



# the AAJ mailing list

**You'll reach responsive buyers who make large-scale purchasing decisions for their offices and homes.**

With more than 55 available selections, AAJ lists offer excellent niche marketing opportunities. Our list management company works with you—each time you contact them—to customize lists and maximize response rates for your mailings. Regular updates keep the list one of the cleanest in the legal profession.

**Approximately 33,000 Active Members: \$130/M\***

\*AAJ member rate: \$105/M; TRIAL advertiser/exhibitor rate: \$110/M

INFOCUS Marketing, Inc. is the exclusive list manager of the AAJ mailing list. For general information, counts, or to place an order, please contact INFOCUS at 800-708-LIST (5478) or [listinfo@infocusnet.com](mailto:listinfo@infocusnet.com).

## Direct Mail List Selections

### Member Type

- Plaintiff Attorneys
- Defense Attorneys
- Law Students
- Paralegals
- Government Attorneys
- Judges
- Law Professors
- Military Attorneys

### Practice Area

- Administrative Law
- Admiralty Law
- Aviation Law
- Civil Rights
- Class Actions
- Commercial Litigation
- Criminal Law
- Employment Rights
- Environmental Law
- Family Law
- Insurance Law
- Mediation

- Medical Negligence
- Motor Vehicle Collision
- Nursing Home Litigation
- Pharmaceutical Litigation
- Personal Injury
- Premises Liability
- Products Liability
- Professional Negligence
- Railroad Law
- Social Security Disability
- Toxic Torts
- Workers' Compensation
- Additional Practice Area Selects Available

### Area of Interest

- Commercial Law
- Criminal Law
- International Practice
- Labor Law
- Motor Vehicle Law
- Product Liability
- Tort Law

- Workers' Compensation
- Additional Interest Area Selects Available

### Practice Section

- Business Torts
- Employment Rights Law
- Insurance Section
- International Practice
- Motor Vehicle
- Small Office Practice
- Products Liability
- Professional Negligence
- STEP (Toxic, Environmental, and Pharmaceutical Torts)
- Workers' Compensation
- Additional Section Selects Available

### Other Selections

- Length of time in practice
- Geographic Area
- Gender
- Ethnicity
- Age

## Specialty Lists

- *Law Reporter* Subscribers (nonmembers): \$100 flat
- *Products Liability Law Reporter* Subscribers: \$200 flat
- *Professional Negligence Law Reporter* Subscribers: \$200 flat
- *justice.org* Registered Users: \$125/M

## Medical Malpractice, Motor Vehicle, and Products Liability Exchange Users

The Exchange is AAJ's case preparation and legal research resource. Through this special Exchange list, you can access attorneys who have used the Exchange for specific types of cases. This is one of AAJ's most productive and responsive lists because these are attorneys who are/were working on a case in one of these areas.

Exchange Users:

Medical Malpractice: \$130/M

Motor Vehicle: \$130/M

Products Liability: \$130/M

## Pricing

Base Membership List:

\$130 per thousand each use.

(Minimum order 5000 names or \$650.)

Selections:

Additional \$10 per thousand per category as listed.

## Addressing

- 4-up Cheshire labels: N/C
- Pressure Sensitive Labels: \$10/M
- Keycode: \$10/M
- Magnetic tape: \$50

- IBM/PC compatible diskette: \$65
- E-mail transfer: \$75
- CD-ROM: \$75
- Cass-certify: \$100

## Specifications

- List updated: Monthly
- Sample mail piece required for approval
- 20% commission to SRDS qualified list brokers & ad agencies
- Fulfillment 5-7 working days after list-owner approval
- Prepayment required for first time mailers
- Orders cancelled prior to the mail date are subject to a \$50 cancellation fee, plus running and material charges
- Orders cancelled after the mail date are due in full

## List Sales Guidelines

The following policies apply to the purchase of the AAJ membership mailing list. These policies shall serve as guidelines only. AAJ reserves the right to reject any order or any ad copy accompanying an order.

1. AAJ will not accept an order for any mailing which:
  - a. Involves firearms, tobacco, or alcohol
  - b. Refers in any way to gambling
  - c. Is adverse to AAJ's political or policy interests
  - d. Promotes any educational programs that are scheduled for

the same time period and the same city as an AAJ Education program or convention, or that are scheduled for the same time period and similar topics as an AAJ Education program or convention

- e. Refers to AAJ in any way whatsoever without AAJ's prior written approval
2. Only AAJ members may order the list for mailing which involve forms of lawyer advertising
  3. Copy shall not seek to appeal to maximizing damages by referring to large jury awards or settlements, nor shall photos or images be used that have a negative connotation for the legal industry
  4. Copy shall be subject to a standard of good taste and suitability
  5. Copy shall not emphasize cost or price, but should highlight quality and uniqueness

## Attendee Rosters

Order through Robby Daniels at [robert.daniels@justice.org](mailto:robert.daniels@justice.org)

- AAJ Education Seminar: \$99
- Pre-Convention Mailing List: \$400 (available to convention exhibitors only, not more than 30 days prior to convention)
- Post-Convention Final Mailing List: \$500 (must be used within 2 months of purchase)
- Combined Pre- and Post-Convention Lists: \$700

## Direct Mail List Rental Policy

The American Association for Justice hereby agrees to rent its tapes/list to customers under the following terms and conditions:

To order the tapes/lists, the customer and the customer's broker/ad agency if applicable must complete the AAJ purchase order form and submit a sample mailing piece, which will be subject to AAJ's approval. AAJ reserves the right to refuse any order felt inappropriate for member promotion, or in conflict with AAJ products or ideals. Telemarketing is strictly prohibited. **AAJ shall deliver the tapes/lists to the customer, who shall use the tapes/lists on a one time only basis.\*** AAJ guarantees delivery of the tapes/lists no later than three weeks from receipt of order.

### The customer agrees to the following terms:

- Orders require a 5,000 name minimum per list unless otherwise specified in limited offers. Orders of less than 5,000 names will be charged a flat fee of \$650 including shipping and formatting charges but excluding rush charges and optional programming charges. Any order over the 5,000 name minimum will be subject to any relevant selection charges as well as all formatting and shipping costs.
- AAJ will honor discounts of 20% to any recognized AAJ member, 20% to recognized list brokers, 15% to recognized advertising agencies, and 15% to current *TRIAL* Display or Professional Services advertisers and AAJ exhibitors (not available in conjunction with other discounts). Discounts are only valid in orders over the minimum 5,000 names.
- Price is based on \$130/M, with \$10/M selection charge for each select, plus shipping charges. Price is determined by the number of names shipped. **No adjustments will be accepted for inhouse deduping, merge/purge, etc. by the customer. This includes net name arrangements.**
- Customers who cancel an order after tapes/lists are produced shall be charged a cancellation fee of 30% of the order value.
- Changes to sample mailing piece without prior AAJ approval are subject to fines up to \$500.
- Customers ordering for the first time must submit prepayment by check or credit card. Regular customers will be billed monthly, and payment is due upon receipt of invoice.
- There will be a 1.5% finance charge on invoices that are not paid within 30 days.
- **Customers are in no way to use AAJ mailing lists for telemarketing purposes.** If any complaints are received from AAJ members due to telemarketing, all future list purchases by the offending company will be terminated.

The customer understands and agrees that AAJ's liability, whether from negligence or otherwise, resulting from the customer's use of the tapes/lists, shall be limited to the sale price hereunder, and in no event shall AAJ be responsible for consequential or similar damages. This Agreement is subject to cancellation by AAJ in its sole discretion.

The customer also understands and agrees that all terms and conditions of this Agreement and the List Sales Guidelines should apply and shall be incorporated by reference into any future purchases of a tape/list.

\* NOTICE: Customers wishing to reuse previously purchased lists/tapes are required to follow normal list ordering procedures. New samples must be submitted. Names will be billed at base cost (\$130/M) only. AAJ's tapes and lists are seeded to monitor usage. Prohibited usage will be subject to legal action.