



## **POWERFUL E-BLAST PROMOS** for reaching the influential readers of *Litigation Support Today!*

**TAKE ADVANTAGE** of this unique marketing communications program to send your message directly to *Litigation Support Today's* exclusive list of top litigation support professional subscribers! During 2012 a limited number of special marketing Emails are being made available to give you direct access to our influential readers who are usually reachable only through print advertising in the magazine. Now you can contact them one-on-one **by email**, through this special program—whether or not you also advertise in the magazine. Here are the details:

- **36 Email opportunities** available over a 12-month schedule.
- **Only three opportunities** open within each month of the year. First come, served!. Reserve your spots now!
- **Each email message** must conform to a standard layout template provided by *Litigation Support Today*, consisting of simple text and one prominent illustration.
- **Advertisers should** include a special offer or event (such as a invitation to a webinar or demo) to attract greater interest and interaction.
- **Each email message** is *sent directly from Litigation Support Today* to the subscriber with an introductory message from the magazine. Advertisers do not send directly to our subscriber list, and the list is not provided or sold to advertisers for their direct use.
- **All messages** submitted by advertisers are subject to review and approval by the publisher, and publisher may reject any at its own discretion.
- **Reach** approximately 6,000 proprietary email addresses, subscribers of *Litigation Support Today*.

### **HOW IT WORKS**

Your email message is placed within a plain border frame under the logo banner of *Litigation Support Today* and it is sent directly from the magazine to the readers. The *Litigation Support Today* banner includes a separate note from the editor to the readers introducing your company and your message.

*Litigation Support Today* utilizes the standard ConstantContact online email program for sending email messages to readers ([www.constantcontact.com](http://www.constantcontact.com)). The specifications for your EBlast are simple. You provide us with a plain text message in Word.doc format. Your message can be up to 300 words. You may use bold headings in your Word.doc copy but keep it straight and simple. You may also provide us with one image such as a photo, a logo or a screen shot (Maximum size 450 px wide x 400 px high). We will copy your message and image into the ConstantContact program and match it **as near as possible** to your Word.doc layout ... **but please note:** we cannot guarantee an exact fit or match to your exact type style or Word.doc layout due to limitations in the design factors available in the ConstantContact program. Prior to sending, you will receive a checking proof of your EBlast for review and final approval.

#### **Costs**

**1-time use:** \$3,500 **Multiple uses:** \$3,200 each

**Litigation Support**  
TODAY™

#### **Sales Headquarters:**

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