

As a Leaders Forum member, your firm has demonstrated outward support of AAJ and the civil justice system. But did you know that advertising through AAJ is a highly effective way to position your firm as a practice area leader and grow your client base? The Leaders Forum Advantage Advertising Program offers you a variety of marketing opportunities. You can select to reach a broad or targeted audience. You can also select from a single discounted ad or specially priced multi-platform packages to reach the largest single collection of plaintiff trial lawyers while promoting your leadership and support of AAJ.

PRINT

Traditional print ads are available in *Trial* magazine. For more information about the standard rates and specifications, visit www.justice.org/advertising.

Trial magazine: Leaders Forum members receive 30 percent off standard rates.

Sample Savings: If you place a full-color single page ad for one month in *Trial*, you save \$1,524 off the standard rate.

ELECTRONIC

You have the opportunity to reach your fellow members through various electronic media options – justice.org, the AAJ News Brief, or in electronic newsletters. Visit www.justice.org/advertising for details about each platform.

Justice.org: You receive a 40 percent discount on standard rates.

Sample Savings: A 250x250 ad on the home page of justice.org for one month is \$950. However, as a Leaders Forum member your price is \$570.

Trial News: You receive a 40 percent discount off the standard rates.

Sample Savings: You save \$280 off the placement of a 728x90 leaderboard ad in one issue of *Trial News*.

AAJ News Brief: You are eligible for a 25 percent discount off standard rates.

Sample Savings: If you opt for a vertical ad for one month, you save \$380 off the standard rates.

PACKAGE RATES

Packages are available to include various platforms and/or channels for your message. Choose from the options below, or we can customize a package for you.

Multi-Platform – \$5,660

- A single page, full color ad in *Trial*
- A landing page skyscraper or vertical banner ad on justice.org
- A landing page leaderboard ad in *Trial News*

Electronic Bundle – \$1,820

- A landing page skyscraper or vertical banner ad on justice.org
- A landing page leader board ad in *Trial News*
- A landing page vertical ad in one month of the AAJ News Brief

To place your ad or for more information, please call 800-424-2725, ext. 8284 or email robert.daniels@justice.org.



Trial magazine



justice.org home page



Trial News



AAJ News Brief



Formerly the Association of Trial Lawyers of America (ATLA®)

www.justice.org