

Read.
Advertise. **Grow.**

the law tv

Product Sheet | Effective 5.1.11



Change the Game. Beat the Competition.

THELAW.TV:

- ▶ Integrates **print and online advertising with Web video, Web optimization and social media** into a single, cost-effective law firm marketing solution.
- ▶ Has partnered with the Naples Daily News to bring this exclusive, hyper-local offering to ten to twelve Southwest Florida law firms.

By Being a Featured Attorney on THELAW.TV, you will:

- ▶ **Be found through several mechanisms:**
 - Your hundreds of web videos will be featured on swflLaw.tv.
 - Your online promos on naplesnews.com.
 - Print advertisement in the Naples Daily News promoting swflLaw.tv.
 - Improved organic search performance of your Website.
 - Your videos on the AVVO.com and your own YouTube channel.
- ▶ **Have higher conversion rates and increased brand presence:**
 - You are the only attorney for your practice area.
 - You are answering hundreds of specific questions using Web video to convey your experience, knowledge, capability and personality.

How THELAW.TV works

Multiple marketing mechanisms drive visitors to your profile and your hundreds of web videos.

naplesnews.com

Google™ **YAHOO!**

bing™ **You Tube**



Those in need find
your profile and
answers to their
legal questions



▶ **www.swflaw.tv**

For more information, contact your naplesnews.com representative today or call 239.263.4820



Naples Daily News
naplesnews.com Read. Learn. Share.

Read.
Advertise. **Grow.**

the law tv

Product Sheet | Effective 5.1.11



Practice groups

Practice group overview

- ▶ Within each market, we are offering twelve practice groups, each with an emphasis on consumer law.
- ▶ Each Practice Group is exclusive to one law firm.
- ▶ Each Practice includes between 100 and 300 questions.

THELAW.TV's offering is inclusive of video production, placement on co-branded website, online & on-air promo spots, placement of videos on client website, creation of a YouTube channel and placement on AVVO's video legal guide.

Topics by practice group

PRACTICE GROUP	PRACTICE AREA TOPICS INCLUDE:
Auto & Motor Vehicle Accidents	Car Accident Law, Motorcycle Accident Law, 18-Wheeler Law, Tire Failure Law, Auto Products Liability Law, Rollover Law, Auto Insurance Law
Personal Injury	Premises Liability Law, Defective and Dangerous Products, Wrongful Death Law, Construction Accident Law, Dog Bite Law, Maritime Law, Catastrophic Injuries
Medical Malpractice	Medical Malpractice, Nursing Home Abuse, Prescription Drug Law
Personal Finance & Bankruptcy	Chapter 7 Bankruptcy Law, Chapter 13 Bankruptcy Law, Debt Relief Law, Credit Card Law, Credit Repair Law
Foreclosure Defense	Foreclosure Defense Law
Real Estate	Residential Real Estate Law, Mortgage Law, Property Tax Law, Landlord and Tenant Law, HOA Law
Family Law	Divorce Law, Child Custody Law, Child Support Law, Alimony Law, Grandparent's Rights Law, Paternity Law, Adoption Law
Criminal Defense	Criminal Law, DUI / DWI Law, Traffic Law, White Collar Crimes, Juvenile Crimes, Parole & Probation, Drug & Narcotics Law, Federal Offenses, Violent Crimes
Workers' Comp	Worker's Compensation Law
Social Security Disability	Social Security Disability Law
Employment	Employment Benefits Law, Disability Law, Wage & Hour Law, Wrongful Termination Law
Probate & Estate Planning	Wills, Estate Planning Law, Estate Planning Litigation, Asset Protection, Probate Law, Elder Law
Immigration	Immigration and Nationalization Law

▶ www.swflaw.tv

For more information, contact your naplesnews.com representative today or call 239.263.4820



Naples Daily News

naplesnews.com Read. Learn. Share.