



advertising opportunities

online services directory
www.lawyersalliance.com.au/services

Valid from July 1 2008

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About the Australian Lawyers Alliance

The Australian Lawyers Alliance is a national association of solicitors, barristers and other professionals [dedicated to promoting justice, freedom and the rights of the individual](#). The Alliance has almost 1,500 active members, with the majority of members specialising in personal injury and tort law. Membership numbers are set to increase substantially in the upcoming year, with the Australian Lawyers Alliance expanding into other rights-based areas of law and performing targeted recruitment campaigns.

The Australian Lawyers Alliance provides its members with a number of member benefits, including: continuing legal education (conferences/seminars), legal publications (journal, e-newsletter and wall planner), expert database, online services directory, special interest groups and the Alliance rewards club. These member benefits provide a variety of [advertising and marketing opportunities](#), including:

- Conference sponsorship
- Advertising in Precedent
- Advertising on the wall planner, online services directory and e-newsletter
- The Alliance rewards club

This information brochure concentrates on advertising in the online services directory. If you would like to find out more about opportunities not covered in this brochure, please contact the Alliance on (02) 9258 7700 or at enquiries@lawyersalliance.com.au.

Strategic benefits of advertising with the Alliance

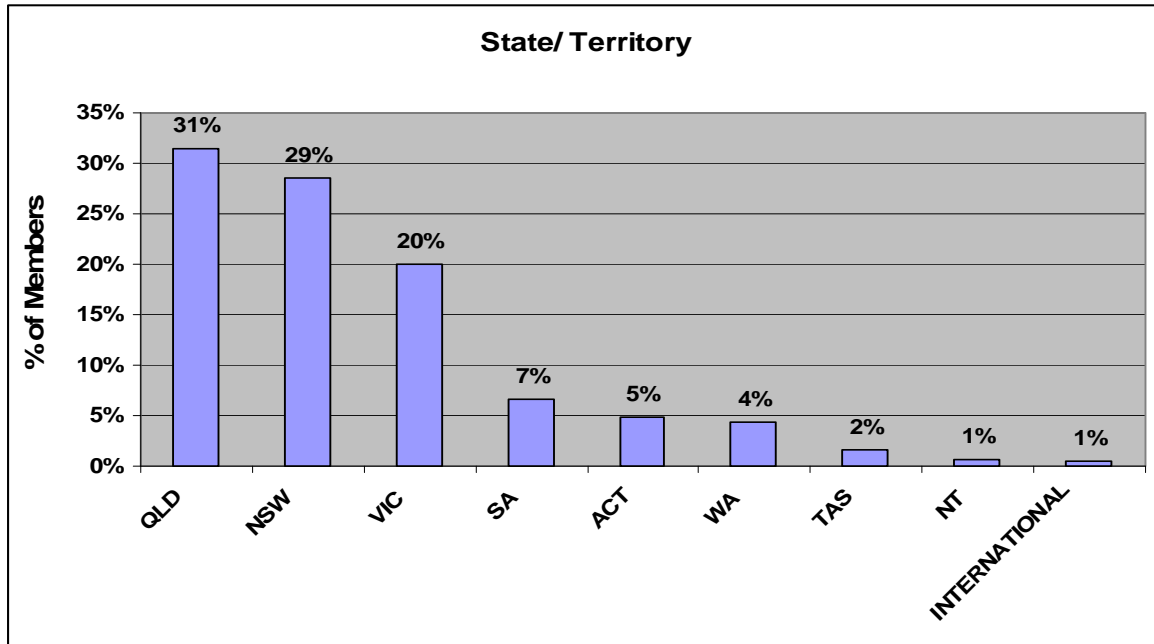
Advertising with the Australian Lawyers Alliance allows you to communicate directly with Alliance members, providing a highly successful yet cost-effective way to promote your products or services. Benefits of advertising with the Alliance include:

- Direct access to lawyers, barristers and other professionals involved in personal injury and other rights-based areas of law
- Increased brand awareness among Alliance members and the legal profession generally
- Increased return on investment and reduced advertising costs through concentrated targeting
- Opportunity for highly targeted promotions
- Association with a leading rights-based organisation

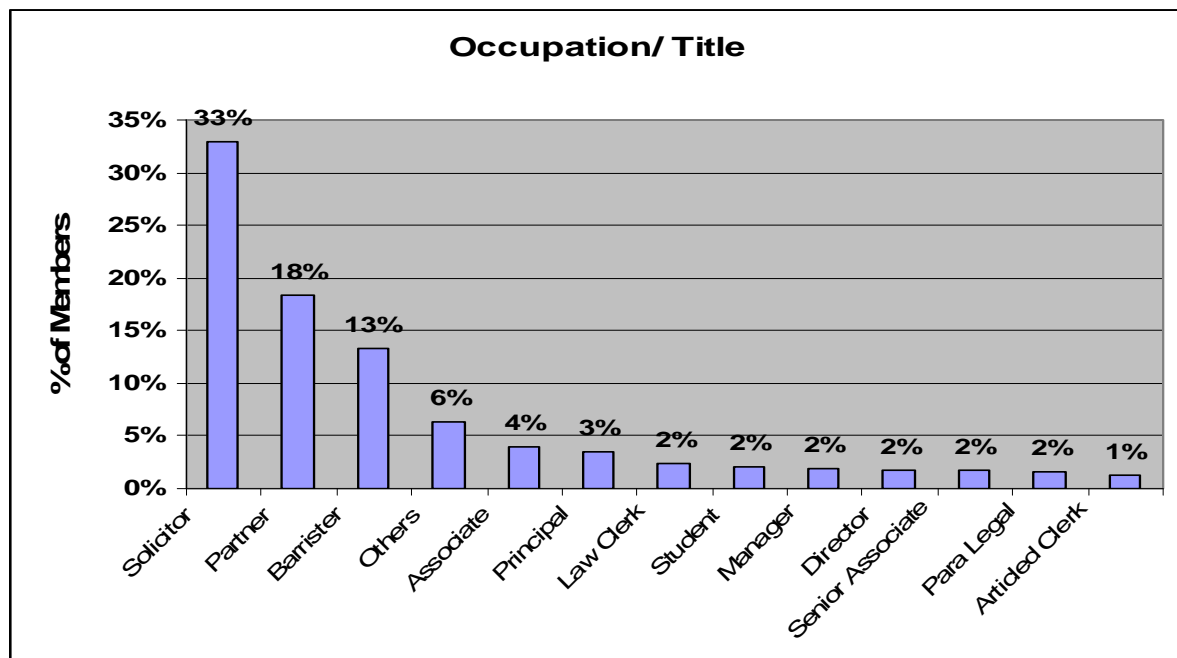
Demographic Data

Membership Breakdown

By State

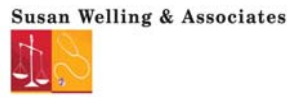


By Occupation



* Figures obtained from Membership Report conducted in February 2008

Advertisers on the Online Services Directory include:



- Cumpston Sarjeant Pty Ltd
- Dr Keith Tronc
- Mark Dohrmann & Partners
- Prudence Consulting
- Ulong Risk Management
- David Dubos Consulting
- I.T.Lorentz Pty Ltd
- Perform Enhance Pty Ltd
- Total Care Costings
- William Buck

Online services directory

Due to popular demand and the proliferation of online searching, the Australian Lawyers Alliance has introduced an easy-to-use online services directory. This directory provides our members with a simple, user friendly way to find reliable and trustworthy service providers. It is a major reference tool for individuals seeking services such as accounting, actuarial, financial, legal lending, litigation, medico legal, occupational therapy, security, software and more.

Benefits of listing/advertising in the online services directory:

- As a member benefit, the online directory is heavily promoted to existing/potential members
- Users are able to access a company's details and contacts wherever there is access to the internet
- Directs potential clients can be directed to your website

How the directory operates

- User accesses the online services directory by clicking a banner on the Alliance webpage
- User clicks on the appropriate category - e.g. medico-legal reports
- User is presented with an categorical list of organisations – presenting basic contact information such as name, addresses, phone number and web address, with a link to the organisation's website
- User either contacts the organisation or clicks the 'view more details' link
- If the user chooses 'view more details', they will be presented with full contact information such as name, address, phone number, email address, web address (with a link to the organisation's website), business description and small advertisement.

It is possible to upload a graphic or logo onto this page that will appear beside your company details. The specifications for this are 400 pixels high x 300 pixels wide.

* [Examples of the category listing, alphabetical listing and full contact details are presented on pages 5 and 6.](#)

Advertising opportunities

Booking your advertisement

To book your advertisement, please use the advertising booking form on the final page of this information kit.

1. Services Directory

Advertising cost

6-month display: \$205 (incl. GST)

12-month display: \$370 (incl. GST)

24-month display \$640 (incl. GST)

Example 1: [Services directory main page](#)

Services Directory

To view a listing for a specific category, please select the category below.

- [Accountants](#)
- [Actuarial Services](#)
- [Compliance Information](#)
- [Consultant Neurologists](#)
- [Educational Consultants](#)
- [Engineering & Ergonomics Expert](#)
- [Financial Services](#)
- [Forensic Accountants](#)
- [Forensic Movement Analysts](#)
- [Legal Accounting Solutions](#)
- [Legal Lending](#)
- [Legal Services Information](#)
- [Litigation Consultants](#)
- [Medico – Legal Reports](#)
- [Occupational Therapists](#)
- [Security](#)
- [Slips, Trips & Falls](#)
- [Software Consultants](#)

The current categories that appear on the website have been listed.
Further categories can be added on request

Example 2: **Alphabetical listing (basic contact details)**

Medical Negligence Reports

[Sinergy Medical Reports](#)

Level 5, 63 York Street, Sydney, 2000, New South Wales, Ph: 1300 304 144

<http://www.sinergy.net.au>

[View more Details](#)

[Susan Welling & Associates](#)


PO Box 672, Elsternwick, 3185, Victoria, Ph: (03) 9576 7491

[View more Details](#)

Example 3: **Detailed Listing**

Listing Details

Services Directory

[Click here to return to the Service Directory Listings page.](#) 

Listing Details


Business Name : Perform Enhance Pty Ltd

Category : Slips, Trips and Falls

Contact Details :
PO BOX 7155
Upper Ferntree Gully
3156
Victoria
Ph: 03 9754 6621 03 9561 2273
hosford@iprimus.com.au

Website : <http://www.accidentanalysis.biz>

Business Description :
Forensic movement analysts in the area of slips, trips and falls. Specialists in staircase and railing falls

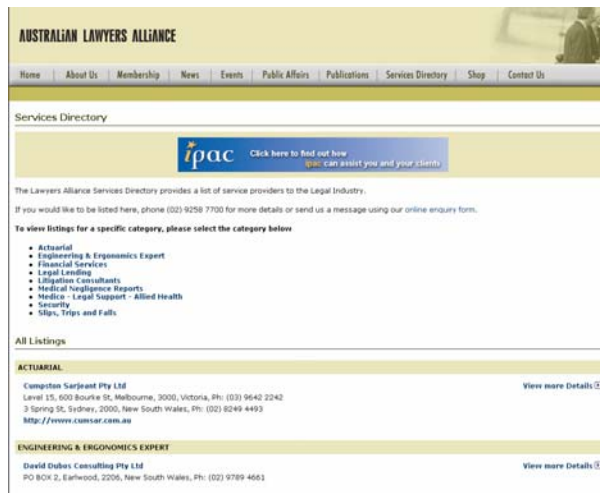


2. Banner Advertisement

There is also an option for a banner ad to be displayed on the index page of the Services Directory. The advertisement can be supplied by you (see below for Banner Ad Specification). Alternatively our designer can create the advertisement (the price for this creative service are quoted below).

This advertising option is exclusive to only one advertiser and is subject to availability. The advertising space is available in six monthly blocks.

Example 4:



Banner advertising cost

6-month display: \$2,630 (incl. GST)

Creation Services Cost

\$520 (incl. GST)

Banner Ad Specification

Dimensions: 468 pixels wide X 60 pixels high [this is a standard banner ad size]

File Format: .GIF or JPG only [No Flash/SWF files]

File size: Maximum 25kb

Hyperlink sent through via email

*** Due to current sponsorship agreements, this option is available from March 2009**

By placing a banner advertisement, you will receive 12 months listing on the Services Directory free of charge.

Advertising Booking Form

Name:
Mr/Mrs/Ms/Dr _____

Organisation: _____

Phone: () _____ Fax: () _____

Email: _____

Billing address: _____

Suburb: _____ State: _____ Postcode: _____

Please tick your choice of advertisement:

Services directory

- 6-month display: \$ 205 (incl. GST)
- 12-month display: \$ 370 (incl. GST)
- 24-month display: \$ 640 (incl. GST)

Banner Advertisement

- 6-month display: \$ 2,630 (incl. GST)

Total amount payable \$ _____

Agreement:

As a representative of _____, I confirm the above information:

Name: _____

Signature: _____

Date: _____

Please fax the completed document to the Australian Lawyers Alliance Sales and Marketing Co-ordinator, on (02) 9258 7777.

* The Australian Lawyers Alliance reserves the right to revoke the advertising rights of any advertiser that acts or promotes itself in a way that is inconsistent with the values of the Australian Lawyers Alliance (i.e. the protection and promotion of justice, freedom and the rights of the individual).