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Fishing for a
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2007 Law Firm Marketing Department Survey

- ☑ Department Size breakdown by Total Attorneys and Partners
- ☑ Listing of Various Top Marketing Titles
- ☑ Reporting Lines for Top Marketing Titles



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2007 AmLaw 100 Marketing Department Size by Total Number of Attorneys

Number of attorneys	1701+	1201-1700	1001-1200	801-1000	601-800	401-600	251-400	Total
# of firms responded	5	4	6	8	18	23	7	71
Avg. Dept Size	66.6	61.5	38	33.8	26.5	16.5	9.9	28.2
Department High	113	81	48	50	46	32	25	113
Department Low	35	43	28	10	13	8	0	0
Ratio Marketing : Attorney	1:29	1:24	1:28	1:27	1:25	1:30	1:33	1:27

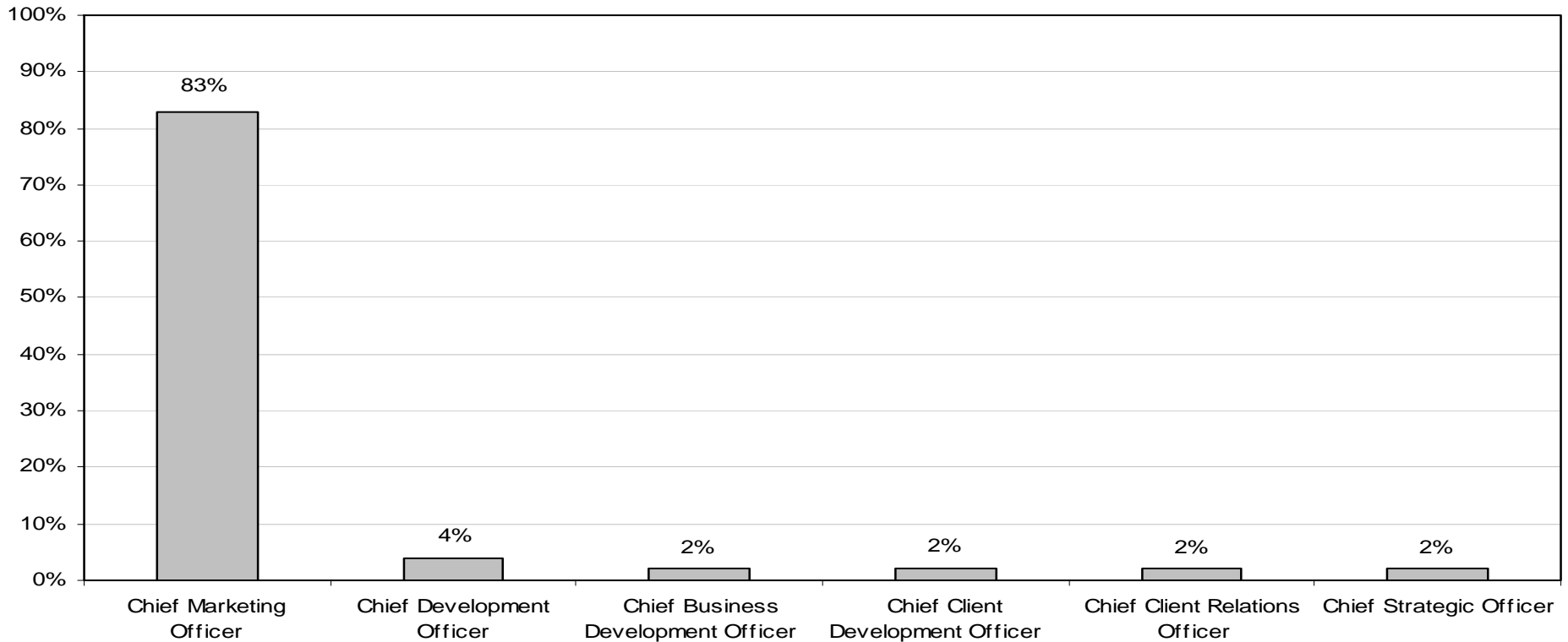


2007 AmLaw 100 Marketing Department Size by Total Number of Partners

Number of Partners	601-800	401-600	251-400	101-250	<101	Total
# of firms responded	4	9	21	32	5	71
Avg. Dept Size	52	60.4	28.6	19.4	5.8	28.2
Department High	70	113	46	42	13	113
Department Low	35	37	10	8	0	0
Ratio Marketing : Partner	1:13	1:8	1:10	1:9	1:14	1:10

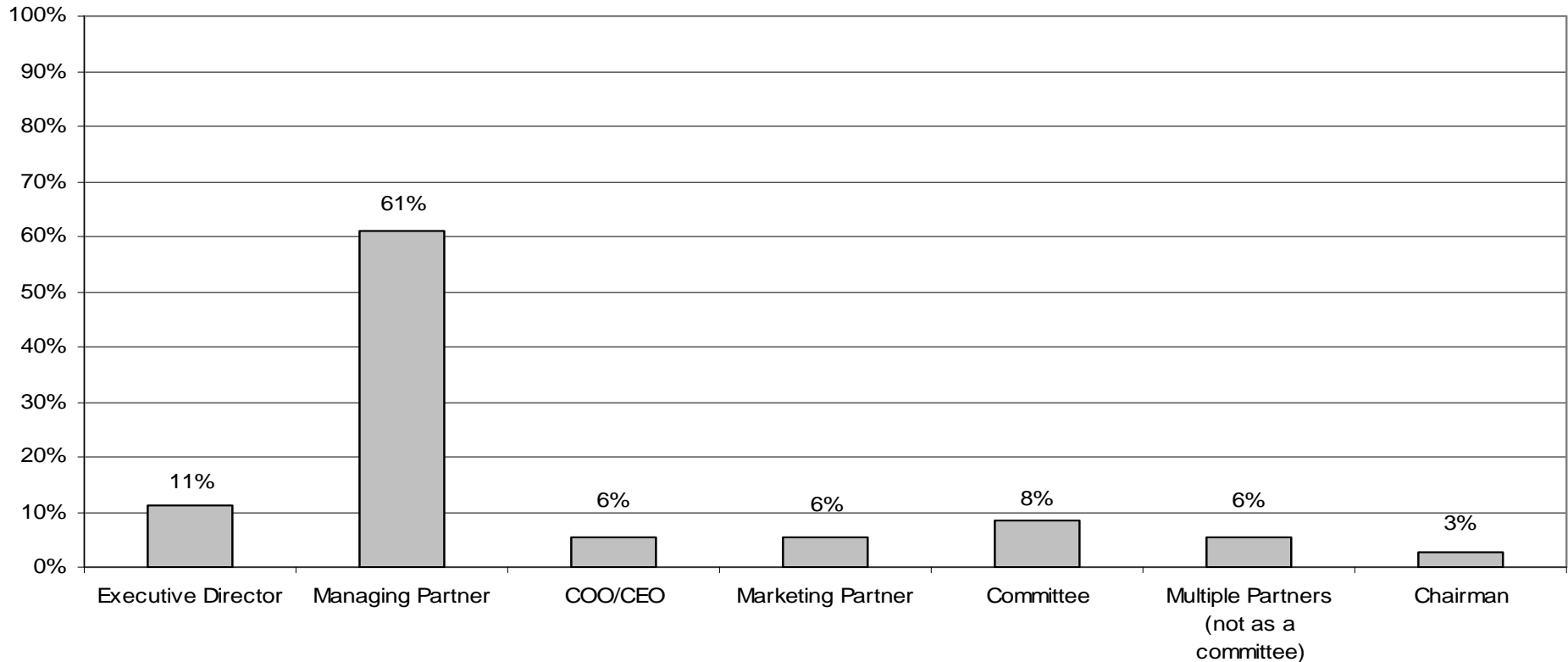


2007 AmLaw 100 Marketing Departments “Chief” Title Breakdown*



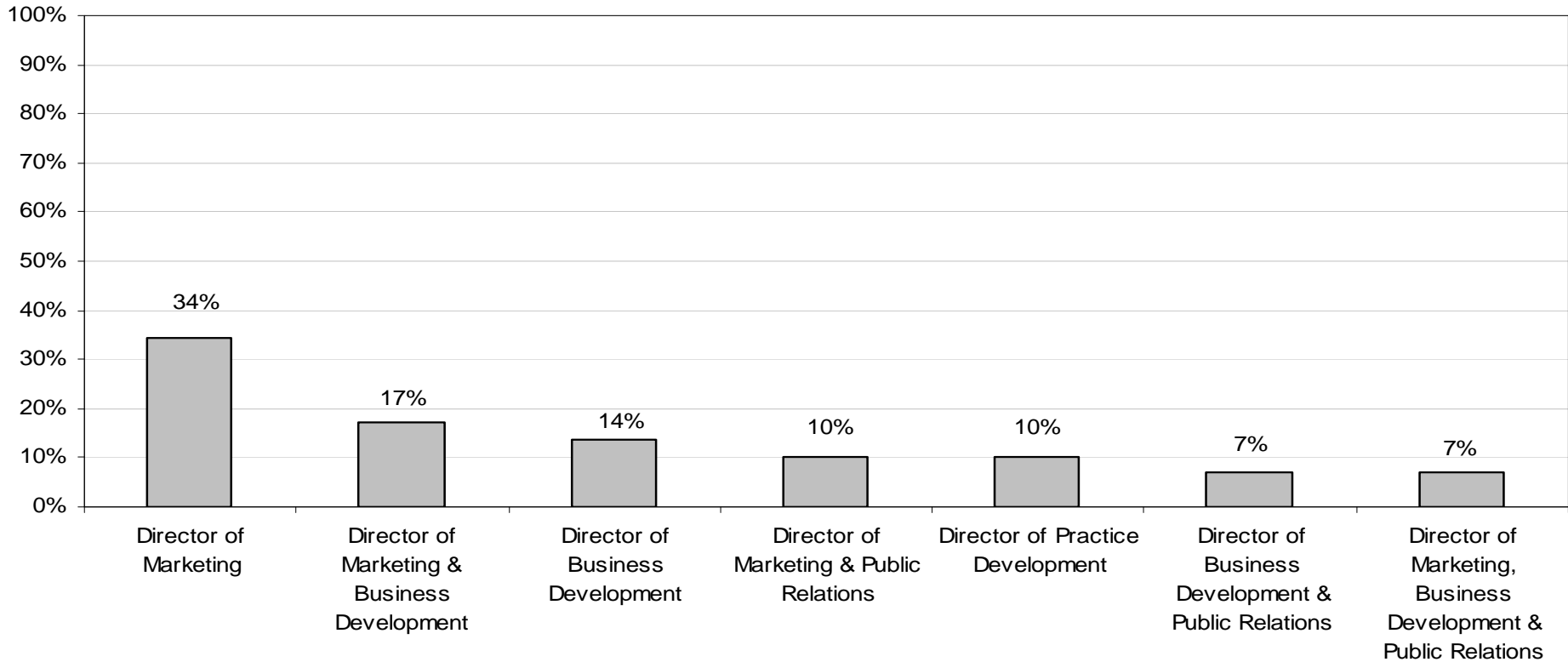


2007 AmLaw 100 Marketing Departments “Chief” Titles Report To*:



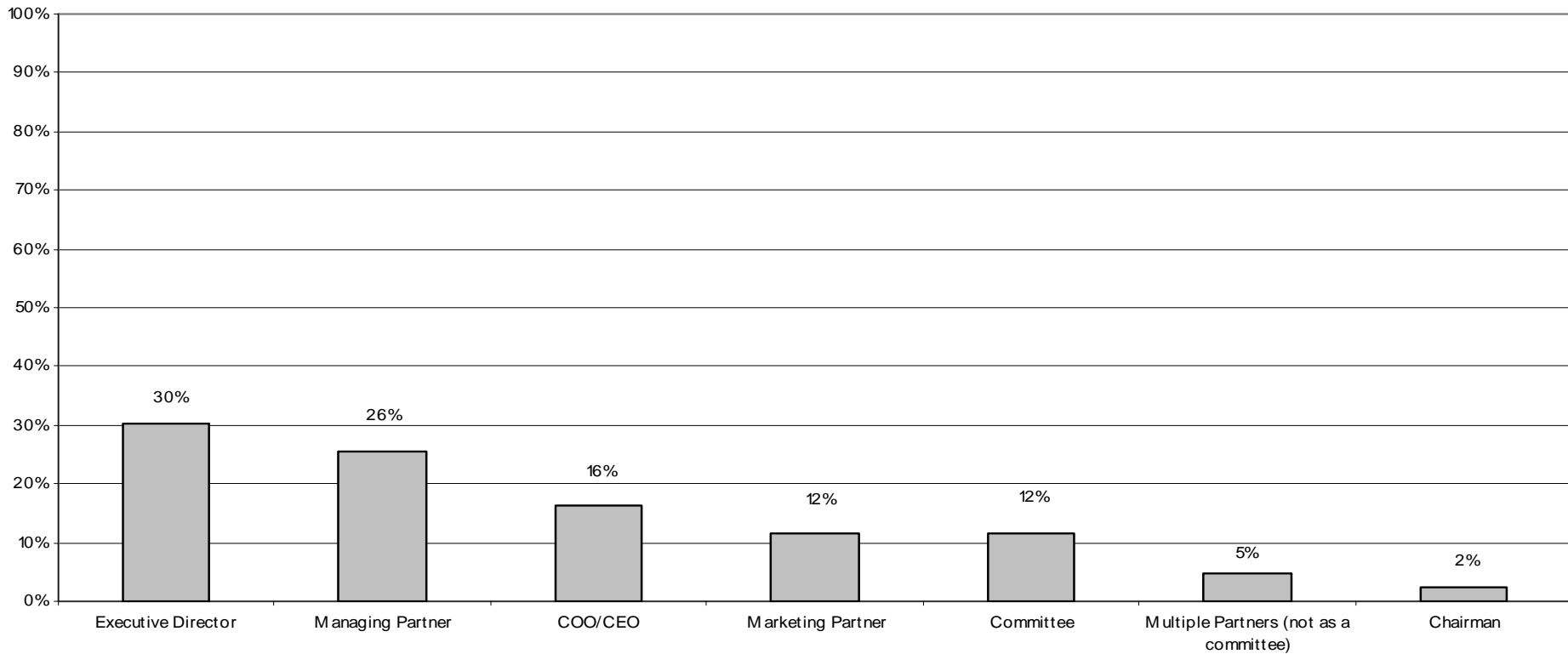


2007 AmLaw 100 Marketing Departments “Director” Title Breakdown*





2007 AmLaw 100 Marketing Departments “Director” Titles Report To*:





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