Survey 	<ul style="list-style-type: none"> ■ Special Libraries Association (SLA) Annual Conference, June 15-18, Seattle, WA ■ LegalTech West Coast, June 26-27, Los Angeles, CA ■ Biotechnology Industry Organization (BIO) Annual Meeting, June 17-20, San Diego, CA ■ The 20th Annual General Counsel Conference, New York, NY 	Apr. 25	May 6

Issue Date	Special Features	Bonus Distribution	Closing Dates	
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July	<ul style="list-style-type: none"> ■ Patent Litigation Survey: The Most Active Patent Practices ■ Sponsored Section: IP Asia 	<ul style="list-style-type: none"> ■ American Association of Law Libraries (AALL) Annual Meeting, July 13-15, Portland, OR 	May 28	June 6
August	<ul style="list-style-type: none"> ■ IP Boutiques ■ Recruiting 	<ul style="list-style-type: none"> ■ National Bar Association (NBA) Annual Convention, July 26-August 2, Houston, TX ■ American Bar Association (ABA) Annual Meeting, August 7-12, New York, NY ■ International Legal Technology Association (ILTA) Annual Meeting, August 25-28, Dallas, TX 	June 27	July 8
September	<ul style="list-style-type: none"> ■ Patent Management and Licensing 	<ul style="list-style-type: none"> ■ Intellectual Property Owners Association (IPO) Annual Conference, September 21-23, San Diego, CA 	July 28	Aug 6
October	<ul style="list-style-type: none"> ■ IP Europe 	<ul style="list-style-type: none"> ■ International Bar Association (IBA) Annual Conference, October 12-17, Buenos Aires, Argentina ■ Licensing Executive Society (LES) Annual Meeting, October 13-19, Orlando, FL ■ Association of Corporate Counsel (ACC) Annual Meeting, October 19-22, Seattle, WA ■ American Intellectual Property Law Association (AIPLA) Annual Meeting, October 23-25, Washington, D.C. ■ IP: Product Safety/Liability, October, Washington, D.C. 	Aug. 22	Sept. 3
November	<ul style="list-style-type: none"> ■ Who Represents IP America 	<ul style="list-style-type: none"> ■ The 20th Annual General Counsel West Coast Conference 	Sept. 26	Oct. 7
December	<ul style="list-style-type: none"> ■ Pharmaceuticals ■ IP Canada 	<ul style="list-style-type: none"> ■ Marketing Partner Forum, TBA 	Oct. 26	Nov. 5
IP Almanac		<ul style="list-style-type: none"> ■ The IP Almanac issue will be distributed at all 2009 shows 	Nov. 6	Nov. 14
The definitive digest of the year's most important developments in intellectual property law.				
January 2009	<ul style="list-style-type: none"> ■ Trial Strategy 	<ul style="list-style-type: none"> ■ LegalTech New York 2009 	Nov. 20	Dec. 3

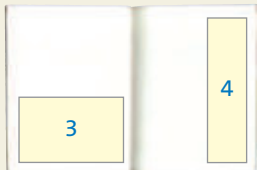


• The Definitive Law Firm Management Series



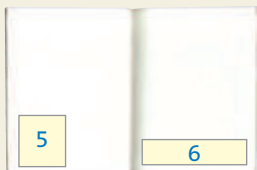
1. Full Page
(Nonbleed)
7" x 9 3/4"

2. Two-Thirds Page Vertical
4 1/2" x 9 3/4"



3. Half Page Horizontal
7" x 4 5/8"

4. One-Third Page Vertical
2 1/4" x 9 3/4"



5. One-Third Page Square
4 1/2" x 4 5/8"

6. Quarter Page Horizontal
7" x 2 1/4"

Trim Size
8" x 10 3/4"

Bleed Size
8 1/4" x 11"

Live Area
7" x 9 3/4"

Black & White

	1x	6x	12x	18x	24x
Full Page	\$7,860	\$6,880	\$5,495	\$4,750	\$4,300
Two-Thirds Page Vertical	\$6,420	\$5,610	\$4,725	\$3,980	\$3,560
Half Page Horizontal	\$4,980	\$4,360	\$3,490	\$3,010	\$2,700
One-Third Page Vertical/Square	\$4,200	\$3,670	\$3,090	\$2,550	\$2,280
Quarter Page Horizontal	\$3,200	\$2,790	\$2,510	\$2,325	\$2,090
Full-Page Spread	\$13,365	\$11,690	\$9,340	\$8,075	\$7,240

Color

	1x	6x	12x	18x	24x
Full Page	\$9,260	\$8,275	\$6,755	\$6,135	\$5,500
Two-Thirds Page Vertical	\$7,800	\$7,025	\$5,800	\$5,260	\$4,720
Half Page Horizontal	\$6,390	\$5,770	\$4,800	\$4,385	\$3,930
One-Third Page Vertical/Square	\$5,610	\$5,080	\$4,250	\$3,925	\$3,570
Quarter Page Horizontal	\$3,710	\$3,320	\$2,985	\$2,660	\$2,380
Full-Page Spread	\$15,745	\$14,070	\$11,485	\$10,430	\$9,400

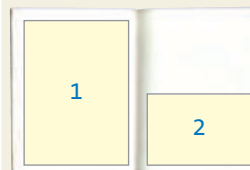
Covers

	1x	6x	12x	18x	24x
Back Cover	\$11,585	\$10,285	\$8,400	\$7,700	\$6,900
Cover 2 or 3	\$10,965	\$9,800	\$8,000	\$7,340	\$6,575

Outside Perspectives

	1x	6x	12x
One-Page Article	\$5,555	\$4,730	\$4,015
Two-Page Article	\$8,280	\$7,455	\$6,340

Regional advertising available; contact sales representatives for rates.

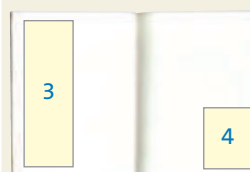


1. Full Page

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2. Half Page Horizontal

7" x 4 5/8"



3. Half Page Vertical

3 1/2" x 9 1/8"

4. Quarter Page

3 1/2" x 4 1/2"

Professional Announcements*

Black & White

1x

3x

6x

Full Page	\$3,180	\$2,805	\$2,625
Half Page Horizontal/Vertical	\$2,035	\$1,795	\$1,685
Quarter Page	\$1,335	\$1,180	\$1,110

Color

1x

3x

6x

Full Page	\$4,980	\$4,605	\$4,425
Half Page Horizontal/Vertical	\$3,835	\$3,595	\$3,485
Quarter Page	\$3,135	\$2,980	\$2,910

* Rates based on placement of same creative.



Special Opportunities

Inserts	TAL	CC	IPLB
Two-Sided Page	\$8,180	\$8,225	\$7,635
Four-Sided Page	\$9,285	\$9,335	\$8,665
Six-Sided Page	\$11,735	\$11,800	\$10,950
Eight-Sided Page	\$13,260	\$13,335	\$12,370

Poster Positions	AmLaw 200	AmLaw 100	Global 100
Full Page + Quarter on Poster	\$11,010	\$14,750	\$14,750

Show Inserts	1x Show only
Two-Sided Page	\$2,925
Four-Sided Page	\$3,950
Six-Sided Page	\$5,125
Eight-Sided Page	\$5,370

Show Wrap Envelopes	TAL & CC	IPLB
500 to 750 (depending on show)	\$11,000	\$9,085

Show Bags	\$5,750
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Show Stickers	\$2,400
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* All rates are net.

Please check with your **ALM** representative for:

- Regional Advertising
- Printed Polybags
- Single or Double Gatefolds
- Cover Tips
- Industry-Specific Advertising
- Loose Inserts
- Belly Bands
- Full-Run Cover Stickers

Advertising Specifications

All advertisements should be submitted as digital files.

- Proofs:**
- **A contract proof must be provided:** If no contract proof is provided, we cannot be responsible for the ad's reproduction quality.
 - A proof **must** be delivered even when files are sent via e-mail or FTP. **ALM** will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a hard-copy proof.

Submitting Your Digital Ads

ALM can receive your files in one of two ways:

PDF Files: preferred file format. If you have Acrobat Distiller, you may provide *press-quality* PDF files. Please contact ALM's production department to ensure that you have the proper job options and PPD file via e-mail to download.

For additional information about submitting files to our FTP site, please call 212-545-5903 or e-mail LFmaterials@alm.com.

Application Files: As listed below under software specifications. All supporting postscript screen and printer fonts, all supporting truetype fonts, and all supporting images must be included.

Accepted Media:

- **CD** (650 MB/74 min or 700 MB/80 min)
- **E-mail:** Up to 3 MB files; larger files should be compressed using Stuffit or Winzip, or use the FTP site

Platform: Macintosh

Software: Quark XPress 6.5 or lower (for Mac); Adobe Photoshop CS (for Mac); Adobe Illustrator CS (for Mac); Adobe InDesign CS; other software programs are not acceptable

Image Specifications:

- All image files should be set to 300 dpi (recommended); minimum 266 dpi.
- Image files must be Photoshop compatible (must open in Photoshop); preferred format Photoshop single file EPS; Tiff files also accepted.
- All color image files must be CMYK (no RGB or spot colors accepted)
- Do not use color jpeg encoding.
- All hi-res files with clipping paths must be in EPS format (do not use clipping paths in Quark XPress).

Font Specifications:

- Include all screen and printer (postscript) fonts. Truetype fonts must also be included in file.

You must indicate the publication name and issue date the ad is being submitted for, or your files cannot be processed.

Please submit all digital advertising materials to LFmaterials@alm.com or mail to:

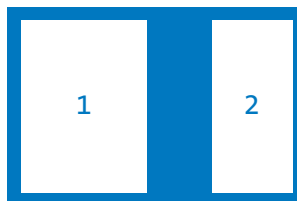
IP Law & Business

C/O Advertising Department
345 Park Avenue South
8th Floor
New York, NY 10010

If you have any questions, please call the Advertising Department at 212-545-5903.



Trim Size: 8" x 10 3/4" | Bleed Size: 8 1/4" x 11" | Live Area: 7" x 9 3/4"



1. Full Page (Nonbleed): 7" x 9 3/4"

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3. Half Page Horizontal: 7" x 4 5/8"

4. One-Third Page Vertical: 2" x 9 3/4"



5. One-Third Page Square: 4 1/2" x 4 5/8"

6. Quarter Page Horizontal: 7" x 2 1/4"