



TLOMA

The Law Office Management Association

MEDIA KIT 2025



TLOMA.COM

Avg. 11,000+ sessions per month
4,600 monthly users
43,000 monthly page views



TLOMATODAY FREQUENCY

Ten times per year




TLOMATODAY CIRCULATION

Near **239 law firms throughout Canada** are key decision makers and leaders in law firms responsible for managing the business – facilities, administration, finance, human resources, information technology, marketing, consultants and lawyers responsible for managing their law office without support – as well as over 500 legal product and service providers.

81%

of members agree or strongly agree that “Being a member of **TLOMA** allows me to find outside service providers that can address my firm’s needs.”

THERE'S
NO PLACE
LIKE
TLOMA



TLOMA.com and **TLOMAToday** support legal professionals in meeting the challenges of managing a law firm through timely articles, tips, events, careers, news and best practices on a wide variety of issues. **TLOMAToday** is an e-publication that is delivered ten times per year via email to near 239 law firms throughout Canada, as well as to our Business Partners, and is also posted on **TLOMA.com** where members can access articles and view advertising for years to come.

I THINK THIS IS THE BEGINNING OF A BEAUTIFUL FRIENDSHIP

TLOMA.com and **TLOMAToday** are the places to connect with the **key decision makers** at more than **239 law firms** throughout Canada. Nowhere else can you reach the key contacts for information technology, marketing, finance, human resources and facilities all in one place. More than just a captive audience, this **group of key influencers** and decision makers truly want to discover what your business can do for their firm.

Through **TLOMA** you make the *right* connections.

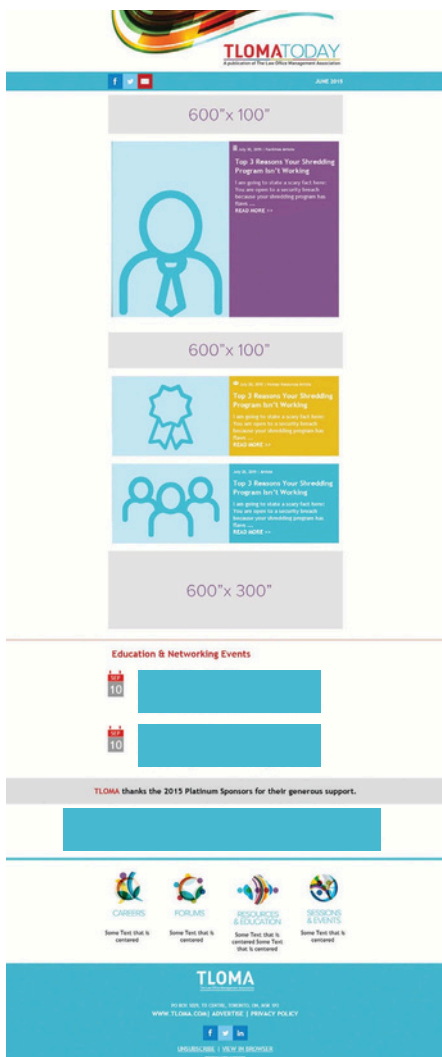
73%

of our members believe **TLOMAToday** is a valuable and/or extremely valuable resource.

THEY'RE HERE!

Get your message in front of this exclusive audience through the combined power of **TLOMA.com** and **TLOMAToday**. With **direct access** to **highly targeted** unique **users** on **TLOMA.com** and over **239 law firms** throughout Canada, your business is at the forefront of the legal industry.

There are opportunities to be part of TLOMA.com and TLOMAToday to meet every budget and marketing strategy.



THE GOLDEN TICKET

1X

3x

6x

\$475

\$370

\$285

FRONT PAGE AD CAMPAIGN

For the company that wants to gain top-of-mind awareness and dominate **TLOMA.com** and the latest issue of **TLOMAToday**, your best option is “The Golden Ticket” Ad Campaign. With this opportunity you will receive:

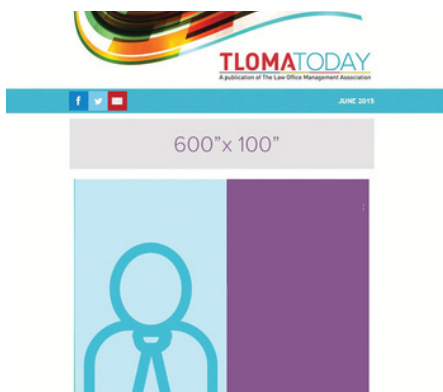
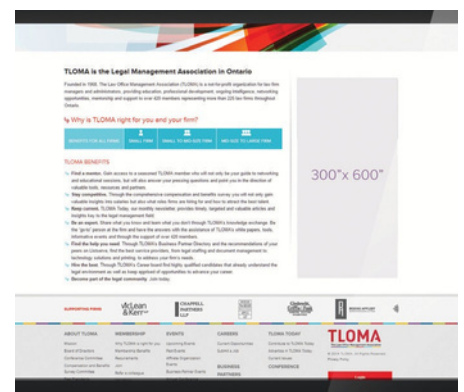
- A large leaderboard ad or a half-page ad on the home page of TLOMA.com for one month
- A premium leaderboard ad at the top of that month’s **TLOMAToday** email newsletter, delivered to over 900 recipients
- The premium leaderboard ad at the top of the **TLOMAToday** issue page for that month
- All ads will link to your website or special offer



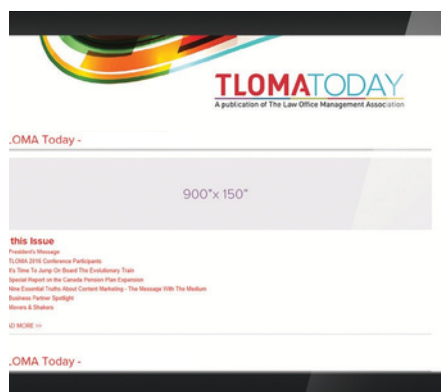
900 X 150 PIXELS
TLOMA.COM
HOME PAGE
LARGE
LEADERBOARD AD

OR

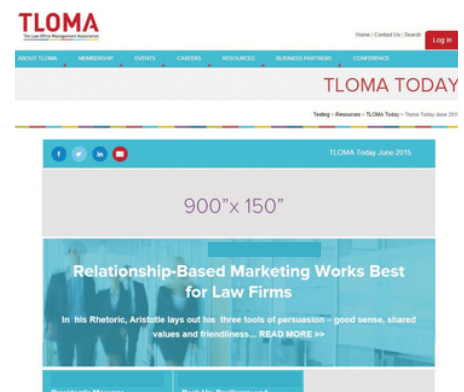
300 X 600 PIXELS
TLOMA.COM
HOME PAGE
HALF-PAGE AD



+
600 X 100 PIXELS
TLOMATODAY EMAIL LEADERBOARD
AD



+
900 X 150 PIXELS
TLOMATODAY
LANDING PAGE AD



+
900 X 150 PIXELS
TLOMATODAY ISSUE PAGE
LARGE LEADERBOARD AD

THE 9 TO 5

1X

3x

6x

\$475

\$370

\$285

CAREER + ARTICLE AD CAMPAIGN

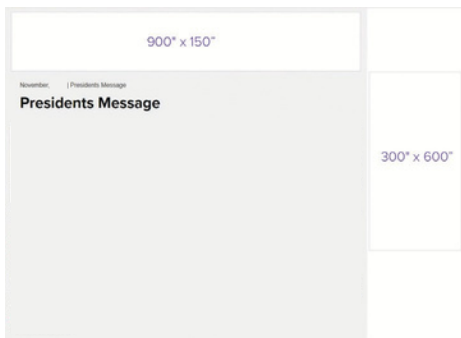
For the company that wants to make a lasting impression, we recommend our “9 to 5” Career + Article Advertising Package. This includes your ad prominently displayed as a **leaderboard or half-page ad** in the Career portion of **TLOMA.com**, for **one month**, as well as within an article in **TLOMAToday**.

Your ad will be seen for years to come as members continue to access these articles as resources. Companies can choose to purchase both top and side ads and dominate the page or be placed with another advertiser - all efforts will be made to keep competing advertisers separate.

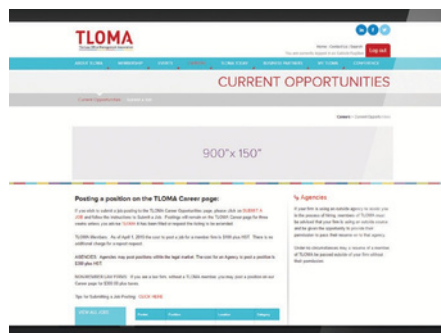
All ads will link to your website or special offer.

This package includes:

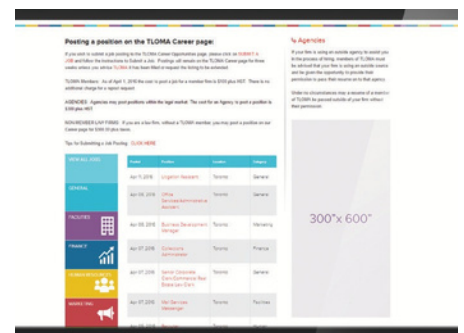
- A large leaderboard ad or half-page ad on the frequently visited TLOMA.com Career Page for one month, as well as each job opportunity
- And a large leaderboard ad or half-page ad in a **TLOMAToday** article (always remains with article)



900 X 150 PIXELS
TLOMATODAY ARTICLE LARGE
LEADERBOARD AD
OR
300 X 600 PIXELS
TLOMATODAY ARTICLE
HALF-PAGE AD



900 X 150 PIXELS
TLOMA CURRENT OPPORTUNITIES
LARGE LEADERBOARD AD



300 X 600 PIXELS
TLOMA CURRENT OPPORTUNITIES
HALF-PAGE AD

OR

RED CARPET EVENT

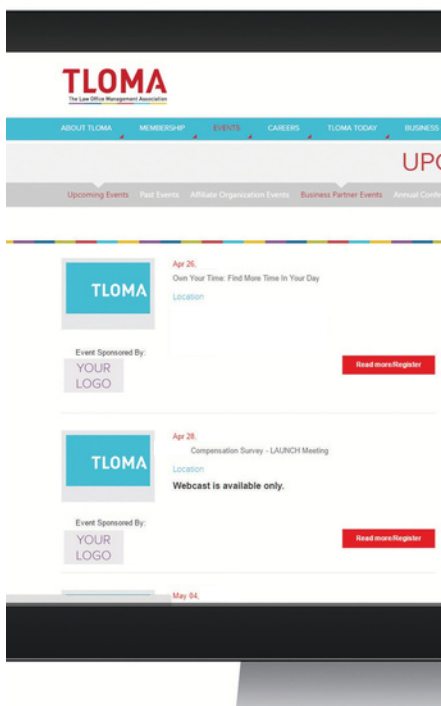
In-Person Event: \$895

Webinar: \$525

EVENT SPONSORSHIP

TLOMA proudly presents the “Red Carpet” event sponsorship. With this opportunity you will receive:

- An exclusive email promoting your event sponsorship that includes a branded leaderboard ad, plus two reminder emails
- Your logo on the Upcoming Events page, plus a half-page ad on the event registration page
- A large, full-page ad will also be featured in **TLOMAToday** to promote the event
- You will also receive a mention at the event and an opportunity to post signage
- BP Member Spotlight in TLOMAToday Newsletter



SPONSORSHIP LOGO
TLOMA EVENTS PAGE



300 X 600 PIXELS
TLOMA EVENTS
HALF-PAGE AD



Event Promotional Ad
(provided by TLOMA):
300 X 300 PIXELS
TLOMATODAY ISSUE PAGE
THUMBNAIL AD



WHY ADVERTISE WITH **TLOMA** ?

TLOMA advertisers enjoy the following benefits:

- Reach the inboxes of highly-coveted law firm key-decision makers in over 239 law firms throughout Canada.
- **TLOMA.com** reaches over 42,500 users per year and generates over 11,000 website sessions on average per month.
- **TLOMA** members represent key stakeholders from finance, marketing, human resources, facilities, technology, consultants and lawyers who have the responsibility of managing their firm without the benefit of a management person or team.
- Over 80% of members look to **TLOMA** to source outside service providers to address their firm's needs.
- Provides a way to showcase new products, services and special offers with those responsible for making final purchase decisions on behalf of their firm.
- With a monthly issue release, it helps your company stay top-of-mind now and into the future. With the new searchable **TLOMAToday** database for members, ads that are placed in articles will be served up to members for years to come.
- Enables your company to not only advertise to legal decision makers, but also inform them through relevant, thoughtful and timely articles.



SHOW ME THE MONEY

EDITORIAL AND ADVERTISING DEADLINES

In an effort to help you plan your marketing and advertising, below is our schedule of advertising and distribution deadlines.

Issue	Advertising / Editorial Deadline	Publication / Distribution Date for the Newsletter
January 2025	December 18, 2024	January 6, 2025
February 2025	January 20, 2025	February 3, 2025
March 2025	February 18, 2025	March 3, 2025
April 2025	March 19, 2025	April 17, 2025
May 2025	April 17, 2025	May 20, 2025
June 2025	May 20, 2025	June 2, 2025
September 2025	August 19, 2025	September 2, 2025
October 2025	September 17, 2025	October 1, 2025
November 2025	October 20, 2025	November 3, 2025
December 2025	November 17, 2025	December 1, 2025

We welcome Business Partners to submit articles and advertising for TLOMAToday to kgerhardt@tloma.com. For more information on guidelines for submitting an article, [click here](#).

RATE CARD



Ad Location	Ad Size	1X	3x	6x
The Golden Ticket		\$475	\$370	\$285
TLOMAToday Email (Leaderboard)	600 x 100px			
TLOMAToday Landing Page (Leaderboard)	900 x 150px			
TLOMAToday Issue Page (Leaderboard) OR	900 x 150px			
TLOMAToday Issue Page (Half-Page)	300 x 600px			
TLOMA.com Home Page (Leaderboard) OR	900 x 150px			
TLOMA.com Home Page (Half-Page)	300 x 600px			
The 9 to 5		\$475	\$370	\$285
Current Opportunities Page (Leaderboard) OR	900 x 150px			
Current Opportunities Page (Half-Page)	300 x 600px			
TLOMAToday Article (Leaderboard)	900 x 150px			
TLOMAToday Article (Half-Page)	300 x 600px			
Red Carpet Event		\$895 (In-Person Event)		
Event Email (Leaderboard)	600 x 100px	\$525 (Webinar Only)		
Event Landing Page (Half-Page)	300 x 600px			
Event Page - Logo	High-res .png			
TLOMAToday Interruption Ad	Supplied by TLOMA			
TLOMAToday Business Spotlight	Article			

Additional Networking Event Sponsorships available upon request.

- 20% guaranteed position premium.
- Ads must run within 12 months of first insertion to receive frequency discounts.
- Rates do not include HST.
- Rates are subject to change without notice.
- Cancellations of ads will not be granted after editorial deadlines.
- Advertisers must pay their balance prior to submission via EFT or credit card.



Creative

- Please submit all artwork to advertise@tloma.com
- All ads will link to Advertiser's website or special offer,
- Final artwork should be in high-resolution .png format.
- Colour format: CMYK or RGB.
- Files must not exceed 150kb
- All advertising subject to approval of publisher