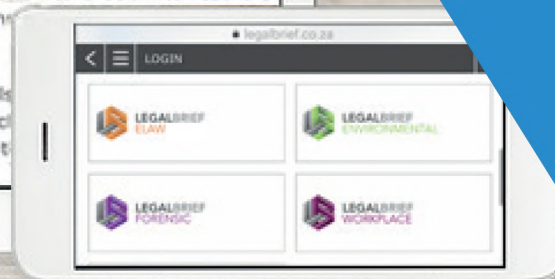
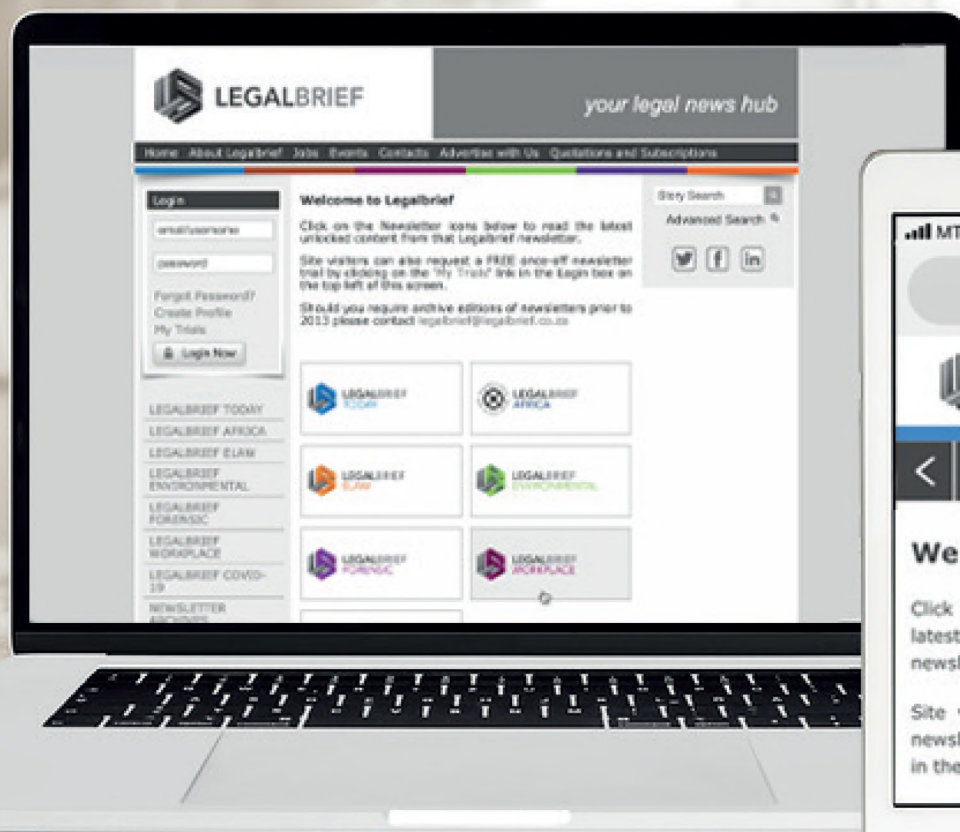




# LEGALBRIEF

*your legal news hub*



## RATE CARD

1 January 2022 - 31 December 2022

# INFORMATION SHEET: LEGALBRIEF ADVERTISING OPTIONS

The Legalbrief suite of electronic newsletters and site - [www.legalbrief.co.za](http://www.legalbrief.co.za) - offers a range of digital media solutions which reach a highly engaged niche subscriber base.

Legalbrief's daily electronic newsletter, *Legalbrief Today*, is regarded as a must-read publication for law professionals, policy-makers and other players in the legal, policy and regulatory sectors' in South Africa and beyond.

Legalbrief's specialist weekly news services, *Legalbrief Environmental*, *Legalbrief eLaw*, *Legalbrief Forensic* and *Legalbrief Workplace*, further broaden this reach to other professional interest groups. These include the corporate market; environmental interest groups (consultancies and non-profit organisations); the new media market and high tech companies; accounting, auditing and forensic investigators; all levels of government; tertiary institutions; and, law professionals outside of South Africa.

The *Legalbrief website* (ranked as as one of South Africa's top 1000 sites) contains archives of individual *Legalbrief*news articles within a searchable database available to subscribers.

Legalbrief offers **three types** of paid advertising options:

1. **Text-based advertisements** in the *Legalbrief* newsletters.
2. **Banner advertisements** on the *Legalbrief* site: [www.legalbrief.co.za](http://www.legalbrief.co.za)
3. **Employment advertisements** on the *Legalbrief* site.

In addition, *Legalbrief* offers **free listings** via the "Events Calendar" .

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## TEXT-BASED ADVERTISING IN LEGALBRIEF NEWSLETTERS

Legalbrief can accommodate text-based adverts in the *Legalbrief* newsletters that are placed either in the main body of text or in the sidebar of the electronic newsletters.

There are **SIX NEWSLETTERS** in which placements can be made:



LEGALBRIEF  
TODAY

sent to subscribers each  
**weekday morning**



LEGALBRIEF  
WORKPLACE

sent to subscribers each  
**Wednesday morning**



LEGALBRIEF  
eLAW

sent to subscribers each  
**Wednesday morning**



LEGALBRIEF  
ENVIRONMENTAL

sent to subscribers each  
**Tuesday morning**



LEGALBRIEF  
FORENSIC

sent to subscribers each  
**Thursday morning**



LEGALBRIEF  
AFRICA

sent to subscribers each  
**Monday morning**

## Type of adverts acceptable for the newsletters:

*Legalbrief* accepts three adverts per position per edition of a newsletter, i.e. a single newsletter edition could at most carry six advertisements, three in the main body of the newsletter and three in the sidebar. Given this limitation we try to ensure that the adverts are going to be relevant to subscribers.

Generally, the best type of advert for the various newsletters are those marketing conferences, seminars, courses or events that would be of interest to our subscribers. Placements that appear in our specialist weekly newsletters could be subject specific. For instance, a conference on climate change would be well-placed in the *Legalbrief Environmental* newsletter while a seminar on corruption would find the *Legalbrief Forensic* newsletter to be a good fit.

Employment adverts should be suited to the newsletter. For instance an employment advert for a forensic investigator will be well-placed in the *Legalbrief Forensic* newsletter. Importantly these adverts can be linked to the full employment placement advertised on the *Legalbrief* site (see Section 3 for more on this option).

In addition, the newsletter is popularly used to advertise new publications, products and services.

Please note that *Legalbrief* does not accept advertisements in the newsletters that are purely corporate branding placements. However, these are acceptable for banner advertisements placed on the *Legalbrief* site. (see Section 2 for more on this option).

## 2 BANNER ADVERTISING ON THE LEGALBRIEF SITE

The *Legalbrief* website combines news items from six e-newsletter publications as well as archived editions of the individual newsletters and other information relevant to the subscribers. Each publication has its own homepage as well as separate archive of reports and publications. However, the site's search facility cross-references all the sites.

The *Legalbrief Today*, *Legalbrief Forensic*, *Legalbrief Environmental*, *Legalbrief eLaw* and *Legalbrief Workplace* sites offer a combination of open source articles and subscription-based locked content.

The six publications are:

- **Legalbrief Today** is a daily electronic newsletter that contains executive news summaries of relevant legal developments from South Africa, Africa and beyond.
- **Legalbrief Environmental** is a weekly newsletter covering environmental, developmental and conservation news.
- **Legalbrief eLaw** is a weekly news service covering news items related to electronic law and various risks to the enterprise in terms of the use of technology.
- **Legalbrief Workplace** is a weekly e-newsletter delivered to subscribers each Wednesday morning. The newsletter covers issues relating to labour legislation and case law, and relevant parliamentary news.
- **Legalbrief Forensic** is a weekly newsletter covering news items related to corruption, fraud and corporate governance.
- **Legalbrief Africa\*** is a free weekly e-newsletter delivered to subscribers each Monday. Produced in association with the International Bar Association (IBA), *Legalbrief Africa* focuses on legal and human rights issues in Africa.

\* Advertisements placed in *Legalbrief Africa* will require prior approval by the sponsor, International Bar Association (IBA).



The advert in the MAIN BODY of the newsletters appears within a highlighted textbox (see sample above).

The advert is restricted to **200 words**. It can link to external sites or downloadable forms.

The advert in the SIDEBAR of the newsletters appears within a highlighted textbox (see sample above).

The advert is restricted to **100 words**. It can link to external sites or downloadable forms.

### Adverts in the MAIN BODY of the newsletters

No. of placements	Price (incl. VAT)
1	R4 671.00
2	R7 785.00
3	R10 588.00
4	R13 079.00
5+	R13 079.00 first four and R2 406.00 thereafter

### Adverts in the SIDEBAR of the newsletter

No. of placements	Price (incl. VAT)
1	R1 274.00
2	R2 406.00
3	R3 397.00
4	R4 246.00
5+	R4 246.00 first four and R708.00 thereafter



## Legalbrief's visitor base

While a large portion of current *Legalbrief* subscribers use the site to view archives or search for older articles, site statistics reveal that many users are non-subscribers. A large portion of visitors are from South Africa. However, visitors from the US, UK, the Netherlands, Australia, Canada, Germany, Brazil and New Zealand, also feature highly in our web stats. We estimate that half of the visitors are legal professionals and that the rest would be made up of government, non-profit organisations, academics, students and other interested parties.

## Banner placement, specifications and pricing

### Right hand sidebar (only home pages):

**Exposure:** The banner would be seen by visitors to all *Legalbrief* home pages (*Legalbrief Today*; *Legalbrief Africa*; *Legalbrief eLaw*; *Legalbrief Forensic*; *Legalbrief Environmental*).

### Right hand sidebar (only home pages):

Specifications	Price per week (incl. VAT)	Price per month (incl. VAT)
170 x 200 pixels (the vertical height can be adjusted but the width is set)	R2 538.00	R8 124.00

#### Please note:

- Prices include VAT.
- Files must be no larger than 100 kb. Resolution 72 dpi. RGB images.
- Multiframe are acceptable so long as the file is 100 kb or smaller
- Acceptable image formats are: JPG, GIF or PNG

## 3

## EMPLOYMENT OPPORTUNITIES ON LEGALBRIEF SITE

Organisations are invited to advertise their legal vacancies on the *Legalbrief* website. A listing of the advert appears in a highlighted section in the left hand sidebar of the various *Legalbrief* homepages.

By clicking on the position name viewers can read the full advert on a dedicated article page.

### Adverts in the main body of the newsletters

Listing per week	Price (incl. VAT)
1	R1 477.00

## PLACING AN ORDER

Please note that all advertising is **payable in advance** on presentation of a pro forma invoice unless advertisers are Juta account holders.

Juta accounts are opened subject to standard credit reference checks and approvals. In the event of non-payment the account holder will be responsible for collection and legal costs incurred and Juta may record the account holder's default with credit bureaus.

Advertising within the *Legalbrief* newsletters is very popular. Given the limitations on the number of adverts per newsletter, early booking of specific newsletters and dates is recommended.

Advertisers should confirm their requirements telephonically or via email, prior to completion of the order form, to avoid disappointment.

Advertisers must complete the [order form](#) for their order to be placed. Advertisers should clearly indicate their payment method (via an existing account, via a new account or pre-payment on presentation of pro forma invoice).

Advertisements placed in *Legalbrief Africa* will require prior approval by the sponsor, International Bar Association (IBA).

The completed [order form](#), addressed to Legalbrief Advertising, should be sent via email to: [tdavids@juta.co.za](mailto:tdavids@juta.co.za)