AMERICAN LAWYER FOCUSEUROPE FOCUS LATIN AMERICA The Asian Lawyer CORPORATE COUNSEL

PRESENT

EATURING

AWYER

TOPRATEDLAWYERS DEADLINE APRIL 25 DEADLINE APRIL 25 INTERNATIONAL LAW INTERNATIONAL LAW

A SPECIAL SECTION APPEARING IN

FOCUS LATIN AMERICA

he Asian Lawyer

NEW

FOCUS EUROPE

ORPOR



FOCUS LATIN AMERICA, FOCUS EUROPE & THE ASIAN LAWYER contain in-depth coverage that includes law firm news, corporate deal-making, key legislation and major court cases that impact U.S. firms and their clients. FOCUS LATIN AMERICA, FOCUS EUROPE & THE ASIAN LAWYER interpret Asian and European law firm and legal market developments for American business leaders.

A STAND-ALONE MAGAZINE DISTRIBUTED TO READERS OF BOTH

AMERICAN LAWYER – CORPORATE COUNSEL

TOPRATEDLAWYERS INTERNATIONAL LAW **INTERNATIONAL TRADE**



FOCUS LATIN A





CONGRATULATIONS! You have been named a Top Rated Lawyer in International Law by Martindale-Hubbell® based on your AV® Peer Review Rating. Since you have achieved Martindale-Hubbell® AV Preeminent® peer review rating, the highest rating in legal ability and ethical standards, you have an exclusive opportunity to reserve your firm's professional profile in 2013 Top Rated Lawyers: International Law & International Trade; a special section in The Asian Lawyer, Focus Latin America, and Focus Europe Summer 2013.



PROFILE



PROFILE





FOCUS LATIN AMERICA FOCUSEUROPE The Asian Lawyer

Focus Latin America and Focus Europe reache discerning decision-makers in global, legal and business affairs, as well as other professionals who demand international insight into events and trends that affect the future. The Asian Lawyer is the leading source covering the law firm news and corporate deal making throughout all of the Asia-Pacific region.

Focus Latin America and Focus Europe reaches all the readers of The American Lawyer AND Corporate Counsel magazine.

- > Corporate Counsel is read at companies that spend an average of \$6.6 million a year or more on outside law firms.
- > The average volume of business referred by The American Lawyer's subscribers to other firms is over \$718,000 annually.

TOTAL DISTRUBUTION: 53,357 OVER 200,000 IN READERSHIP

CORPORATE COUNSEL

43,205 Circulation*

- Passalong Rate 1.5**
- 108,013 Readership†
- 6,500 IP Bonus Distribution^

* BPA Worldwide™ Circulation Statement, June 2011 ** 2011 Corporate Counsel Subscriber Study, The Wayman Group † Readership equals the product of audited circulation times passalong rate +1 for the subscriber ^ IP Bonus Distribution to IP Attorneys at IP Boutiques and Am Law 200 firms



10,152 Circulation*

Passalong Rate 8.3**

94,414 Readershipt

* BPA Worldwide™ Circulation Statement, June 2011 ** 2011 Subscriber Study for The American Lawyer, Erdos & Morgan † Readership equals the product of audited circulation times passalong rate +1 for the subscriber

ONLINE

Will be featured on Corporate Counsel's website www.corpcounsel.com and The American Lawyer's website www.theamericanlawyer.com

BONUS DISTRIBUTION

Distributed at all relevant ALM events and industry trade shows throughout 2013

- General Counsel, CEOs and CFOs at the Fortune 500
- Special Libraries Association
- American Association of Law Libraries
- American Bar Association Annual Meeting
- International Legal Technology Association
- Intellectual Property Owner's Association
- Virtual LegalTech, September 13
- ARMA International
- Association of Corporate Counse
- Licensing Executives Society,
- Virtual Corporate Counsel
- International Bar Association,
- IP Trademark, Copyright and Licensing
- Litigation Summit and Exposition

For more information, please contact: **ULEI KOU ACCOUNT EXECUTIVE, CUSTOM PROJECTS** UKou@alm.com • 347.227.3155



LAW FIRM INFO				
Lawyers' Name(s)				
Law Firm Name				
Address				
City			State Z	ip
Telephone		Fax		
E-mail		Website		
SIZE				SAVE 20%
т	HE ASIAN LAWYER	FOCUS LATIN AMERICA	FOCUS EUROPE	ALL THREE THE ASIAN FOCUS FOCUS LATIN LAWYER EUROPE AMERICA
Two-Page Spread Profile	□ \$10,000	□ \$10,000	□ \$10,000	□ \$24,000
Two-Page Spread Display AD	□ \$12,000	□ \$12,000	□ \$12,000	□ \$28,800
Full-Page Profile	□ \$5,400	□ \$5,400	□ \$5,400	□ \$12,960
Full-Page Display AD	□ \$7,500	□ \$7,500	□ \$7,500	□ \$8,000
Half-Page Profile	□ \$2,495	□ \$2,495	□ \$2,495	□ \$5,988
Half-Page Display AD	□ \$4,000	□ \$4,000	□ \$4,000	□ \$9,600
Quarter-Page Profile	□ \$1,290	□ \$1,290	□ \$1,290	□ \$3,096
Total Number		Total Cost		
PAYMENT INFO				
□ Bill Me □ Check Enclosed* □ Credit Card (please complete below)				
🗖 Credit Card Type: 🗖 MasterCard 🗖 Visa 🗖 American Express				
Card #		Exp. Da	nte:	CVC Code:
Name as printed on card Billing Zip Code				
Cardholder's signature			Date	
*ALL CHECKS SHOULD BE MAILED TO: ALM, P.O. Box 18114, Newark, NJ 07191-8114 Attention: Effie Kouklakis Please include a copy of this contract with your payment.				
SIGNATURE				
By electronically signing your name below, you agree to be bound by the terms of this Insertion Order and the ALM Advertising Terms & Conditions, http://at.law.com/advertisingTandC, incorporated herein. You hereby represent and warrant that you are an authorized signatory for Advertiser, and hereby assume responsibility of Advertiser for signing this Insertion Order.				
Customer Signature		Print Name:		Date:
All rates are net. Cancellations will not be accepted after the space closing date. If Ad Materials are not received by material deadline, advertiser will be billed for space. By signing this agreement, advertiser advowledges this supplement is a special advertis-ing supplement and will be labeled as such. Supplement will be distributed as an insert. ALM Media reserves the right to change the date and placement of publication of the Advertisement upon advance notice to the Advertiser. The profile furnished for this supplement is for the sole purpose of the supplement and will be coprighted ©2013 ALM Media Proper-ties, LLC. Further duplication without permission is prohibited. Please allow 46 weeks for delivery of complimentary reprints. For additional redistribution options, please contact ALM Reprints at reprints@am.com. For full terms and conditions, see http://atl.aw.com/advertisingTandC				
CORPORATE COUNSEL FOCUSEUROPE FOCUS LATIN AMERICA The Asian Lawyer American Lawyer				

SUBMIT SIGNED INSERTION

BY E-MAIL: Click 'Submit Signed Insertion' button on the bottom left **FAX:** Please fill out, sign, and fax this form to Ulei Kou at 347.127.3643