

TRIAL News



Target AAJ members via e-mail

You now have two opportunities each month to reach AAJ members via e-mail.

AAJ members receive a twice-monthly electronic newsletter sent on alternating Thursdays. *TRIAL News* delivers exclusive online-only news stories and case summaries not appearing in the monthly print edition of *TRIAL*.

One leaderboard and one rectangle spot are available for each edition of *TRIAL News*. 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	per Edition	Rate (net)				
				2x Rate	3x Rate	6x Rate	12x Rate	
Leaderboard	728 x 90	35k	\$1,500	\$1,250	\$1,200	\$1,000	\$850	
Rectangle	300 x 100	35k	\$900	\$875	\$850	\$800	\$700	

- 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 (Wednesday unless noted)

September 16, 2009
 September 30, 2009
 October 14, 2009
 October 28, 2009
 November 11, 2009
 November 23, 2009, Monday
 December 9, 2009
 December 30, 2009
 January 13, 2010
 Jan 27, 2010
 February 10, 2010
 February 24, 2010
 March 10, 2010
 March 31, 2010
 April 14, 2010
 April 28, 2010
 May 12, 2010
 May 26, 2010
 June 9, 2010
 June 30, 2010
 July 14, 2010
 July 28, 2010
 August 11, 2010
 September 1, 2010
 September 15, 2010
 September 29, 2010

Delivery Date (Thursday)

September 24, 2009
 October 8, 2009
 October 22, 2009
 November 5, 2009
 November 19, 2009
 December 3, 2009
 December 17, 2009
 January 7, 2010
 January 21, 2010
 February 4, 2010
 February 18, 2010
 March 4, 2010
 March 18, 2010
 April 8, 2010
 April 22, 2010
 May 6, 2010
 May 20, 2010
 June 3, 2010
 Jun 17, 2010
 Jul 8, 2010
 July 22, 2010
 August 5, 2010
 August 19, 2010
 September 9, 2010
 September 23, 2010
 October 7, 2010

