

Introducing Justice.org

Justice.org is the American Association for Justice's Web site and portal to everything the Association has to offer. By advertising on justice.org, you'll reach a national audience of trial attorneys who are the major decision-makers for their firms.

Currently, justice.org reaches over 22,000 visitors monthly!* You can expect visitors to grow considerably over the following months as we roll-out the new Web site.

*Source: Google Analytics monthly average: 5/07-4/08

AAJ Member Demographics

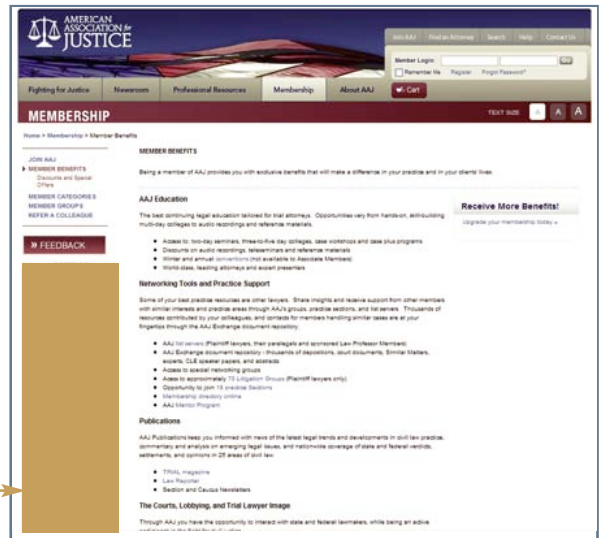
The typical AAJ member is male, 47 years old, with a pretax household income of over \$250,000/year. On average, members have been in practice 18.5 years and work for firms that employ about six lawyers.

Advertising Formats

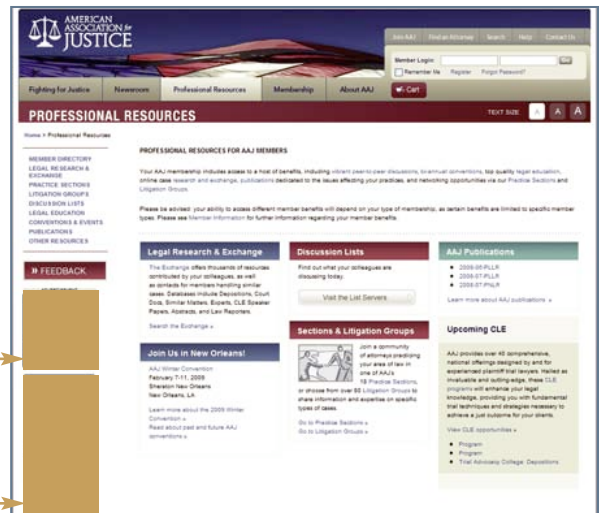


Home Page Box Unit Ad (250 x 250)

Wide Skyscraper (160 x 600)



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



Half Banner Ad (125 x 125)

Vertical Banner Ad (120 x 240)

Banner Advertising

Ad Unit	Size	File Size	Rate
Home Page Box Unit	250 x 250	40k	\$1,200/month \$950/month for <i>TRIAL</i> advertisers
Landing/Secondary Page Wide Skyscraper	160 x 600	40k	\$1,100/month \$875/month for <i>TRIAL</i> advertisers
Landing/Secondary Page Vertical Banner	120 x 240	40k	\$850/month \$700/month for <i>TRIAL</i> advertisers
Landing/Secondary Page Half Banner	125 x 125	20k	\$750/month \$600/month for <i>TRIAL</i> advertisers

Run-of-Site Advertising

Ad Unit	Size	File Size	Rate
Vertical Banner	120 x 240	40k	\$25 CPM \$20 CPM for <i>TRIAL</i> advertisers
Half Banner	125 x 125	20k	\$20 CPM \$15 CPM for <i>TRIAL</i> advertisers

Don't Miss Out!

Limited-Time Only Introductory Offer

- Sign a three-month Web ad contract to place three consecutive ads and receive the fourth ad free
- Sign a six-month Web ad contract to place six consecutive ads and receive the seventh ad free

To advertise or for more information, please call Frank Carballo at 202-944-2857 or e-mail frank.carballo@justice.org.