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## ***2006 Law Firm Marketing Department Survey***



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## 2006 AmLaw 100 Marketing Department Size

Firm Size (# of attorneys)	2000+	1401-1700	1201-1400	1001-1200	801-1000	601-800	401-600	251-400	Total
# of firms responded	3	4	1	3	9	12	16	6	54
Av Dept Size	90	57	40	52	38	33	20	13	43
High	120	80	-	64	51	51	38	20	120
Low	90	30	-	43	23	23	6	8	6
Ratio Marketing: Attorney	1:32	1:27	1:31	1:21	1:24	1:20	1:24	1:29	1:26

\*Note there are only 98 firms represented as a result of the DLA Piper Rudnick Gray Cary and the Coudert Brothers/Baker McKenzie mergers. Numbers for these firms have been combined.

\*\*Firm size according to the 2005 AmLaw 100 ALM Research Report