

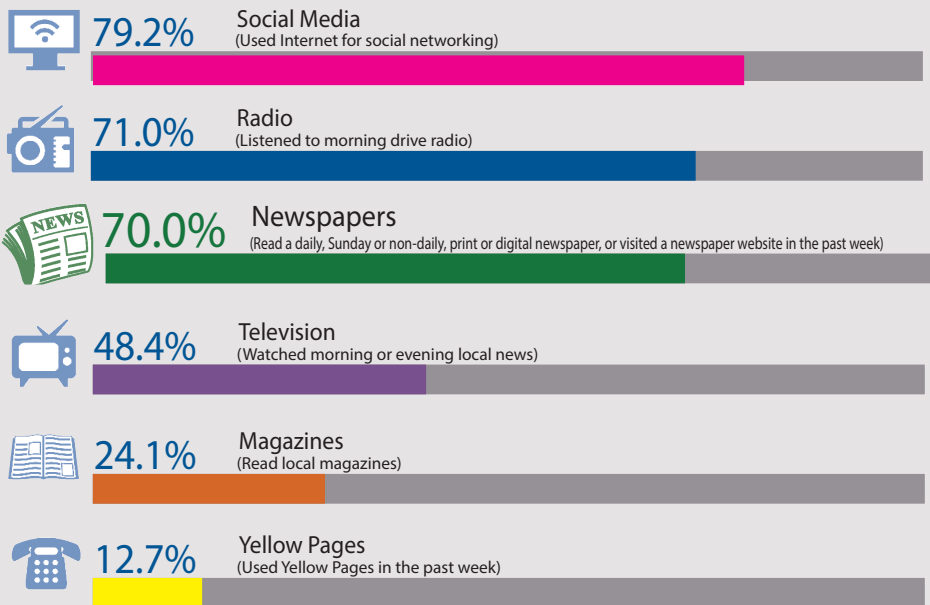
Newspapers are Judged as the Best

63.8% of prospective clients have taken action in the past year as a result of a newspaper ad.

Legal service clients are **67%** more likely than the average person to read a newspaper 6 to 7 days a week.

Peak sales months for attorneys:
october • november • december

Household used an attorney in the past year



top 5 attention grabbers

Attract more attention to your ad by including details about:

- 1 Trial experience
- 2 Board certified
- 3 At-home consultation
- 4 Free initial consultation
- 5 Financial planning

marketing strategies

- ▶ Over 80% of attorneys in the U.S. get most of their clients from within a 10-mile radius of their office; target those areas.
- ▶ Industry professionals predict clients will increasingly seek firms with a specific specialty; make sure to feature specialized skills and areas in your ad.
- ▶ Promote client meetings and firm-hosted events, as they are the two most effective activities for developing new business.



for more information, contact: