



ILLINOIS STATE BAR ASSOCIATION

2013 Marketing Your Practice



Essential Information for Illinois State Bar Association Members

Included in this issue:

- ① The ins, outs and ethics of lawyer marketing
- ② Building a High Converting Website
- ③ Advertising with the ISBA
- ◆ Publications ◆ Member rates ◆ Referral Directories

There are many reasons to advertise with the ISBA; recruitment ads, rental opportunities, 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 and services offered by the ISBA are a great way to help you achieve them.

Illinois Bar Journal



With a circulation of 31,000 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. Mem-

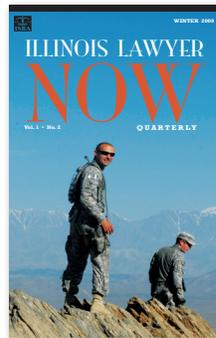
bers can purchase advertising at greatly reduced rates, and are given full color at no extra charge. The *Bar Journal* also offers Member-to-Member Referral Directories that run monthly. See the schedule on page 5 for a list of directories running in 2013. On top of display and referral directory ads the *Bar Journal* also offers a classified section. Sell your car, your law practice, your home, advertise a legal position, rent space in your office, place a referral ad or more.

Practice Resource Center on-line at www.isba.org/practiceresourcecenter

Take advantage of everything your ISBA membership has to offer. Check the Practice Resource Center for articles, ethics opinions, and other tools to help with informed decisions about practice-related issues. Some examples of what you'll find:

- Tech help – Website design and hosting; credit card processing; practice-management software; online backup and storage systems; IOLTA calculators and accounting tools.
- Career Development – ISBA Career Center; marketing, attracting clients; practice-building CLE; practice-building books
- Articles on marketing, business development, and marketing ethics
- Much more, all centered around growing your practice, and making your life easier.

Illinois Lawyer Now Quarterly



This quarterly tabloid newspaper brings more than 31,000 ISBA members news about ISBA events, policies and people. *Illinois Lawyer Now Quarterly* is a major source of information about ISBA's extensive continuing legal education programs. ISBA members receive a great advertising discount in the *Quarterly* and it's an excellent place to announce new practices,

office relocations, new personnel, anniversaries or awards. Check out *Illinois Lawyer Now Quarterly* 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 advertise about the services I offer?

A: Since 1977, lawyer advertising has been considered protected commercial speech under the First Amendment of the U.S. Constitution. Nevertheless, it is subject to broad regulation. Illinois Rule of Professional Conduct (“IRPC”) 7.1 prohibits a lawyer from making false or misleading statements about the lawyer or the lawyer’s services. A communication is false or misleading if it contains a material misrepresentation of fact or law, or omits a fact necessary to make the statement considered as a whole not materially misleading.

Q: What information can I include in my advertisements?

A: Other than the prohibition on false or misleading information, there are very little restrictions on advertising content. One express restriction, however, is that a lawyer may not make an unsubstantiated comparison of his or her services or fees with those of other lawyers. IRPC 7.1, Comment [3]. Comment [2] to IRPC 7.2 references generally the types of information appropriate for an advertisement including: name; address and telephone number; the types of cases a lawyer will take; the basis of fees; payment and credit arrangements; foreign language ability; and client names (with their consent). Matters of advertisement effectiveness and taste are generally too subjective for bright line rules (but some advertising may nevertheless be objectionable).

Q: Can I advertise my successful verdicts or other achievements on behalf of clients?

A: Probably, as long as the advertisement is truthful and not misleading. Nevertheless, you cannot present even truthful information in such a way as to create unjustified expectations that the same results could be achieved for other clients in similar matters. IRPC 7.1, Comment [3]. The use of disclaimers or qualifying language may be necessary.

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

A: No. A lawyer may not use the terms “specialist,” “certified,” or “expert” in describing his or her qualifications. A lawyer may, however, reference certificates, awards or recognitions (including those that use terms such as “specialist,” “certified” or “expert”) issued by an agency or organization as long as the reference is truthful, verifiable, not misleading, and includes a statement that the Illinois Supreme Court does not recognize certificates as a requirement to practice law. IRPC 7.4. See ISBA Advisory Ethics Opinions 03-05 and 96-08.

Q: Is there anything I must include in my advertisement?

A: Yes. IRPC 7.2 requires that any advertisement must

include the name and office address of at least one lawyer or law firm responsible for its content. Jurisdictional limitations may also be required under IRPC 7.5. Further, any written, recorded or electronic communication from a lawyer soliciting specific prospective clients known to be in need of legal services must include the words “Advertising Material” on the outside of the envelope and at the beginning and end of any recorded or electronic communication. IRPC 7.3(c). See ISBA Ethics Advisory Opinion 12-04.

Q: Must I include the words “Advertising Material” on general announcements?

A: No. Comment [7] to IRPC 7.3 provides: “General announcements by lawyers, including changes in personnel or office location, do not constitute communications soliciting professional employment from a client known to be in need of legal services within the meaning of this Rule [7.3].”

Q: Where can I advertise?

A: Lawyers may advertise their services “through written media, recorded or electronic communication, including public media.” IRPC 7.2.

Q: Is my website a regulated form of advertising?

A: Yes. A lawyer’s website is subject to all the restrictions and requirements of lawyer advertising. See ISBA Ethics Advisory Opinion 12-04 and ABA Formal Opinion 10-457.

Q: Do I need to keep copies of my advertisements?

A: Not under the IRPC. Previously, lawyers were required to keep a copy of all their advertisements for three years, but this requirement has been removed from the IRPC. It may nevertheless, be good practice to retain a copy of all advertisements in the event of a dispute.

Q: Can I pay to belong to a lawyer referral service?

A: Yes, but only if it is a not-for-profit referral service, such as the ISBA’s IllinoisLawyerFinder. IRPC 7.2(b).

The information in these FAQs is advisory in nature only and does not have the weight of law or constitute legal advice. This general information should not be relied upon as a substitute for individual legal advice or your own independent research or profession judgment.

The full text of the IRPC can be found at www.state.il.us/court/SupremeCourt/Rules/Art_VIII/. To view the cited ISBA Ethics Advisory Opinions, please visit www.isba.org/resources/ethics/index.html.

Illinois Bar Journal Advertising Rates for ISBA Members

	Regular Rate	Minus Member Benefit Discount	Member Rate
Full Page (7" x 9 3/4")			
1 Insertion	\$3,025	\$756	\$2,269
3 Insertions (cost is per insertion)	\$2,874	\$719	\$2,155
6 Insertions (cost is per insertion)	\$2,722	\$680	\$2,042
12 Insertions (cost is per insertion)	\$2,571	\$643	\$1,928

2/3 Page (4 9/16" x 9 3/4" or 7" x 6 1/2")			
1 Insertion	\$2,421	\$605	\$1,816
3 Insertions (cost is per insertion)	\$2,299	\$575	\$1,724
6 Insertions (cost is per insertion)	\$2,178	\$544	\$1,634
12 Insertions (cost is per insertion)	\$2,057	\$514	\$1,543

1/2 Page Island (4 9/16" x 7 1/2")			
1 Insertion	\$2,194	\$548	\$1,646
3 Insertions (cost is per insertion)	\$2,084	\$521	\$1,563
6 Insertions (cost is per insertion)	\$1,974	\$493	\$1,481
12 Insertions (cost is per insertion)	\$1,864	\$466	\$1,398

1/2 Page (7" x 4 7/8")			
1 Insertion	\$1,943	\$493	\$1,450
3 Insertions (cost is per insertion)	\$1,845	\$461	\$1,384
6 Insertions (cost is per insertion)	\$1,748	\$437	\$1,311
12 Insertions (cost is per insertion)	\$1,651	\$412	\$1,239

1/3 Page (4 9/16" x 4 7/8" or 2 3/16" x 9 7/8")			
1 Insertion	\$1,497	\$374	\$1,123
3 Insertions (cost is per insertion)	\$1,422	\$356	\$1,066
6 Insertions (cost is per insertion)	\$1,347	\$337	\$1,010
12 Insertions (cost is per insertion)	\$1,272	\$318	\$954

1/4 Page (4 9/16" x 3 5/8")			
1 Insertion	\$1,203	\$301	\$902
3 Insertions (cost is per insertion)	\$1,142	\$286	\$856
6 Insertions (cost is per insertion)	\$1,082	\$271	\$811
12 Insertions (cost is per insertion)	\$1,022	\$256	\$766

1/6 Page (4 9/16" x 2 1/2" or 2 3/16" x 4 7/8")			
1 Insertion	\$821	\$205	\$616
3 Insertions (cost is per insertion)	\$779	\$195	\$584
6 Insertions (cost is per insertion)	\$738	\$185	\$553
12 Insertions (cost is per insertion)	\$697	\$174	\$523



Issue Date	Directory	Advertising Deadline
January	General Member-to-Member Referral Directory	December 3
February	Expert Witness & Litigation Support Guide	January 2
March	Criminal Law	February 1
April	General Member-to-Member Referral Directory	March 1
May	Alternative Dispute Resolution	April 1
June	Tort Law Member-to-Member Referral Directory	May 1
July	General Member-to-Member Referral Directory	June 3
August	Expert Witness & Litigation Support Guide	July 1
September	Family Law Member-to-Member Referral Directory	August 1
October	Legal Technology Issue General Member-to-Member Referral Directory	September 2
November	Estate Planning Member-to-Member Referral Directory	October 1
December	Real Estate Law Member-to-Member Referral Directory	November 1

Illinois Lawyer Now Quarterly Advertising Rates for ISBA Members

	Regular Rate	Minus Member Benefit Discount	Member Rate
Full Page (10" x 11 5/8")			
1 Insertion	\$1,535	\$384	\$1,151
2 Insertions (cost is per insertion)	\$1,337	\$334	\$1,003
4 Insertions (cost is per insertion)	\$1,224	\$306	\$918

1/2 Page (10" x 5 5/8" or 4 7/8" x 11 5/8")			
1 Insertion	\$1,073	\$268	\$805
2 Insertions (cost is per insertion)	\$976	\$244	\$732
4 Insertions (cost is per insertion)	\$858	\$214	\$644

1/4 Page (4 7/8" x 5 5/8")			
1 Insertion	\$772	\$193	\$579
2 Insertions (cost is per insertion)	\$694	\$173	\$524
4 Insertions (cost is per insertion)	\$617	\$154	\$463

1/6 Page (4 7/8" x 3 5/8")			
1 Insertion	\$611	\$152	\$459
2 Insertions (cost is per insertion)	\$549	\$137	\$412
4 Insertions (cost is per insertion)	\$488	\$122	\$366

1/8 Page (4 7/8" x 2 5/8" or 2 5/16" x 5 5/8")			
1 Insertion	\$527	\$132	\$395
2 Insertions (cost is per insertion)	\$474	\$118	\$356
4 Insertions (cost is per insertion)	\$421	\$105	\$316

1/16 Page (2 5/16" x 2 5/8")			
1 Insertion	\$395	\$99	\$296
2 Insertions (cost is per insertion)	\$355	\$89	\$266
4 Insertions (cost is per insertion)	\$316	\$79	\$237

ISBA Website Advertising Rates for ISBA Members

	Regular Rate	Minus Member Benefit Discount	Member Rate
Home Page - Leaderboard at top of page			
1 month	\$1,000	\$250	\$750
3 months (rate per month)	\$900	\$225	\$675
6 months (rate per month)	\$700	\$175	\$525
12 months (rate per month)	\$600	\$150	\$450

Home Page - Medium Rectangle located at bottom of CLE column			
1 month	\$800	\$200	\$600
3 months (rate per month)	\$720	\$180	\$540
6 months (rate per month)	\$560	\$140	\$420
12 months (rate per month)	\$480	\$120	\$360

Legal News Page - Skyscraper			
1 month	\$600	\$150	\$450
3 months (rate per month)	\$480	\$120	\$360
6 months (rate per month)	\$420	\$105	\$315
12 months (rate per month)	\$360	\$90	\$270

Illinois Lawyer Now Blog - Skyscraper			
1 month	\$600	\$150	\$450
3 months (rate per month)	\$480	\$120	\$360
6 months (rate per month)	\$420	\$105	\$315
12 months (rate per month)	\$360	\$90	\$270

Illinois Lawyer Now Weekly - Small Banner			
1 month	\$500	\$125	\$375
3 months (rate per month)	\$400	\$100	\$300
6 months (rate per month)	\$350	\$87	\$263
12 months (rate per month)	\$300	\$75	\$225

E-Clips - Large Banner			
Rate per month	\$1,000	\$250	\$750



Building a High Converting Website for Your Practice

Today, 85% of consumers use the Internet as their primary source for finding local businesses – including attorneys. Creating a website for your practice is a critical first step in taking advantage of this trend and getting found by potential new clients online. While a survey from the American Bar Association showed that the majority of small practices have a website (52% of solo practices and 81% of firms with two to nine attorneys), in order to maximize success online your website needs to be properly designed to convert online visitors into paying, offline clients.

A website can be a very powerful tool that compels consumers to complete a number of pre-selected actions, including calling or emailing your practice. A well-crafted website will guide consumers to these actions almost seamlessly, presenting your practice and services clearly and directly.

We've created a checklist to help you improve the performance of your website. Our five quick tips for creating a high converting website are:

1. **Highlight your contact information.** Make sure your practice's contact information is clearly visible. The phone number should always be in a prominent place on every page. Also, include a contact form on your website that allows people to easily reach you if they don't have time to place a call.
2. **Keep it simple.** Although you want to give website visitors enough information to show how the practice is the right choice for them, bombarding people with too much detail can easily overwhelm them. Stick to the essentials and tell your audience only what they truly need to know in order to make an informed decision about whether they want to work with you.
3. **Give visitors a soft landing.** Include separate pages on your website for all your primary practice areas. For instance, if your practice provides defense service for drug crimes, traffic violations and white collar cases, make sure the site has individual pages so that visitors can easily find the information most relevant to their needs.
4. **Provide a call to action.** Put a call to action telling visitors what you want them to do as a next step throughout your website. Make it as easy as possible for your visitors to take that desired action.
5. **Go mobile.** By 2015, over half of all local online searches are expected to be conducted on mobile devices. Make sure that your site is optimized for mobile devices. A Google survey recently found 67% of people searching on a mobile device are more likely to buy or convert after a visit to a mobile-friendly site.

There are a number of other features that you can incorporate into your website, but these top five guidelines will hopefully give you a starting point to improve your website and increase the number of phone calls and new clients it drives to your practice.

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**Bring More Business
to Your Business**
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