

AMERICAN BUSINESS CLUB-LAW PROFESSIONALS

26,000 7/04-12/04 MEMBERS \$85/M
512,000 LAW MEMBERS \$80/M
PHONE NUMBERS +\$50/M

SUMMARY: THE AMERICAN CLUB IS A FAST GROWING AND INFLUENTIAL BUSINESS CLUB, FORMED BY A NETWORK OF BUSINESS EXECUTIVES AND PROVIDING A WEALTH OF EXPERIENCE, RESEARCH AND RECOMMENDATIONS FOR PRODUCTS AND SERVICES. OTHER BENEFITS OF THE AMERICAN BUSINESS CLUB INCLUDE SUPPORT SVCS, INSURANCE, BANKING, TAXES, GOVERNMENT REGULATIONS, INTERNET SVCS, SEMINARS AND WORKSHOPS. THE LEGAL PROFESSION IS ONE OF THE LARGEST GROUPS OF THE AMERICAN BUSINESS CLUB. THE AMERICAN BUSINESS CLUB IS GENERATED VIA DIRECT MAIL, SPACE ADS & THE INTERNET & PROVIDES AN EXCELLENT AUDIENCE FOR ALL BUSINESS TO BUSINESS OFFERS INCLUDING GIFTS, COMPUTER HARDWARE/SOFTWARE, INSURANCE, MAGAZINES & PUBLICATIONS, TELECOMMUNICATIONS OFFERS, OFFICE SUPPLIES AND MORE!!

LAW FIRM SIZE:
254M 1 MEMBER
106M 2-10 MEMBERS
149M 11+ MEMBERS

PRACTICE SPECILATY:
180M CIVIL PRACTICE
38M COMMERCIAL
30M CORPORATE
335M GENERAL PRACTICE
30M INSURANCE
46M PERSONAL INJURY
69M REAL ESTATE
114M TRIALS
49M TRUSTS

AGE:
45M UNDER 34
134M 35-49
102M 50-60
77M 61+

DEMOGRAPHICS: 70% MALE
30% FEMALE

SOURCE: 25% DIRECT MAIL, 25% SPACE ADS
50% INTERNET

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

AMERBUSLWM

DECEMBER 2004

MATERIAL:
E-MAIL \$50.00/F

SELECTIONS:
STATE/SCF \$6/M
ZIP \$6/M

SEX \$6/M

SPLIT \$6/M

FIRM SIZE \$10/M

SPECIALTY \$10/M

AGE \$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000