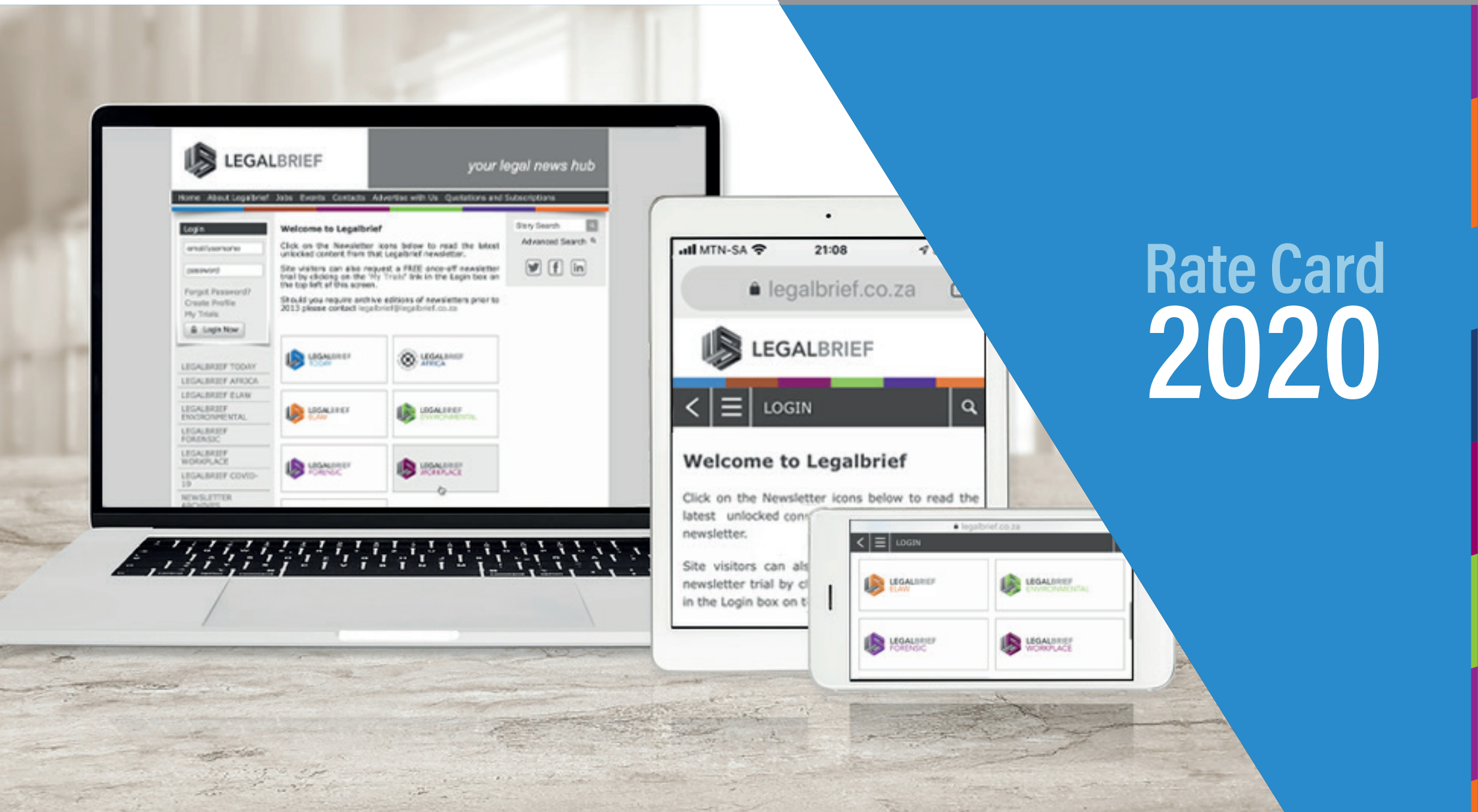
LEGALBRIEF

your legal news hub



Rate Card 2020

INFORMATION SHEET:
LEGALBRIEF ADVERTISING OPTIONS

Legalbrief is owned and managed by Juta Law. Through the highly popular *Legalbrief* electronic newsletters and the well-visited *Legalbrief* site – www.legalbrief.co.za – it is able to offer advertisers a range of solutions for the marketing of seminars, conferences, companies, services, vacancies and publications.

Legalbrief's daily electronic newsletter – ***Legalbrief Today*** – is regarded as a must-read publication for law professionals in South Africa. As such, *Legalbrief* has a strong reach within the law market in South Africa.

Legalbrief's various specialist weekly news services – ***Legalbrief Environmental, Legalbrief eLaw, Legalbrief Forensic, Legalbrief Workplace*** and ***Legalbrief LSSA Weekly*** – further broaden this reach into other professional interest groups. Our reach extends into the corporate market; environmental interest groups (consultancies, non-profit organisations); the new media market and high tech companies; accounting, auditing and forensic investigators; government (all levels of government); tertiary institutions; and, law professionals outside of South Africa.

The *Legalbrief* website contains archives of individual *Legalbrief* news articles within a searchable database available to subscribers. It is highly popular and is ranked as one of South Africa's top 1000 sites.

Type of adverts acceptable for the newsletters:

Legalbrief accepts three adverts per position per edition of a newsletter, i.e. a single newsletter edition could at most carry six advertisements, three in the main body of the newsletter and three in the sidebar. Given this limitation we try to ensure that the adverts are going to be relevant to the subscriber base.

Generally, the best type of advert for the various newsletters are those marketing conferences, seminars, courses or events that would be of interest to our subscriber base, i.e law professionals. Placements that appear in the various specialist weekly newsletters could be subject specific rather than appealing to lawyers generally. For instance, a conference on climate change would be well-placed in the ***Legalbrief Environmental*** newsletter while a seminar on corruption would find the ***Legalbrief Forensic*** newsletter to be a good fit.

Another use is for the advertisements to be for a vacancy (specifically law-related vacancies or those covering the speciality), for instance a forensic investigator could be advertised successfully in the ***Legalbrief Forensic*** newsletter. Importantly this could be linked to the full employment placement advertised on the *Legalbrief* site (see Section 3 for more on this option).

A further popular use for the advertisements in the newsletters is to use the space to notify subscribers of new books or publications on offer.

Please note that *Legalbrief* tends to reject advertisements in the newsletters that are purely corporate branding placements – these are however acceptable for banner advertisements placed on the *Legalbrief* site (see section 2 for more on this option).

Legalbrief offers three types of paid advertising options:

1. **Text-based advertisements** in the *Legalbrief* newsletters.
2. **Banner advertisements** on the *Legalbrief* site: www.*legalbrief*.co.za
3. **Employment advertisements** on the *Legalbrief* site.

Please view the appropriate section in this document to find out about each type of advertising option and the applicable rate structure.

In addition, *Legalbrief* offers **free listings via its "Events Calendar".**

Finally, advertisers need to **complete the Legalbrief Advertising Order form** in order to place their advert.

1 TEXT-BASED ADVERTISING IN LEGALBRIEF NEWSLETTERS

Legalbrief can accommodate text-based adverts in the *Legalbrief* newsletters that are placed either in the main body of text or in the sidebar of the electronic newsletters.

There are *FIVE NEWSLETTERS* in which placements can be made:





2 BANNER ADVERTISING ON THE LEGALBRIEF SITE

The *Legalbrief* website, found at www.*legalbrief*.co.za, combines news items from five e-newsletter publications as well as archived editions of the individual newsletters and other information relevant to the legal market. Each publication has its own homepage as well as separate archiving of reports and publications. However, the site's search facility cross-references all the sites.

The six publications are:

- ***Legalbrief Today*** (http://*Legalbrief*.co.za/diary/*Legalbrief*-today newsletters/) is a daily electronic newsletter that contains executive summaries of relevant legal developments from South Africa, Africa and the rest of the world.

- ***Legalbrief Environmental*** (http://*Legalbrief*.co.za/diary/*Legalbrief*-environmental/newsletters/) is a weekly newsletter covering environmental, developmental and conservation news.

- ***Legalbrief eLaw & Management*** (http://*Legalbrief*.co.za/diary/elaw-management/newsletters/) is a weekly news service covering news items related to electronic law and various risks to the enterprise in terms of use of technology.

- ***Legalbrief Workplace*** (http://*Legalbrief*.co.za/diary/*Legalbrief*-workplace/newsletters/) is a weekly e-newsletter delivered to subscribers each Wednesday morning. The newsletter covers issues relating to labour legislation and case law, and relevant parliamentary news.

- ***Legalbrief Forensic*** (http://*Legalbrief*.co.za/diary/*Legalbrief*-forensic/newsletters/) is a weekly newsletter covering news items related to corruption, fraud and corporate governance.

Subscription fees apply to the ***Legalbrief Today, Legalbrief Forensic, Legalbrief Environmental, Legalbrief eLaw & Management*** and ***Legalbrief Workplace*** publications, as such, some of the articles are locked to subscribers only.

The advert in the MAIN BODY of the newsletters appears within a highlighted textbox (see sample above).

The advert is restricted to **200 WORDS** in length. It can link to external sites or downloadable forms.

Adverts in the MAIN BODY of the newsletters

No. of placements	Price *(incl. VAT)*
1	R4 325.08
2	R7 208.53
3	R9 803.61
4	R12 110.35
5+	R12 110.35 for the first four and R2 228.10 per advert thereafter

The advert in the SIDEBAR of the newsletters appears within a highlighted textbox (see sample above).

The advert is restricted to **100 WORDS** in length. It can link to external sites or downloadable forms.

Adverts in the SIDEBAR of the newsletter

No. of placements	Price *(incl. VAT)*
1	R1 179.57
2	R2 228.11
3	R3 931.92
4	R12 110.35
5+	R3 931.92 for the first four and R655.33 per advert thereafter

Legalbrief's visitor base

While a large portion of current *Legalbrief* subscribers use the site to view archives or search for older articles, site statistics reveal that many users are non-subscribers. A large portion of visitors are from South Africa, however visitors from the US, UK, the Netherlands, Australia, Canada, Germany, Brazil and New Zealand, also feature highly in our web stats. We estimate that half of the visitors are legal professionals and that the rest would be made up of government, non-profit organisations, academics, students and other interested parties.

Banner placement, specifications and pricing

Right hand side bar (only homepages):

Exposure: The banner would be seen by visitors to the various publication homepages ***(Legalbrief Today; Legalbrief Africa; Legalbrief eLaw & Management; Legalbrief Forensic; Legalbrief Environmental).***

Right hand side bar (only homepages):		
Specifications	**Price per week** *(incl. VAT)*	**Price per month** *(incl. VAT)*
170 x 100 pixels (the vertical height can be adjusted but the width is set)	**R2 507.31**	**R7 521.95**

Please note:

- Prices include VAT.
- Files must be no larger than 100 Kb. Resolution 72 dpi. RGB images.
- Multiframes are acceptable so long as the file is 100 Kb or smaller
- Acceptable image formats are: jpg or gif

Banner Manager

Legalbrief uses a specialist advertising banner manager that monitors all views and clicks on the relevant ad and delivers weekly reports to designated parties.

3 EMPLOYMENT OPPORTUNITIES ON LEGALBRIEF SITE

Organisations are invited to advertise their legal vacancies on the *Legalbrief* website. A listing of the advert appears in a highlighted section in the left hand sidebar of the various *Legalbrief* homepages.

By clicking on the position name viewers can read the full advert on a dedicated article page.

Adverts in the main body of the newsletters	
Listing per week	**Price** *(incl. VAT)*
1	R1 367.65

PLACING AN ORDER

Please note that all advertising is ***payable in advance*** on presentation of a pro forma invoice unless advertisers are Juta account holders.

Juta accounts are opened subject to standard credit reference checks and approvals. In the event of non-payment the account holder will be responsible for collection and legal costs incurred and Juta may record the account holder's default with Credit Bureaus.

Advertising within the *Legalbrief* newsletters is very popular. Given the restriction of two main body advert and two sidebar advert per newsletter edition, space is limited and early booking of specific newsletters and dates is recommended.

Advertisers should confirm telephonically or via email their requirements prior to the completion of the order form to avoid disappointment.

Advertisers must complete the **order form** for their order to be placed. Advertisers should clearly indicate their payment method (via an existing account, via a new account or pre-payment on presentation of pro forma invoice).

The completed order form, addressed to "Legalbrief Advertising", should be sent via email to: tdavids@juta.co.za