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## Lawyer ads on parade.

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LegalTube.com, conceived and owned by two law partners, claims to be the matchmaker site that helps you select the right attorney. The new online advertising venue catering specifically to lawyers was launched earlier this month. Like the popular Web site YouTube.com, LegalTube.com features videos that can be accessed and viewed for free by anyone with Internet access. Unlike YouTube.com, where anyone can post videos of any length or description, LegalTube.com features attorney infomercials for a fee.

The site, owned by Lew Garrison and Tim Davis of Heninger Garrison & Davis LLC, in Birmingham, Ala., also features Expert Q&A videos of Alabama attorneys, lawyer jokes and courtroom stories. Participating law firms sign a contract for a minimum of six months, guaranteeing them one of three available video spots for their legal practice area, in a particular city. Prices vary depending on the practice area and the geographic region, according to Ben Yother, executive director of client development. Yother said the price structure reflects the value of cases in different practice areas as well as the market being reached. Personal injury is typically one of the more expensive practice areas to advertise online, Yother said, because of the case value and competition online. Advertising a firm in New York City is more expensive than advertising a firm in Mandan, N.D., for instance, because New York is the largest market in the country with respect to television households. The cost of a LegalTube.com advertising spot for a firm in Rochester depends on the practice area. A personal injury firm would pay \$595 per month, Yother said. Although no Rochester-based firms had signed up as of Tuesday, Yother said some markets already have sold-out in the area of personal injury law. The slots for Houston, Atlanta, Miami and New York City are full and Yother said new firms will be added only in those categories if one of the current advertisers ends its contract. Users first select a practice area, then can choose to Find lawyers by state or Find lawyers by city, state. There is no guarantee the featured law firms are located in the city selected, however. Two of the three personal injury firms listed for New York, N.Y., actually are in New Jersey. Yother denied that might be misleading for users looking for a firm based in their city or region. Generally firms will have other [local] firms that they associate with, Yother said. There are a lot of national firms that can make themselves available locally. The only firm listed in any practice area for Rochester is Pulaski & Middleman LLC, a Houston-based law firm that specializes in asbestos litigation. Pulaski & Middleman purchased video spots on LegalTube.com for multiple cities. We handle asbestos and mesothelioma cases all across the country, Andrew Pulaski told The Daily Record on Tuesday. When [clients] call we tell them where we are. ... I usually fly out and meet with them personally. Pulaski said he first learned about LegalTube at a conference last summer. It seemed like a good avenue for Internet advertising, and something different than the ordinary, he said. His firm posted a 30-second television advertisement developed within the past few years. It had been pre-approved by the State Bar of Texas, as required by state law. Other firms posted videos longer than two minutes. Attorneys typically are expected to know and abide by the attorney advertising rules for their state. Some states allow for celebrity endorsements, some states don't. A lot of that is up to the attorneys that advertise with us, Yother said. Pulaski said he did not know whether the ad has brought in new business for his firm since the site officially launched on Sept. 1, and he expected it would two or three months to show results. In addition to its own site, Yother said LegalTube.com posts its videos on more than 100 other Web sites, including YouTube.com. Yother said LegalTube.com builds search engine optimization through content, inbound links from other sites, video and social media. The company also partners with the California-based Increase Visibility, a highly-ranked SEO business, to drive visitors to its site. If you get people to the site, if you can get them to good quality lawyers -- that's when the magic happens, Yother said. Consumers are just craving video and they really want the chance to meet and interview attorneys before they call them and go sit in their office. Yother estimated 40 to 50 law firms had signed on in about two dozen markets.

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