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Marketing Tips Ideas Plans for Illinois State Bar Association Members



ILLINOIS STATE
BAR ASSOCIATION

2009 Marketing Opportunities with the ISBA

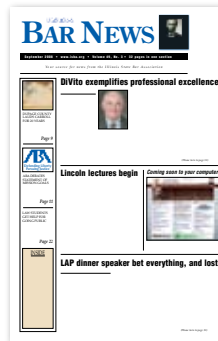
There are many reasons to advertise with the ISBA; recruitment ads, firm announcements, or to let other lawyers know why your firm is the best firm to refer their cases to. Whatever your goals, the publications of the ISBA are a great way to help you achieve them.

Illinois Bar Journal



With a circulation of 35,000 this is the magazine ISBA members consider most useful among all legal publications in the state. Published monthly, the *Illinois Bar Journal* helps lawyers, judges and other legal professionals do their jobs by providing articles about new legislation, court decisions and practice tips. Members can purchase advertising at greatly reduced rates, and are given full color at no extra charge. The *Bar Journal* also offers Member-to-Member Referral Directories that run monthly. See the schedule on the opposite page. On top of display and referral directory ads the *Bar Journal* also offers a classified section. Sell you car, your law practice, your home, advertise a legal position, rent space in your office, place a referral ad or more.

ISBA Bar News



This monthly tabloid newspaper brings more than 35,000 ISBA members news about ISBA events, policies and people. The *Bar News* is a major source of information about ISBA's extensive continuing legal education programs. ISBA members receive a great advertising discount in the *Bar News* and it's an excellent place to announce new practices, office relocations, new personnel, anniversaries or awards. Check out *Bar News* rates on page 6.

IllinoisLawyerFinder.com



IllinoisLawyerFinder.com is the ISBA's powerful new way to connect you with prospective clients. More than just a directory, it offers information for the public about Illinois law and other consumer-friendly features. It's a place you'll want to be seen. A basic listing is **FREE** to ISBA members or you may sign up at the \$50/year premium level and get an enhanced directory listing plus automatic membership in the ISBA's telephone lawyer referral service, giving clients two ways to find you.

Contact Information

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Q: What can I say about the services I offer?

A: Illinois Rule of Professional Conduct (IRPC) 7.1 sets forth the basis for all advertising by stating: "A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services. A communication is false or misleading if it: (a) contains a material misrepresentation of fact or law, or omits a fact necessary to make the statement considered as a whole not materially misleading; (b) is likely to create an unjustified expectation about results the lawyer can achieve, or states or implies that the lawyer can achieve results by means that violate these Rules or other law; or (c) compares the lawyer's services with other lawyers' services, unless the comparison can be factually substantiated." (See also ISBA Ethics Advisory Opinions 06-02, 03-05, 84-04, & 832.)

Q: Where am I allowed to advertise?

A: IRPC 7.2(a) notes that lawyers may advertise their service through "public media, such as telephone directories, newspapers or other periodicals, billboards, radio or television, or through written communication not involving solicitation as defined by Rule 7.3." (See also ISBA Ethics Advisory Opinions 06-02)

Q: What information must I include in my advertisement?

A: IRPC 7.2(a)(2) provides that any advertising or communication regarding a lawyers services includes the name of at least one lawyer who is responsible for its contents.

Q: Do I need to keep copies of advertising I've done?

A: Yes. IRPC 7.2(a)(1) requires lawyers to keep a copy or recording of any advertisement or communication they make, as well as a list of when and where it was used. These records must be kept for 3 years after its last dissemination.

Q: Can I claim to specialize in a particular area of law in my advertisement?

A: Generally, no. IRPC 7.4(b) states that certifications of specialties in the practice of law are not recognized in

Illinois, nor are certifications of expertise in any phase of the practice of law by any agency, governmental, or private, or by any group, organization or association. There are exceptions for lawyers who are admitted to practice before the US Patent and Trademark Office or those who engage in admiralty practice (See 7.4(b)(1-3) for specific rules). Additionally, 7.4(c) prohibits use of the terms "certified," "specialist," "expert," or other similar terms when describing a lawyers' qualifications. (See also ISBA Ethics Advisory Opinions 96-08, 03-03 & 03-05)

Q: How do I indicate my practice areas in advertisements?

A: IRPC 7.4(a) permits a lawyer to specify or designate any area or field of law in which the lawyer or firm concentrates or limits the practice of law. (See also ISBA Ethics Advisory Opinions 96-08 & 736)

Q: Can I advertise that I will pay referral fees?

A: No. IRPC 7.2(b) expressly prohibits paying referral fees. It states: "A lawyer shall not give anything of value to a person for recommending or having recommended the lawyer's services, except that a lawyer may pay the reasonable cost of advertising or written communication permitted by Rules 7.1 and 7.2 (including fees of personnel preparing such advertising or communication), and may pay the usual charges of a not-for-profit lawyer referral service or other legal service organization, or may pay for a law practice in accordance with Rule 1.17." (This advertising rule does not prohibit referral fees between lawyers under the conditions identified at IRDC 1.5(g). See also ISBA Ethics Advisory Opinions 06-02, 94-04, & 94-12)

Q: Can I advertise to sell my legal practice to another lawyer?

A: The rules are silent as to this specific matter. However, lawyers are permitted to sell their law practices to other lawyers pursuant to IRPC 1.17, so it is likely permissible for lawyers to advertise to other lawyers for the sale of a practice so long as the advertising adheres to IRPC 7.1 & 7.2. (See also ISBA Ethics Advisory Opinion 07-02.)

To view the full text of the Illinois Rules of Professional Conduct, please visit the Illinois Supreme Court's Website at http://www.state.il.us/court/SupremeCourt/Rules/Art_VIII/.

To view cited and additional ISBA Ethics Advisory Opinions, please visit <http://www.isba.org/resources/ethics/index.html>. (Note: You must be an ISBA member to access these opinions.)

Important Notice: The above tips were prepared by the Illinois State Bar Association's Legal Department as an educational member service. Although based on the Illinois Rules of Professional Conduct and ISBA Ethics Advisory Opinions, this information is advisory in nature only and does not have the weight of law or constitute legal advice. This information should not be relied upon as a substitute for individual legal advice or your own independent professional judgment. For more information, call the ISBA Legal Department at (217) 525-1760 or (800) 252-8908.

Illinois Bar Journal Advertising Rates for ISBA Members

	Regular Rate	Member Rate	Savings
Full Page (7" x 9 3/4")			
1 Insertion	\$2,880	\$2,160	\$720
3 Insertions (cost is per insertion)	\$2,736	\$2,052	\$684
6 Insertions (cost is per insertion)	\$2,592	\$1,944	\$648
12 Insertions (cost is per insertion)	\$2,448	\$1,836	\$612

2/3 Page (4 9/16" x 9 3/4" or 7" x 6 1/2")			
1 Insertion	\$2,305	\$1,728	\$577
3 Insertions (cost is per insertion)	\$2,189	\$1,641	\$548
6 Insertions (cost is per insertion)	\$2,074	\$1,555	\$519
12 Insertions (cost is per insertion)	\$1,959	\$1,469	\$490

1/2 Page Island (4 9/16" x 7 1/2")			
1 Insertion	\$2,089	\$1,566	\$523
3 Insertions (cost is per insertion)	\$1,984	\$1,488	\$496
6 Insertions (cost is per insertion)	\$1,880	\$1,410	\$470
12 Insertions (cost is per insertion)	\$1,775	\$1,331	\$444

1/2 Page (7" x 4 7/8")			
1 Insertion	\$1,850	\$1,387	\$463
3 Insertions (cost is per insertion)	\$1,757	\$1,317	\$440
6 Insertions (cost is per insertion)	\$1,665	\$1,248	\$417
12 Insertions (cost is per insertion)	\$1,572	\$1,179	\$393

1/3 Page (4 9/16" x 4 7/8" or 2 3/16" x 9 7/8")			
1 Insertion	\$1,426	\$1,069	\$357
3 Insertions (cost is per insertion)	\$1,354	\$1,015	\$339
6 Insertions (cost is per insertion)	\$1,283	\$962	\$321
12 Insertions (cost is per insertion)	\$1,212	\$909	\$303

1/4 Page (4 9/16" x 3 5/8")			
1 Insertion	\$1,146	\$859	\$287
3 Insertions (cost is per insertion)	\$1,088	\$816	\$272
6 Insertions (cost is per insertion)	\$1,031	\$773	\$258
12 Insertions (cost is per insertion)	\$974	\$730	\$244

1/6 Page (4 9/16" x 2 1/2" or 2 3/16" x 4 7/8")			
1 Insertion	\$782	\$586	\$196
3 Insertions (cost is per insertion)	\$747	\$560	\$187
6 Insertions (cost is per insertion)	\$703	\$527	\$176
12 Insertions (cost is per insertion)	\$664	\$498	\$166

2009 Member-to-Member Referral Directory Calendar



Issue Date	Directory	Advertising Deadline
January	General Member-to-Member Referral Directory	December 1
February	Expert Witness & Litigation Support Guide	January 2
March	Criminal/Traffic Member-to-Member Referral Directory	February 2
April	General Member-to-Member Referral Directory	March 2
May	Labor & Employment Law Member-to-Member Referral Directory	April 1
June	Tort Law Member-to-Member Referral Directory	May 1
July	General Member-to-Member Referral Directory	June 1
August	General Member-to-Member Referral Directory	July 1
September	Family Law Member-to-Member Referral Directory	August 3
October	General Member-to-Member Referral Directory	September 1
November	Trusts & Estates Member-to-Member Referral Directory	October 1
December	Workers' Compensation Member-to-Member Referral Directory	November 2

ISBA Bar News Advertising Rates for ISBA Members

	Regular Rate	Member Rate	Savings
Full Page (10 1/4" x 16 1/8")			
1 Insertion	\$1,219	\$914	\$305
3 Insertions (cost is per insertion)	\$1,158	\$868	\$290
6 Insertions (cost is per insertion)	\$1,097	\$822	\$275
12 Insertions (cost is per insertion)	\$975	\$731	\$244

1/2 Page Island (7 5/8" x 10 1/4")			
1 Insertion	\$890	\$667	\$223
3 Insertions (cost is per insertion)	\$845	\$633	\$212
6 Insertions (cost is per insertion)	\$801	\$600	\$201
12 Insertions (cost is per insertion)	\$712	\$534	\$178

1/2 Page (7" x 4 7/8")			
1 Insertion	\$784	\$588	\$196
3 Insertions (cost is per insertion)	\$744	\$558	\$186
6 Insertions (cost is per insertion)	\$705	\$528	\$177
12 Insertions (cost is per insertion)	\$627	\$470	\$157

1/3 Page (5" x 10 1/2")			
1 Insertion	\$636	\$477	\$159
3 Insertions (cost is per insertion)	\$585	\$438	\$147
6 Insertions (cost is per insertion)	\$572	\$429	\$143
12 Insertions (cost is per insertion)	\$508	\$381	\$127

1/4 Page (5" x 7 3/4")			
1 Insertion	\$498	\$373	\$125
3 Insertions (cost is per insertion)	\$473	\$354	\$119
6 Insertions (cost is per insertion)	\$448	\$336	\$112
12 Insertions (cost is per insertion)	\$398	\$298	\$100

1/6 Page (5" x 5 1/4")			
1 Insertion	\$344	\$258	\$86
3 Insertions (cost is per insertion)	\$326	\$244	\$82
6 Insertions (cost is per insertion)	\$309	\$231	\$78
12 Insertions (cost is per insertion)	\$275	\$206	\$69

1/12 Page (2 3/8" x 5 1/4" or 5" x 3 3/4")			
1 Insertion	\$237	\$177	\$60
3 Insertions (cost is per insertion)	\$225	\$168	\$57
6 Insertions (cost is per insertion)	\$213	\$159	\$54
12 Insertions (cost is per insertion)	\$189	\$141	\$48

To Place your ad, complete this form and send to:

Fax: 217-525-9063

Mail: Illinois State Bar Association, Classified Advertising, 424 South Second Street, Springfield, IL 62701

Category:

- Auto Expert Services For Sale Law Practice for Sale Legal Positions
- Office Space for Rent Position Wanted Referrals Vacation Rentals Want to Buy Other

Copy: Attach the text of your ad on a separate sheet.

Illinois Bar Journal

Ad Size:

- 1/12 Page (2 3/16" x 2 3/8") 1/24 Page (2 3/16" x 1 3/16")

Rates:

	Regular Rate	Member Rate	Savings		Regular Rate	Member Rate	Savings
1/12 Page				1/24 Page			
1 Insertion	\$329	\$246	\$83	1 Insertion	\$179	\$134	\$45
3 Insertions	\$312	\$234	\$78	3 Insertions	\$170	\$127	\$43
6 Insertions	\$296	\$222	\$74	6 Insertions	\$161	\$120	\$41
12 Insertions	\$279	\$209	\$70	12 Insertions	\$152	\$114	\$38

Deadline: One month prior to the month of publication.

ISBA Bar News

Ad Size & Rate:

- Line ad at a cost of 70¢ per word Display ad at a cost of \$45 per inch
(Regular rate is \$60 per column inch, the above rate reflects a 25% member benefit discount)

Deadline: Last day of the month preceding the month of publication.

Your Information

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

Pre-payment required. Please include a check or cc info with your order.

Promoting Your Firm

When you begin to formulate your marketing plan you must consider the four P's of marketing:

- **Product** (what legal services you offer),
- **Price** (what you charge for your services),
- **Place** (where your office is located) and
- **Promotion** (what steps you will take to get the word out about the services you offer).

Following are some suggestions to help with the fourth "P"—promoting your law practice.



1. Have a marketing plan.

By all means you must put down, in writing, what you hope to accomplish over the next year, as well as the next three years, and five years. Is your goal to increase the size of your firm, move to a more spacious office, or perhaps have multiple offices? This should all be spelled out in your plan. You can find a free marketing plan template designed especially for lawyers at www.legalexpertconnections.com/attorneymarketingplan.pdf.

2. Illinois Rules of Professional Conduct.

Before beginning any advertising campaign you should read over Article VIII. Illinois Rules of Professional Conduct, Rule 7.2. Advertising. For questions regarding this rule you may call the ISBA Legal Department at (217) 525-1760 or (800) 252-8908.

3. Where should you advertise?

The possibilities are endless: Television, Print (magazines, newspapers, yellow pages, etc.), Internet, billboards, benches, sky writing...ok maybe not sky writing...but you get the idea. Pick a venue you are familiar with. If it is a publication, perhaps it is one you receive and read regularly. If you are reading it, chances are good that your fellow attorneys are as well. This might be a good advertising vehicle for referrals.

4. Name recognition.

This is very important when it comes to receiving referrals from your peers. One way to achieve this is through a consistent advertising campaign. Make sure you take advantage of frequency discounts, no matter what media you use. If you can't afford a full page ad in a publication, for example, run what your budget will allow. A small ad that appears regularly in a given publication will achieve better results than a large ad that only runs once.

5. What information should your ad contain?

Firm name, or contact name, phone number, Web site address, your location, and areas your firm practices in. You should also include something that would create interest in your ad, such as a graphic design or picture. Word your ad to indicate why you are the best attorney for a particular case...results you've gotten for clients, acknowledgements you've received, etc. Also important is white space. Don't fill the entire space of your ad with words, an advertisement that is too crowded will not be read.

6. Keep track of where your business is coming from.

Every time someone calls your office ask them where they heard of your services, and write it down. You will need to know this information to help you determine where your marketing efforts are paying off. If you receive referrals from other attorneys you might consider a quarterly ad in the *Illinois Bar Journal's* Member-to-Member Referral Directory. To place your ad in this directory, go to <https://secure.isba.org/IBJ/2008/membertomember.html>.

7. The Internet.

It has changed the way the world, and lawyers, do business. Not only do *you* use the Internet to find information, your potential clients use it to find a lawyer. If you don't already have a Web site it is time to invest in one. If you have one, make sure you keep it updated.

8. www.illinoislawyerfinder.com.

Last year the lawyer referral service for the Illinois State Bar Association gave out over 9,000 referrals, and a basic listing is FREE. If you are not signed up yet, go to <http://www.isba.org/lawyerfinderforms/signup.html> for more information.