

## The PBA Offers

### A Tasteful Way to Advertise

During times when advertising dollars are tight and more lawyers are seeking tasteful, professional ways to market their practices, the Law Firm Profile section and the Firm-to-Firm section of the annual *Pennsylvania Bar Association Lawyers Directory & Product Guide* provide an excellent alternative.

Lawyers, their office personnel and clients use this resource as a tool for case referral. For decades lawyers and professionals in law-related fields such as banking, insurance and education have depended on this directory.

---

## The *Directory* gives your firm more exposure in today's competitive market.

---

You get the advantage of writing your own profile, so you know exactly how your firm will be represented. In your profile, you list practice areas and provide biographical information on partners and associates, thus helping potential clients and colleagues get to know you and your business.

A listing in our Firm-to-Firm Referral Section can help position you to receive case referrals.

Order your Law Firm Profile or Firm-to-Firm line listing today for the *PBA Lawyers Directory & Product Guide*.

### Adding a New Associate?

Don't hold off adding your new associate's biographical information to your profile. If you need to delete the information after the bar exam, we can do it quickly.

### Terms

All Law Firm Profiles must be paid upon final approval of the ad. Payment must accompany Firm-to-Firm ads upon ordering. No profiles or firm-to-firm ads will run without payment in full.

### New Profiles

Please send us your new profile on computer disk or by e-mail, along with a hard copy, double-spaced.

### Headings

Please identify in ALL CAPS headings such as

- \*MEMBERS OF THE FIRM
- \*SENIOR PARTNERS
- \*PARTNERS
- \*ASSOCIATES
- \*OF COUNSEL
- \*CLIENTS
- \*REPRESENTATIVE CLIENTS, etc.

Each heading should be a new line. Each partner, member, associate's name begins a new line with biographical information following.

### Profile Placement

Rerunning your profile from last year? Simply send us a photocopy of your current profile. Need to make changes? Just attach a separate, typewritten sheet clearly indicating your changes or e-mail them. We'll take it from there.

### Firm-to-Firm Listings

Copy should include Name of Lawyer, Name of Firm, Address, Telephone and FAX numbers, and four practice areas only.

### Expert Witness

Full page black and white ad: \$500, includes a free listing in the "Experts" category of the Product & Service Guide section.

### Issuance Date

January 2011

### General Information

All correspondence, profiles and contracts should be sent to:

Ashley McAndrew

SAGE Publications,

415 Horsham Rd.

Horsham, PA 19044

(215) 675-9133, Ext. 210

FAX (215) 675-9376

E-mail: [Ashley.McAndrew@sagepub.com](mailto:Ashley.McAndrew@sagepub.com)

### CLOSING DATES

#### *Profiles:*

**Oct. 15, 2010**

All copy must be finalized (customer gets to proof prior to this date) and payment must be received by this date for inclusion.

#### *Firm-to-Firm Listings:*

**Oct. 15, 2010**

(All copy must be finalized and payment must be received by this date for inclusion.)

#### *Expert Witnesses:*

**Oct. 15, 2010**

All copy must be finalized (customer gets to proof prior to this date).

## Profile Rates

Full Page	\$835
2/3 Page	\$685
1/2 Page	\$560
1/3 Page	\$460

*(Rates include a complimentary copy of the Directory for each profile.)*

## Firm-to-Firm Listing

*(to appear in Firm-to-Firm Referral Section)*

Name of Firm/Lawyer  
Address  
Phone Number  
FAX  
E-mail address  
Web site  
Area(s) of Practice (maximum four)

**\$100**

## Expert Witness

Full page Black & White

**\$500**

For more information, call  
Ashley McAndrew,  
PBA's Lawyers Directory  
ad representative.  
(215) 675-9133,  
Ext. 210  
FAX: (215) 675-9376  
E-mail: Ashley.McAndrew@sagepub.com

This year's directory will again be available online. We'll hyperlink your law firm profile, firm-to-firm or expert witness ad to your firm's Web site at no additional charge.

# PBA Law Firm Profiles and Firm-to-Firm Listings



*Your Other Partner*



*Your Other Partner*



*A tasteful, effective way for lawyers to advertise*