



AMERICAN ASSOCIATION FOR JUSTICE
***ONLINE MEMBER
DIRECTORY***

MEDIA GUIDE

DIRECTORY.JUSTICE.ORG

CONTACT:

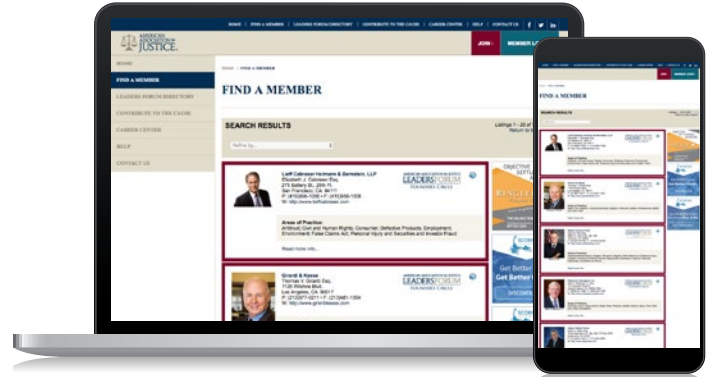


A QUICK AND EASY WAY TO CONNECT WITH COLLEAGUES AND MAXIMIZE YOUR REFERRALS

The American Association for Justice *Online Member Directory* is a convenient resource for member attorneys to promote their practices to both the general public and other AAJ members.

Benefits for AAJ Member Attorneys

- The *Online Member Directory* puts AAJ member's information into one easily searchable database where the general public and other member attorneys can find the representation they need.
- **Traditional advertising is less effective than building a referral network and investing in online marketing.** Customers use online directories to find lawyers more than they use all other marketing resources available to them, including billboards, yellow pages, radio and TV*.
- Referrals are an important part of every legal professional's business, **31% of lawyers get their business from referrals**, and the *Online Member Directory* is the premier destination for AAJ members to network with their colleagues and conduct their referral business.
- By upgrading your presence in the *Online Member Directory* with a premier listing or banner you **ensure your practice stays top-of-mind with your peers and the general public** in the American legal profession.



On average the *Online Member Directory* receives:

- Average visits per month: **2,500+**
- Average page views per month: **18,250+**
- Average pages viewed per visit: **7.23 pages**

**Based on traffic data from February 2018 - August 2018*

All listings are indexed and will appear in search engine results. No matter where your clients or colleagues search, they will now find you through the AAJ *Online Member Directory*.

Build Your Brand with AAJ.

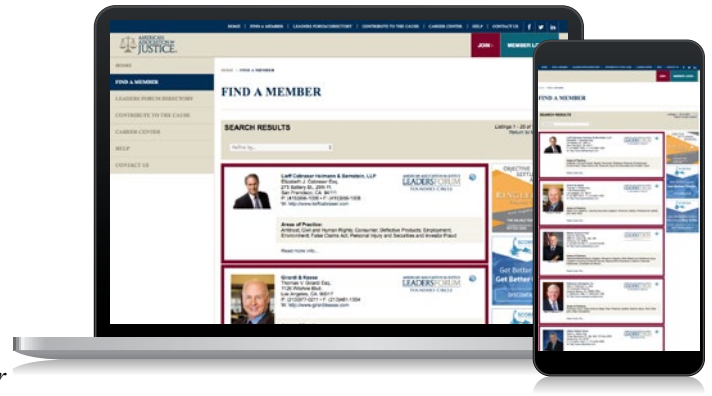
Don't miss your chance to stand out from our hundreds of thousands of listings.

Contact your Naylor representative today!



REACH A NATIONAL AUDIENCE OF PLAINTIFF ATTORNEYS

- AAJ is the only national plaintiff lawyer association working as an advocate for trial attorneys and their clients on a broad range of issues. AAJ's mission is to promote a fair and effective justice system — and to support the work of attorneys who seek for justice and accountability in order to help individuals and families who are injured and have nowhere else to turn.
- The American Association for Justice *Online Member Directory* is a convenient resource for member attorneys to promote their practices to both the general public and other AAJ members.



AAJ By The Numbers

- AAJ is the **only national plaintiff trial lawyer** association
- Over the next five years, the legal industry revenue is expected to **rise to \$304 billion**
- Nationally, the legal industry has a purchasing power of **more than \$127 billion**

Benefits for Vendors

- With members searching the *Online Member Directory* to find other members for referrals, our banners allow you to position your message in front of attorneys nationwide, or in your local region.
- With our average visitor looking at 7 pages per session, you can trust that your message will reach an engaged audience.

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**Based on traffic data from February 2018 - August 2018*

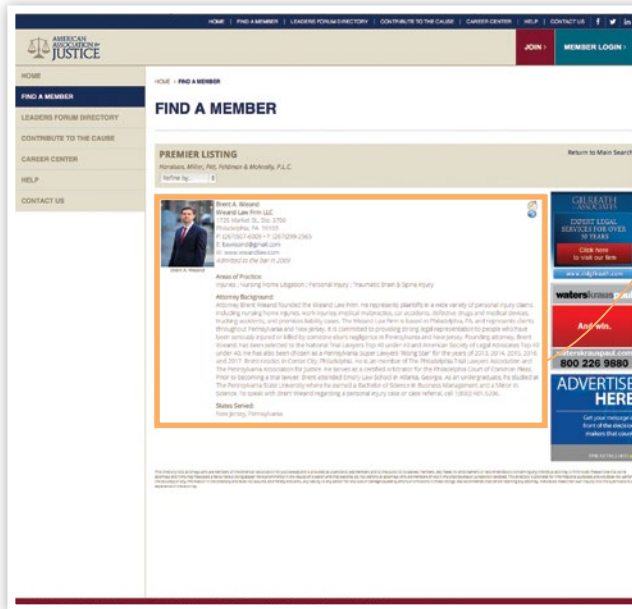
All listings are indexed and will appear in search engine results. The AAJ Online Member Directory makes it easy for members and vendors to find legal professionals within a few clicks.

**Put your message
in front of leading plaintiff
attorneys nationwide!**

Contact your Naylor representative today!



NET ADVERTISING RATES

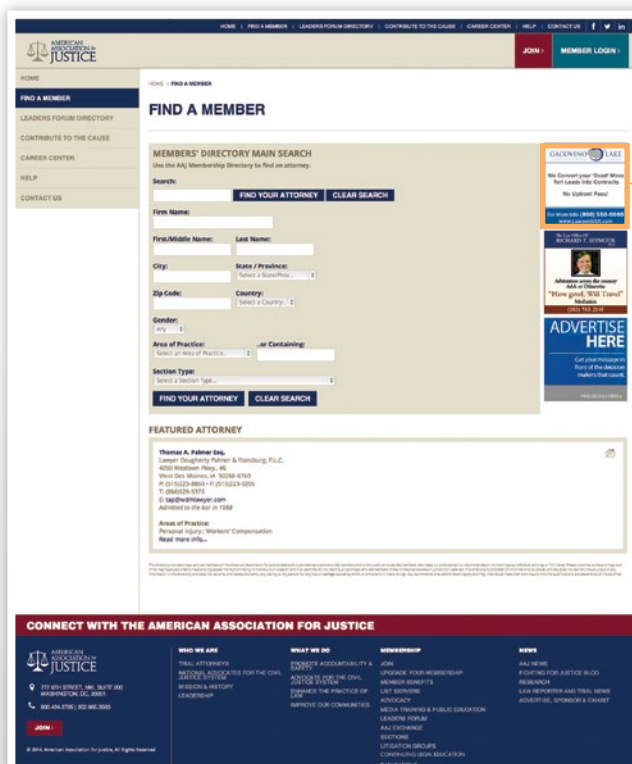


Premier Listing

\$375 per year

- Display a full-color photo and text description to potential clients. You also have the option to hyperlink the photo directly to any page on your company's website.
- Includes a description of your firm (unlimited word count).
- 126 x 158 pixels for photo. JPG format only. Email your photo to directory.images@justice.org or to your Naylor representative.
- MEMBERS ONLY

Ask your Naylor representative about available discounts when updating/upgrading multiple attorneys within the same firm.



Homepage Banner

\$1,385 — 12 months

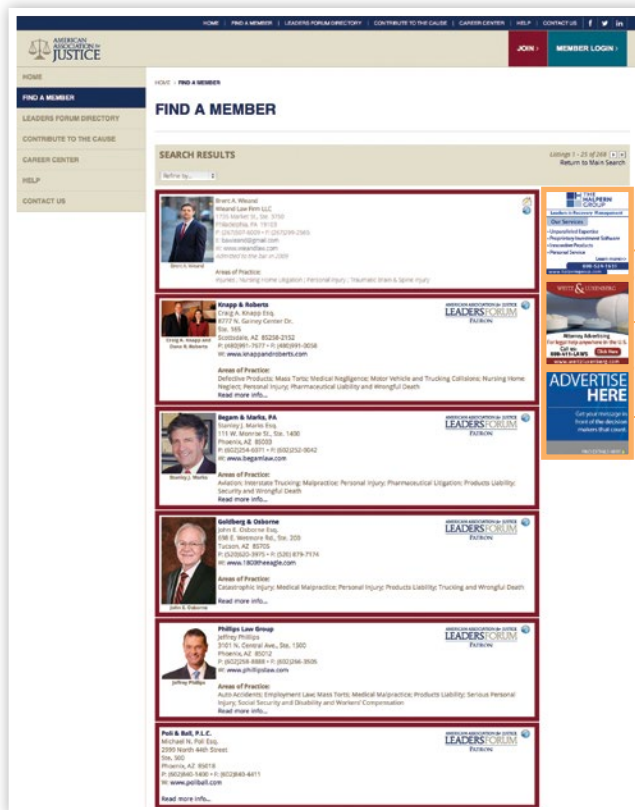
\$755 — 6 months

\$420 — 3 months

- Only one allowed per firm
- Appears on the main search page of the *Online Member Directory*. One position is available with a maximum of 5 ads rotating.
- Includes FREE Premier Listing for Attorney Members.
- 200 x 200 pixels. JPG/GIF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.

Members receive a 20% discount and 1 free premier listing.

NET ADVERTISING RATES



State Banner

\$1,360 — 12 months

\$740 — 6 months

\$410 — 3 months

- Appear on the page when a search is made in your state! Maximum three ads rotating per state.
- Includes FREE Premier Listing for Attorney Members.
- 200 x 200 pixels. JPG/GIF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.

Members receive a 20% discount and 1 free premier listing.

Run-of-Site Banner

\$2,175 — 12 months

\$1,185 — 6 months

\$655 — 3 months

- A premium position **appearing on every page** of the Online Member Directory.
- Two banners are available with a maximum of 7 ads rotating in each position.
- Includes FREE Premier Listing for Attorney Members.
- 200 x 200 pixels. JPG/GIF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.

Members receive a 20% discount and 1 free premier listing.



EXCLUSIVE VENDOR PARTNERS ADVERTISING RATES

The screenshot shows the homepage of the American Association for Justice Online Member Directory. The top navigation bar includes links for HOME, FIND A MEMBER, JOIN, and MEMBER LOGIN. A sidebar on the left contains links for FIND A MEMBER, LEADERS FORUM DIRECTORY, CONTRIBUTE TO THE CAUSE, CAREER CENTER, HELP, and CONTACT US. The main content area is titled 'FIND A MEMBER' and features a 'MEMBERS' DIRECTORY MAIN SEARCH' section with a search form. The form includes fields for Firm Name, First/Middle Name, Last Name, City, State/Province, Zip Code, Country, Gender, Area of Practice, and Section Type. Below the search form is a 'FEATURED ATTORNEY' section listing Thomas A. Palmer Esq. with contact information and a brief description of his practice. At the bottom, there is a 'CONNECT WITH THE AMERICAN ASSOCIATION FOR JUSTICE' section with a table of links for various services and resources.

WHO WE ARE	WHAT WE DO	MEMBERSHIP	NEWS
TRIAL ATTORNEYS	CONSTITUTE ACCOUNTABILITY & TRANSPARENCY FOR THE CIVIL JUSTICE SYSTEM	JOIN	AAJ NEWS
AMERICA'S HISTORY	ENHANCE THE PRACTICE OF LAW	UPGRADE YOUR MEMBERSHIP	FORUMS FOR JUSTICE BLOG
LEADERSHIP	REPAIR OUR COUNTRY	MEMBER BENEFITS	RESEARCH
		LIST SERVICES	LAW REPORTER AND TRIAL NEWS
		ADVOCACY	ADVERTISING, SPONSORS & DONORS
		MEDIA TRAINING & PUBLIC LITIGATION	
		LEADERSHIP	
		AAJ EXCHANGE	
		RECTIONS	
		LITIGATION GROUPS	
		CONSTITUTIONAL RESOLUTION	

Homepage Banner

\$1,385 — 12 months

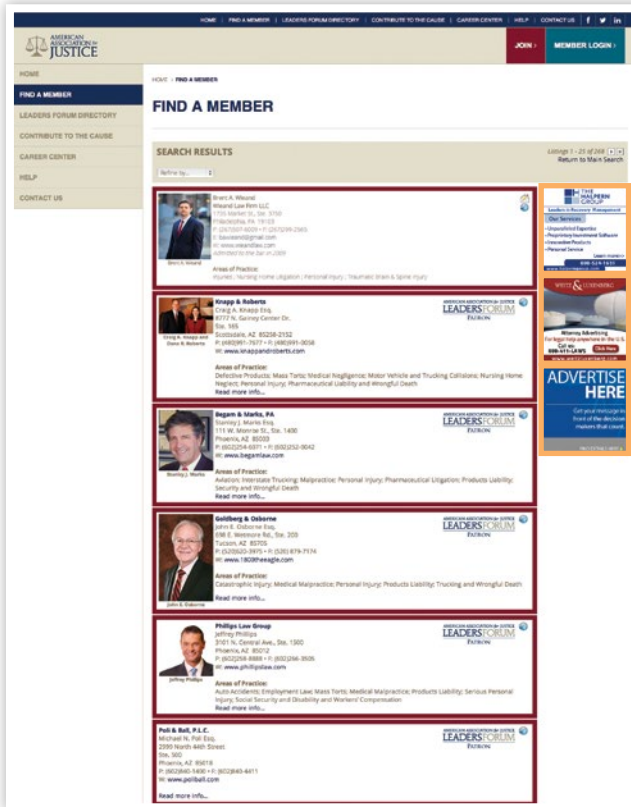
\$755 — 6 months

\$420 — 3 months

- Only one allowed per firm
- Appears on the main search page of the *Online Member Directory*. One position is available with a maximum of 5 ads rotating.
- 200 x 200 pixels. JPG/GIF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.

Members receive a 20% discount and 1 free premier listing.

EXCLUSIVE VENDOR PARTNERS ADVERTISING RATES



State Banner

\$1,360 — 12 months

\$740 — 6 months

\$410 — 3 months

- Appear on the page when a search is made in your state! Maximum three ads rotating per state.
- 200 x 200 pixels. JPG/GIF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.

Run-of-Site Banner

\$2,175 — 12 months

\$1,185 — 6 months

\$655 — 3 months

- A premium position **appearing on every page** of the Online Member Directory.
- Two banners are available with a maximum of 7 ads rotating in each position.
- 200 x 200 pixels. JPG/GIF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.



BASIC VERSUS PREMIER LISTINGS

Basic Listing Includes:

- Attorney Name
- Firm Name
- Address
- Phone
- Fax
- Email Address (not linked)
- Website (not linked)
- Date admitted to bar

Basic Listing Sample:

Richard T. Treon Esq.
Treon, Aguirre, Newman & Norris, PA
2700 N. Central Ave., Ste. 1400
Phoenix, AZ 85004-1133
Phone: (602)285-4400
Fax: (602)285-4483
E-mail: rtt@treonfirm.com
Admitted to the bar in 1967

States Served:
Arizona

Premier Listing Includes:

- All Basic Listing Information
- Attorney Photo
- Attorney Profile with unlimited text on the following: Education & Certifications, Bars & Courts, Affiliations, Areas of Practice, Firm Background
- Email Address (linked)
- Website (linked)
- Member of AAJ Since...
- Law School
- Area(s) of Practice

Premier Listing Sample:



Brent A. Weiland
Weiland Law Firm LLC
1735 Market St., Ste. 3750
Philadelphia, PA 19103
P: (215) 597-6000 • F: (215) 599-2345
E: bweiland@weilandlaw.com
U: www.weilandlaw.com
Admitted to the bar in 2009

Areas of Practice:
Injuries • Nursing Home Litigation • Personal Injury • Traumatic Brain & Spinal Injury

Attorney Background:
Attorney Brent Weiland founded the Weiland Law Firm. He represents plaintiffs in a wide variety of personal injury claims including nursing home injuries, work injuries, medical malpractice, car accidents, defective drugs and medical devices, product liability cases. The Weiland Law Firm is based in Philadelphia, PA, and represents clients throughout Pennsylvania and New Jersey. It is committed to providing prompt representation to people who have been seriously injured or killed by someone else's negligence in Pennsylvania and New Jersey. Founding attorney Brent Weiland has been selected to the National Trial Lawyers Top 40 under 40 and American Society of Legal Advocates Top 40 under 40. He has also been chosen as a Pennsylvania Super Lawyers Rising Star for the years of 2013, 2014, 2015, 2016, and 2017. Brent resides in Center City, Philadelphia. He is an member of The Philadelphia Trial Lawyers Association and The Pennsylvania Association for Justice. He serves as a certified arbitrator for the Philadelphia Court of Commerce Panel. Prior to becoming a trial lawyer, Brent attended Emory Law School in Atlanta, Georgia. As an undergraduate, he studied at The Pennsylvania State University where he earned a Bachelor of Science in Business Management and a Minor in Science. To speak with Brent about a personal injury claim or case, call (215) 597-6000.

States Served:
New Jersey, Pennsylvania

PREMIER LISTING CHECKLIST

The following elements are required in order for your Premier Listing to be processed.

☐ **Verified Contact Information**

To be filled out on the Premier Listing Space Reservation Form.

☐ **Full-Color Photo**

The size of your photo should be 126 pixels wide x 158 pixels high and should be 300 dpi. We accept JPG format only. Your photo will link to your website, so please provide the URL to which you would like your logo to link. Please email your photo to directory.images@justice.org with your photo attached and your name and AAJ Member ID number in the subject line.

☐ **Areas of Practice/Section Types**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. Additional category listings can be purchased for \$50 each.

Please select from the following:

- | | | |
|---|--|---|
| <input type="checkbox"/> Administrative Law | <input type="checkbox"/> Evidence | <input type="checkbox"/> Motor Vehicle Collision |
| <input type="checkbox"/> Admiralty Law | <input type="checkbox"/> Expert | <input type="checkbox"/> Nursing Home Litigation |
| <input type="checkbox"/> Appellate Practice | <input type="checkbox"/> Family Law | <input type="checkbox"/> Personal Injury |
| <input type="checkbox"/> Arbitration/Mediation/Settlement | <input type="checkbox"/> Federal Tort & Military | <input type="checkbox"/> Pharmaceutical Litigation |
| <input type="checkbox"/> Aviation Law | <input type="checkbox"/> Health Law | <input type="checkbox"/> Premises Liability |
| <input type="checkbox"/> Business Torts | <input type="checkbox"/> HMO | <input type="checkbox"/> Products Liability |
| <input type="checkbox"/> Civil Rights | <input type="checkbox"/> Inadequate Security | <input type="checkbox"/> Professional Negligence |
| <input type="checkbox"/> Class Actions | <input type="checkbox"/> Injuries | <input type="checkbox"/> Railroad Law |
| <input type="checkbox"/> Criminal Law | <input type="checkbox"/> Insurance Law | <input type="checkbox"/> Social Security Disability |
| <input type="checkbox"/> Employment Rights | <input type="checkbox"/> Intellectual Property | <input type="checkbox"/> Toxic Torts |
| <input type="checkbox"/> Environmental Law | <input type="checkbox"/> International Practice | <input type="checkbox"/> Traumatic Brain & Spine Injury |
| <input type="checkbox"/> Environmental Litigation/Toxic | <input type="checkbox"/> Law Office Technology Medical | <input type="checkbox"/> Trial Advocacy Skills |
| <input type="checkbox"/> ERISA | <input type="checkbox"/> Malpractice/Negligence | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Ethics | <input type="checkbox"/> Medical Negligence | |

☐ **Attorney Profile**

You will have the opportunity to provide unlimited text concerning the following areas in your profile:

- Education & Certifications
- Bars & Courts
- Affiliations
- Areas of Practice
- Firm Background

This is strictly **textual information about your firm**. You can include your firm's mission statement or a description of the services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. All text should be provided to us in a Word document that allows us to cut and paste your description to your order.

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.

AAJ ADVERTISING POLICIES AND PROCEDURES

1. Only members/advertisers in good standing at the time the listing/ad is submitted may advertise.
2. All ads must conform to AAJ advertising policies. Ads will be accepted subject to reasonable standards of good taste, at the discretion of AAJ.
3. No advertising will be accepted without a signed contract. Ads not prepaid will not be published until payment is received.
4. Ad copy may contain basic firm information (address, phone, website, email address, number of attorneys, etc.), practice areas, new partners or associates, memberships in associations and honors received. Per the AAJ advertising policy, copy may not mention the size of jury awards or income, or otherwise emphasize dollar amounts. Ads may not include the dollar sign (\$), images of cash, or testimonials.
 - *AAJ/Naylor* encourages the submission of advertisements that help demonstrate the beneficial contribution trial lawyers make to ensuring we have a civil justice system that protects the rights of individuals. We prefer ad content that focuses on helping victims and seeking justice.
 - *AAJ/Naylor* reserves the right to reject advertising that refers to large jury awards or settlements; appeals primarily to maximizing damages; or otherwise overemphasizes prices, fees or other monetary considerations. This applies to both textual and visual elements of advertising.
 - *AAJ/Naylor* will not accept advertising for firearms, tobacco or alcoholic beverages.
 - *AAJ/Naylor* reserves the right to reject advertisements with sexual or other connotations in questionable taste.
 - *AAJ/Naylor* avoids text or visual emphasis on prices and fees in ads. Photos or art containing currency, dollar signs, ambulances or images that may have a negative connotation for the legal profession will not be accepted.
5. The advertiser shall indemnify and hold harmless *AAJ/Naylor*, its officers, agents and employees against claims, suits, expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
6. Compliance with state ethics rules regarding attorney advertising is solely the responsibility of the member-advertiser. AAJ shall not be responsible for attorney/firm noncompliance.

Display Ad Space Reservation Form

To reserve your banner on the AAJ *Online Member Directory*, select your preferred option below, and return this form to your Naylor account executive today! *If selecting the state banner, please indicate the state of your choice in the space provided.*

Run-of-Site Banner

☐ 12 months | \$2,175 ☐ 6 months | \$1,185 ☐ 3 months | \$655

Home Page Banner

☐ 12 months | \$1,385 ☐ 6 months | \$755 ☐ 3 months | \$420

State Banner

☐ 12 months | \$1,360 ☐ 6 months | \$740 ☐ 3 months | \$410

Please indicate state: _____

Members receive a 20% discount on all display ads. All rates are net and per insertion.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued.

SIGN AND RETURN TO:

NAYLOR 
ASSOCIATION SOLUTIONS

 AMERICAN
ASSOCIATION for
JUSTICE®

Premier Listing Space Reservation Form

Available to AAJ members only, Premier Listings highlight your firm, professional affiliations and certifications to your fellow legal professionals as well as potential clients. Visitors to the AAJ *Online Member Directory* can narrow their search by area of practice, area of focus, location and keyword to easily locate your firm.

Premier Listings appear in first-reserved, first-listed order above all basic listings.

In addition to basic listing information, Premier Listings include:

- Attorney Photo*
 - Firm Name
 - Attorney Name
 - Address
 - Phone & Fax
 - Email (linked)
 - Website (linked)
 - Date Admitted to the Bar
 - Member of AAJ Since...
 - Areas of Practice
 - Attorney Information**
(Bars, Courts, Affiliations)
 - Law School/Education
 - Firm Background**
- *126 x 158 pixels for photo. JPG file only.*
***Unlimited text.*

Firms purchasing listings for multiple attorneys will receive a 25% discount on additional listings!

☐ Premier Listing \$375

☐ _____ Additional Premier Listings x \$225.00 each = _____ Total

All rates are net and per insertion.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued.

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