

BRUSSELS
LEGAL

Advertising
Media Kit

2014

About BrusselsLegal.com

Brussels Legal is a community site for European and international law professionals living and working in Belgium. It has the latest news updates from major law firms as well as more in depth articles of interest to the Brussels Legal community. It also contains a central hub for legal conference postings that would otherwise be scattered around various websites.

Our parent site, EuroBrussels.com is the number one European Affairs jobsite with over 130,000 unique visitors visiting over 300,000 times a month. Our EuroBrussels newsletter is distributed to over 95,000 people twice weekly. In addition, we have more focused newsletters including our legal jobs newsletter sent to around 6,500 subscribers and targeted at law professionals looking to work in Europe.

Advertising on Brussels Legal follows standard formats (banners, skyscrapers, etc.) to preserve our strong brand credibility. We have an extremely niche audience of international law professionals who are often very hard to reach through more general media. Brussels Legal allows you to reach them quickly and effectively at extremely competitive prices. BrusselsLegal.com is very well positioned to become the premier source of news, events information and company profiles for our target market.

**BRUSSELS
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The Brussels Legal Audience

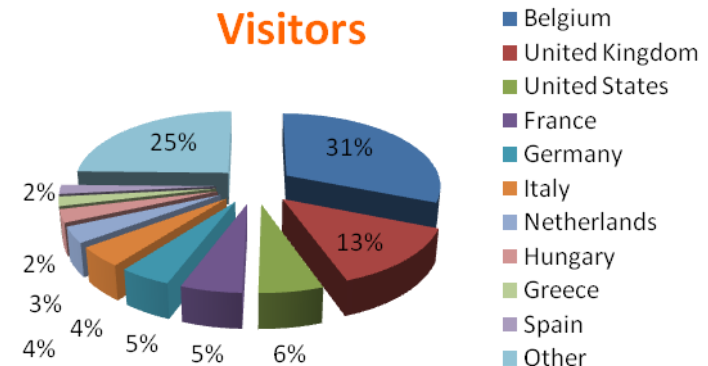
BrusselsLegal.com is the best place to reach a focused audience of European and international law professionals living and working in Brussels.

Our niche audience consists of qualified lawyers that:

- Work in EU and international law
- Are enthusiastic about current legal issues
- Are interested in career development

Every month Brussels Legal attracts:

- Around 2,500 unique visitors
- Over 3,000 monthly visits
- From 5,000 to 10,000 monthly page views
- Over 6,500 EuroBrussels Legal Newsletter Subscribers



Brussels Legal Marketing Team
advertising@eurobrussels.com

Rue Belliard 205 Brussels
+32 (0)2 790 32 00

Advertising with Brussels Legal: Formats and Prices

Brussels Legal offers three different types of inexpensive advertising:

- High impact **website banners**
- **Targeted** advertising
- Strong **newsletter advert** options that reach our audience directly through their inbox.



Banner Advertising

Displaying your message in banner advertisements on our website, with around 2,500 monthly unique visitors is probably the strongest possible channel for reaching the European and international law audience in Brussels and Europe. Advertising with us is simple but effective.

We offer two forms of website advertising:

- Leaderboard and Rectangle Banners
- Logos and Specialised pages

RATE CARD			
Type	Format	Page Impressions / month	Price
Banner	Leader board (728x90 pixels) (468x60 pixels)	25%	€ 300
		50%	€ 500
		100%	€ 800

Top Banners appear at the top of all pages.
Skyscrapers appear on the left or right hand side of all pages.

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Newsletter Advertising

We also offer adverts in the EuroBrussels.com Newsletters. The main EuroBrussels newsletter is sent to over 95,000 subscribers twice weekly and contains the latest European Affairs job postings around Europe.

The EuroBrussels Legal Newsletter is sent to 6,500 subscribers – and is read carefully by its recipients. Communicate your products to them in a quick and effective banner format.

Your ad will be placed at the top of the effective news medium – just below the EuroBrussels and Brussels Legal logo.

Formats:

- Your Logo + text ad
- Leaderboard banner (728 x 90 pixels)

RATE CARD		
Newsletter	Format	Price
Legal Newsletter (6,500 subscribers)	Logo + text ad	€ 900 / newsletter
	Leaderboard (728 x 90 pixels)	€ 900 / newsletter
Main EuroBrussels Newsletter (95,000 subscribers)	Logo + text ad	€ 1400 / newsletter
	Leaderboard (728 x 90 pixels)	€ 1400 / newsletter

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Where are our newsletter adverts displayed?

Your ad will be placed at the top of this effective news medium – just below the EuroBrussels and Brussels Legal logo.

The screenshot shows the top of a newsletter. At the top left is the EuroBrussels.com logo with the tagline 'THE EUROPEAN AFFAIRS JOBSITE'. To its right is the 'BRUSSELS LEGAL' logo. Below the logos is a welcome message: 'Welcome to the EuroBrussels Legal Newsletter!'. A prominent banner for the '7th INTERNATIONAL CONFERENCE • 22 23 24 JANUARY 2014 • BRUSSELS, BELGIUM' is displayed, with the main title 'CPDP REFORMING DATA PROTECTION: 2014 THE GLOBAL PERSPECTIVE' and the website 'WWW.CDPDCONFERENCES.ORG'. Below the banner are navigation links: 'Search for Jobs', 'Law Firms and Legal', 'Education & Courses', 'Register Your CV', and 'Send Us a Job'. A note says 'Click on the links below to go directly to the jobs listed - or go to EuroBrussels Latest Jobs'. The job listings section includes:

- Junior Project Manager** at GIP - Justice International Cooperation, Paris. Posted: 15 January.
- Legal Officer** at MLDI - Media Legal Defence Initiative, London. Posted: 14 January, Deadline: 26 January.
- EU Advocacy Adviser** at NRC Europe - Norwegian Refugee Council, Brussels. Posted: 13 January, Deadline: 25 January.

 A section titled 'Jobs You May Have Missed' follows, listing:

- Legally Qualified Member of the Boards of Appeal** at EPO - European Patent Office, Munich. Posted: 9 January, Deadline: 7 February.
- German Translators for Urgent Legal Translation Project** at Consilio, Brussels. Posted: 9 January.

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Targeted Advertising

Brussels Legal offers a dedicated section for:

- Education & Courses (also displayed on EuroBrussels.com)
- Conference Diary
- News and Press Release

RATE CARD			
Type	Format	Price	
Education Listing (also displayed on EuroBrussels.com)	Logo (120 x 60 pixels) Text (300 characters)	3 months	€ 600
		6 months	€ 1000
		12 months	€ 1800
Conference Listing	Listing on conference page	€ 200	
News Listing	Listing on news page	€ 200	

Studying in Brussels and in Europe

Our [Education & Courses](#) page gives you access to thousands of professionals actively looking at career and training possibilities. That is why universities and other providers of legal courses have chosen to post their courses on the EuroBrussels education page which, in turn, gives law and legal courses visibility on our Brussels Legal Education page.

[EuroBrussels Education Page](#)
[Brussels Legal Education and Courses Page](#)

Your logo, some text and a link to your website will all appear in this prominent list. The longer period you buy, the higher we place your ad.

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Conference Listings with Brussels Legal

- Free Conference Listing

Free conference listings at Brussels Legal are specifically limited in scope, in order to maintain relevance for the target audiences, the European Law Community and the general international community in Brussels. Brussels Legal will publish conferences on its website for free, as long as they are relevant to the areas of EU law and international law. If the conference you wish to list is not *directly* relevant to the above specified legal areas, the conference must take place in Brussels and must be of an interest to the local international legal community. Please, note that we do not accept free conference listings regarding Belgian *domestic* law issues.

We would, however, accept a free conference listing taking place in London or other European metropolis, as long as it has to do with EU law and international legal issues, and the Brussels' international legal community might want to attend it.

- Paid Conference Listings – Get an extra exposure!

Even when your conference listing does not fulfill these specific free listing criteria, we offer a solution: you may want to give your legal conference an extra exposure with listing it with Brussels Legal for € 200 per month or for € 500 for three months.

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News Listings with Brussels Legal

- Free News Listing

Just like with conferences, the news content, too, should be of a significant interest to the Brussels-based legal community. We will gladly publish your news at Brussels Legal free of charge, if the news concerns EU and/or international law. Examples of such news include, but are not limited to, international law firms welcoming a new partner in their Brussels office, or local law firms welcoming a new expert in EU and international areas of law.

Alternatively, if your international law firm is growing and expanding to Brussels, we will be happy to inform our target audiences about such news free of charge. The bottom line is again to limit the scope of the news to the most relevant to Brussels legal community and local EU law and international law professionals.

- Paid News Listing - Share Your News with the Local Legal Community!

May you find that you want to share your news outside of our scope, we offer you the possibility to publish your press release with us for only € 200 per month.

Partnership Packs

Partnership Packs are the ideal solution for maximum visibility and value. We offer three options to suit every campaign and budget.

Our Partnership Packs offer services in combination with [EuroBrussels](#):

Silver		Gold		Platinum	
Website Banner: 25% monthly page impressions	€ 300	Website Banner: 50% monthly page impressions	€ 500	Website Banner: 100% monthly page impressions	€ 800
2 EuroBrussels Legal Newsletter Ads	€ 1800	1 EuroBrussels Legal Newsletter Ad	€ 900	2 EuroBrussels Legal Newsletter Ads	€ 1800
		1 EuroBrussels Newsletter Ad	€ 1400	2 EuroBrussels Newsletter Ads	€ 2800
3 month Partner Profile + 3 category sponsorships	€ 1275	6 month Partner Profile + 3 category sponsorships	€ 2295	12 month Partner Profile + 3 category sponsorships	€ 3825
Subtotal	€ 3375	Subtotal	€ 5095	Subtotal	€ 9225
Package discount	15%	Package discount	20%	Package discount	25%
Total	€ 2869	Total	€ 4076	Total	€ 6919

Advertising with Brussels Legal: At a Glance

Banner Advertising:

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	Banner (468 x 60 pixels)	€1400/newsletter
	Leaderboard (728 x 90 pixels)	€1400/newsletter

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Contact Info

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We would be happy to create a unique package suiting your needs.
 You can get rebates for multiple and combined orders.

Looking to reach other types of niche audiences?

Promote your message on our sister websites:

EuroBrussels.com - The European Affairs jobsite
BrusselsJobs.com - Expats in Belgium and Luxembourg
IntJobs.com - For International Affairs Professionals Worldwide
EuroEconomistJobs.com - Economists from all over Europe
EuroScienceJobs.com - The European Science Jobsite
EuroEngineerJobs.com - Engineering jobs in Europe



Disclaimer

While EuroBrussels makes every effort to provide accurate and complete information, various data such as prices, specifications etc. may change prior to updating. Updated 22.01.2014.

Terms and conditions for paying, content validation and acceptance

EuroJobsites.com is VAT registered. No VAT is payable if you are VAT registered (unless you are based in the UK). You will need to supply a VAT number to show your company is VAT registered. If your company is based outside of the EU, no VAT is payable in any case.

Please note we reserve the right to reject advertisements we consider unsuitable.

Invoices must be paid within 28 days of the invoice date, after which we will charge 30% interest per annum. We understand and will exercise our right to interest under the 'Late Payment of Commercial Debts (Interest) Act 1998' if we are not paid according to agreed credit terms.

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