



**ILLINOIS INSTITUTE *for*
CONTINUING LEGAL EDUCATION**

IICLE PUBLICATIONS & E-SPONSORSHIP OPPORTUNITIES

IICLE® accomplishes its mission through (1) the presentation of continuing legal education programs designed by and for Illinois attorneys; (2) the publication of comprehensive practice handbooks designed by and for Illinois attorneys; and (3) the continued development and maintenance of additional legal resources designed to enhance Illinois law practice. This special sponsor update provides insight on sponsorship opportunities with publications and electronic sponsorships on the IICLE website.

Legal Practice Handbooks

IICLE® publishes between 20 and 40 perfect-bound (paperback) practice handbooks each calendar year, and includes a mix of new titles and revised editions within its library of over 110 current titles, which covers 16 practice areas. Print publications sponsorship opportunities include advertising printed and bound into the preliminary material at the front of all or specifically-selected titles. Another option is advertising on the back cover of print volumes. Affordable black-and-white and spot color ads are available. Please contact us for pricing.

FLASHPOINTS e-Newsletter Sponsorship

FLASHPOINTS is the Institute's complimentary monthly newsletter that provides readers with case law and statutory updates, and serves to fill the gaps in changes to the law between revised editions of publications. On or before the 15th of each month, this free electronic publication is delivered directly to the e-mail inboxes of over 12,000 attorneys who specifically subscribed to receive these updates. FLASHPOINTS e-mails boast an open rate of over 23%; and for those who don't receive the e-mail blast, the content is also made available online at iicle.com, where it draws an average of 2,500 monthly page views. This is the perfect option for sponsors who seek to directly reach a segment of Illinois attorneys who are engaged with IICLE and receptive to their message.

IICLE Website

The IICLE website is more than just an “e-commerce” site where lawyers can purchase practice handbooks and continuing legal education programs. It is also a research hub for over 2,500 subscribers to our IICLE Online Library. The Online Library contains all of the current publications and editable forms available from the Institute, searchable by keyword. The Online Library Search page is by far the most popular destination on our website, with an average of over 85,000 page views per month, making it ideal for sponsors who are looking to introduce and re-enforce their brands among Illinois attorneys.

Another iicle.com option for sponsors seeking to target their audience by a specific practice area is via a general website ad. This message displays along with search results that were queried with a practice area filter selected. For example, if a website visitor were to search the term “estate planning” as a general website search, that individual would receive a number of hits including publications and programs relevant to that area of interest. Sponsors wishing to capture estate planning attorneys might be interested in supporting the Institute with an ad that is displayed with the IICLE content that is returned in response to a specific search.

Online Insider Subscriber Newsletter Sponsorship

On the last Tuesday of each month, our Subscriber Services Associate sends an e-newsletter to approximately 2,500 recipients on the last Tuesday of every month. This mailer includes information regarding new book releases, subscriber-exclusive discounts, tips for subscribers, upcoming CLE events, newly-added, online on-demand programs, along with other content of specific interest to subscribers. This audience is highly-targeted and particularly receptive to communications coming from IICLE, making it an excellent opportunity for sponsors to capture the attention of an already-proven loyal customer base.

For more information about these opportunities, please contact Curt Conrad, Manager of Sponsorship Growth and Development, at (217) 321-0705, e-mail Curt at cconrad@iicle.com, and be sure to visit:

WWW.IICLE.COM