

# Professional Negligence Law Reporter



## Target AAJ Professional Negligence Section members via e-mail

Every month, AAJ Professional Negligence Section members receive the *Professional Negligence Law Reporter*, an electronic newsletter, containing timely and useful content specifically pertaining to the professional negligence practice area. Content includes news, case summaries, links to journal articles, information about regulatory actions, and more.

Reach this specialized audience by advertising in a leaderboard or a rectangle ad unit, available in each monthly edition. A text-only ad is also created for AAJ members receiving text-only messages. It is free with the cost of an ad unit.

Ad Unit	Size	File Size	Rate (net)			
			per Edition	3x Rate	6x Rate	12x Rate
Leaderboard	728 x 90	35k	\$900	\$850	\$800	\$700
Rectangle	300 x 100	35k	\$500	\$450	\$400	\$300

- Please provide a text version of all ads, with up to 300 characters and no more than one live link
- Ad formats: jpg, gif, animated gif (3 loops max)
- No Flash (swf)

Leaderboard

Rectangle

## Calendar

### Deadline (Monday)

September 14, 2009  
October 12, 2009  
November 9, 2009  
December 7, 2009  
January 11, 2010  
February 8, 2010  
March 8, 2010  
April 12, 2010  
May 10, 2010  
June 7, 2010  
July 12, 2010  
August 9, 2010  
September 14, 2010  
October 11, 2010  
November 8, 2010  
December 13, 2010

### Delivery Date (Tuesday)

September 22, 2009  
October 20, 2009  
November 17, 2009  
December 15, 2009  
January 19, 2010  
February 16, 2010  
March 16, 2010  
April 20, 2010  
May 18, 2010  
June 15, 2010  
July 20, 2010  
August 17, 2010  
September 21, 2010  
October 19, 2010  
November 16, 2010  
December 21, 2010