



“I Am The Law” Podcast Library

Sponsorship Period: January 1, 2023 through March 31, 2023

The “I Am The Law” library includes all active episodes that have been published for more than six weeks (individually, an “Episode” and, collectively, the “Episodes”). If any new episode is published during the sponsorship period, the episode will not become part of the “I Am The Law” library until six weeks after its initial publication. On January 1, 2023, we will have 52 Episodes in the library with no plans to release any new Episodes prior to March 31, 2023. LSAC may make any episode inactive at any time without prior notice. Your sponsorship message will appear on all active Episodes in the “I Am The Law” library during the sponsorship period, beginning on January 1, 2023, and ending on March 31, 2023. For a list of the active episodes, you may contact LSAC.

Presenting Sponsor — \$2,500

Maximum: 1

- At the beginning of each Episode, LSAC will provide one (1) 15-second placement of the sponsorship message. The sponsorship message will be read by an “I Am The Law” host before the Episode begins (e.g. “This episode of I Am The Law is presented by *the entity’s name.*”). The sponsorship message will be the initial communication to the Episode’s audience.
- Following the completion of each Episode, LSAC will provide sponsorship credit indicating that you are a “presenting sponsor.” LSAC will identify your entity solely by the entity name.

Zone A Mid-Roll Sponsor — \$2,500

Maximum: 3

- Immediately following each Episode introduction, and at or about the beginning of the episode, LSAC will provide one (1) 25-to-30-second placement of your sponsorship message. The sponsorship message will be read by an “I Am The Law” host.
- Example of the first Zone A spot: “Hi, I’m Kyle McEntee with LawHub, one of the hosts of ‘I Am The Law.’ This episode is sponsored by *the entity’s name.* ... ”
- Following the completion of each Episode, LSAC will provide sponsorship credit by referencing your entity’s name.

Zone B Mid-Roll Sponsor — \$2,500

Maximum: 3

- At or about the middle of each Episode, LSAC will provide one (1) 25-to-30-second placement of the sponsorship message. The sponsorship message will be read by an “I Am the Law” host.
- Example of the first Zone B spot: “Hi, it’s Kyle McEntee again. We want to thank this episode’s sponsors. First up, *the entity’s name.* ... ”
- Following the completion of each Episode, LSAC will provide sponsorship credit by referencing your entity’s name.

Each sponsorship message must be consistent with “I Am The Law” Sponsorship Guidelines, which are attached and incorporated by reference into this document.