



Coming soon to an email in-box near you – **American Legal Technology Insider** – a new publication focusing on the large firms sector of the US and Canadian legal IT industry.

From the same publishing company as the UK's market leading newsletter **Legal Technology Insider** and **The Orange Rag** breaking news blog, and edited by the Insider's award winning lawyer-turned editor Charles Christian, **American Legal Technology Insider** (or **ALTi**) will follow the UK newsletter's formula of treating vendor and industry news as real news.

Concentrating on the large firms market, along with news stories on who is buying what, the latest trends and developments in legal technology, staff appointments and moves, and vendor corporate news, regular features of **American Legal Technology Insider** will include: a guest thought leader/opinion piece by a vendor, consultant or law firm IT director; a round-up of the biggest deals of the month; a front page slot covering the product launch of the month; plus 'up and running' – an implementation or upgrade case study; and previews and reviews of all the major North American legal IT events.

American Legal Technology Insider – FAQs

Format & Availability

- American Legal Technology Insider will be published in a digital format only – as a PDF file – available to download **FREE OF CHARGE** from the web at www.AmericanLegalTechnologyInsider.com

(Please note the ALTi site is not be going 'live' until mid-July – at the moment it points to The Orange Rag breaking news blog. The site will also carry breaking news stories between editions of the newsletter.)

- American Legal Technology Insider can also be delivered directly to your email in-box, to subscribe just email altisubs@legaltechnology.com with the word 'subscribe' in the subject line. **This service is also free.**

- And, American Legal Technology Insider is partnering with InsideLegal, the legal vendor community launched by Envision Agency founder JoAnna Forshee, to help facilitate the North American launch. It will also be possible to download ALTi **free of charge** from the InsideLegal website at www.insidelegal.com

Frequency

American Legal Technology Insider will be published monthly (12 issues per year) with issue #1 out on *August 7, 2008* (copy deadline August 5 – 6:00pm EST).

Issue #2 will be published September 10 (deadline September 8)

Audience

American Legal Technology Insider will target legal IT professionals – the people who develop, sell, buy, implement, support and manage legal IT systems within the North American large firms market.

Content

American Legal Technology Insider is interested in all news stories, product launches, new wins, new hires, corporate news and success stories/case studies that are of genuine relevance to our readers but, unlike some other publications, we do not carry any advertorial or sponsored features. We are happy to receive press releases via email as plain text, attached Word files or PDFs but we do not use photos nor illustrations. Also, because we are news rather than advertising driven we do not operate with a conventional ‘August special focus on time & billing systems’ style editorial calendar.

If something is topical, we report it. We know our readers are busy people who just want the facts and opinion – not padding, spin and hype.

One final point to note, as it does cause confusion from time to time, is we only look at legal IT from the point of view of the technology lawyers use, as distinct from the legal issues surrounding the use of technology generally.

Advertising

American Legal Technology Insider will be accepting ‘banner strip’ advertising (the space is 1” x 6.5”) at the top and bottom of each page (just one ad on the front page). The rates are front page slot: \$650 – all other pages \$450 – runs for one month. Frequency discounts are available.

Next steps

American Legal Technology Insider's parent company Legal Technology Insider Limited is making a long term commitment to the North American legal IT industry and we hope to meet you all at forthcoming events. In the meantime...

- we will be attending the ILTA event in August and are already firming up meetings and
- we are currently looking for news releases, product launches, ILTA preview stories, thought leader articles and success stories (both 600 to 650 words) for the first edition.

Contact details

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American Legal Technology Insider will be published by Legal Technology Insider Limited, a UK-based publishing company based at Oak Lodge, Darrow Green Road, Denton, Harleston, Norfolk IP20 0AY, UK – www.legaltechnology.com

What they say about the UK edition of Legal Technology Insider

"the definitive resource for the latest news about legal technology... the invaluable monthly whose bright orange pages adorn the desks of most serious legal technologists"
...*Professor Richard Susskind writing in The Times of London newspaper*

"one of the top 10 movers and shakers in the legal IT world today"
...*UK legal industry magazine*

"There is no doubt that the Legal Technology Insider was a brainwave and has been a tremendous influence throughout the legal IT world for many years. Everyone has to send Charles Christian their press releases and then wait with baited breath to see what he does with them."
...*the UK's leading independent legal IT consultant Neil Cameron*

