



## Online Lawyer Referral Directory **A**dvertising Options

- Banner advertisement runs at the bottom of the directory at [apalanj.com/referral](http://apalanj.com/referral)
- Special introductory pricing
  - \$100 for a full year
  - No fee for Gold Members of APALA/NJ
- Provide your own banner ad or use APALA/NJ's web designer
  - Banners provide information and a call to action, as well as a link to your site or email
  - Banner ads can be up to 728x90 ("Leaderboard" style ads)
    - We recommend either 468x60 or 728x90
  - Design services start at \$65 per ad, contact Bryan Falchuk at [webmaster@apalanj.com](mailto:webmaster@apalanj.com) for more information
    - Create the message content (less is more and include a call to action) and contact information
    - Supply any necessary graphics like logos or photos

For more questions, or to begin advertising in APALA/NJ's online lawyer referral network, please contact [apalapres2@gmail.com](mailto:apalapres2@gmail.com).