

Attorney Advertising and Professional Announcements



Attorney Advertising in *TRIAL*

Attorney advertising is accepted throughout the magazine.

For legal advertising and professional announcement advertising, please consult your advertising representative for size.

Policies and procedures

1. Only AAJ members in good standing at the time the ad is submitted may advertise in *TRIAL*.
2. All ads must conform to AAJ/*TRIAL* advertising policy. Ads will be accepted subject to reasonable standards of good taste, at the discretion of the publisher.
3. All advertisers must also comply with the *TRIAL* Terms & Conditions on all contracts.
4. No advertising will be accepted without a signed contract and all ads must be prepaid. Ads not prepaid will not be published until payment is received.
5. Only professionally-designed ads will be accepted (see pp. 10 & 11 for technical specifications). Additional fees will be charged for significant corrections or revisions of submitted files.
6. Ad copy may contain basic firm information (address, phone, Web site, e-mail address, number of attorneys, etc.), practice areas, new partners or associates, memberships in associations, and honors received. Per the AAJ/*TRIAL* 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.
7. Use of color, fonts, and artwork/photos must be tasteful and cannot mimic editorial design or encroach on surrounding editorial copy. Headline type size may not exceed 30 points.
8. Advertising will be accepted on a first-come, first-served basis. Ads are limited to one per firm per issue.
9. Ad contracts can run three months at a time. Contract renewal will only be accepted if future space is available. In the event that ad space is 100% committed, renewals will be wait-listed for the next available space. If there is no waiting list, the firm may renew its advertising contract.
NOTE: Leaders Forum members in good standing receive precedence. If there is a waiting list, Leaders Forum members will be placed in the order the request was received.
10. Placement is at the discretion of the publisher. Display ads are rotated throughout the book. A member of an advertising law firm who is also an author in the issue will never have an ad placed near his/her article.
11. 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.