Marketing Opportunities

Website Visitors
Newsletter Subscribers
Email Blasts
Webinar Attendees
LOM uniquely serves the market you want to hit

For nearly three decades, Law Office Manager has provided law office administrators and managers throughout the world with relevant and timely information to help them perform their jobs more effectively and more efficiently.

Our experts understand and report on hiring and terminations, compliance and risk management, group insurance and deferred compensation arrangements, managing productivity and integrating technology, budgets and software solutions, record storage and retention, time and billing solutions, plus balancing the personal and business personalities we all have.
Law Office Manager users have reported having some responsibility for their firm’s:

- Hiring and firing
- Discipline and training
- Attorney time allocation and billing
- Budgeting and purchasing
- Technology evaluation and acquisition
- Client records, including email retention policies
- Project management
- Employee productivity
- Compliance
- Computer networking
- Data storage and retention
How can you reach LOM members?

• Email blasts
  • Advertising in the three weekly e-zines: LOM Bulletin, Spotlight and Weekly Wrap-Up
  • Advertising on the primary website, www.lawofficemgr.com
  • Sponsored webinar
  • Host your own LOM Webcast (webinar)

Email Blasts

Every vendor who has taken advantage of a LOM email blast has come back for another. It works. It’s your message. It’s your sense of urgency. It’s your response mechanism.

Introduce a new product or concept...drive traffic to your website...promote a new white paper that showcases your company’s capabilities. The possibilities are infinite.

Email blasts currently go to nearly 3,500 LOM members and prospects. They are conference and webinar attendees, newsletter and e-zine subscribers, book buyers and recurrent website visitors. Pricing for one use is $950, and there are discounts for multiple uses.

Contact Jennifer Frost for scheduling details and to learn how an email blast would complement your current marketing activities: Jen@LawOfficeMgr.com
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Advertising in the Three Weekly eZines

The *LOM Bulletin, Spotlight and Weekly Wrap-Up* are weekly, quick-read emails that give law office managers access to current developments, new thought leader pieces, quick tips, etc.

Subscribed to by thousands of professionals in North America, the frequency of these popular informational e-mails allows for marketers to take advantage of repeat messaging.

*LOM* ezines currently go to over 3,500 subscribers. Banner, Sidebar and Skyscraper Ads are available, from $400 for a single insertion.

Contact Jennifer Frost for scheduling details and to learn how advertising in the weekly ezines would complement your current marketing activities: Jen@LawOfficeMgr.com
Advertising in the Three Weekly eZines

Contact Jennifer Frost for scheduling details and to learn how advertising in the LOM ezines would complement your current marketing activities:

Jen@LawOfficeMgr.com

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Advertising on www.lawofficemgr.com

lawofficemgr.com is where administrators go for answers to office management questions, from recordkeeping to human resource management.

Top Banner, Sidebar and Skyscraper (double the length of Sidebar) ads are available, and each can provide a link back to the advertisers website, research, a white paper, or an email address.

Advertisers can begin for as little as $200.

Contact Jennifer Frost for advertising options, insertion scheduling and to learn how advertising on www.lawofficemgr.com would complement your current marketing activities:

Jen@LawOfficeMgr.com
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Advertise on Lawofficemgr.com

Full width banner ads, plus right-column skyscrapers, all within your budget.

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Sponsored Webinars

LOM puts on several educational webinars for licensing executives throughout the year. Marketers can get their message across by sponsoring a webinar, having their logo attached to marketing for the webinar, receiving acknowledgement from the moderator, and having your marketing slide inserted into the webinar deck.

Pricing begins at $750.

Contact Jennifer Frost to discuss the webinar schedule and to learn more about how webinar sponsorship can complement your current marketing activities:

Jen@LawOfficeMgr.com
LOM Webcasts take advantage of LOM’s marketing routines and membership lists by having LOM help you develop your own webinar, marketed to LOM audiences, for your company’s products and services.

This is an effective and cost effective option to reach the decision-making law office administrators and managers, maximizing your message both in North America and internationally.

Pricing begins at $1,500.

Contact Jennifer Frost to learn more about Licensing Webcasts and to review scheduling (LOM Webcasts are very popular and should be scheduled months in advance). To learn more about how a LOM Webcast can complement your current marketing activities:

Jen@LawOfficeMgr.com