

TRIAL

ADVERTISING INSERTION ORDER

Date _____ Order No. _____

Space in TRIAL is hereby ordered subject to conditions stated below and the back thereof:

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Fax: _____

E-mail: _____

Agency (if any): _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Fax: _____

E-mail: _____

Ad Size	Color	Frequency	Gross Cost/Insertion	Agency Discount	Net Cost/Insertion	Total Cost
_____	<input type="checkbox"/> B/W <input type="checkbox"/> 2Color <input type="checkbox"/> 4Color	_____	_____	_____	_____	_____

Section TRIAL Display Expert Attorney Professional Announcements

Contract Period: _____

Issue Dates: _____

Position Request (not guaranteed unless premium position charge is included in rate): _____

Material Deadlines: _____

Special Instructions: _____

AAJ reserves the right to reject advertisements offering products or services in direct competition with AAJ products or services.

Invoice to: Advertiser Agency

Send checking copies to: Advertiser Agency

_____ # of copies (max. of 3)

Advertisement Authorized by:

Signature: _____

Title: _____ Date: _____

Advertisement Accepted by:

Signature: _____

Title: _____ Date: _____



TRIAL
Published by the American Association for Justice
777 6th Street, NW, Suite 200
Washington, DC 20001
202-965-3500

1. Contract space must be used within one (1) year from first insertion. Upon acknowledgment of any insertion order, *TRIAL* reserves the right to reject any advertising copy that in its sole discretion conflicts with the content, format, style, or appearance of the publication, or otherwise does not conform with reasonable standards of good taste. No large jury awards are to be mentioned in any advertisement. Advertiser or Agency may cancel an order for advertising in writing only. No cancellation is considered accepted until confirmed in writing by the Publisher. If the Advertiser or Agency cancels, Advertiser or Agency shall pay Publisher a short rate equal to the difference between the rate earned under the contract and the rate applicable to the actual frequency of publication determined in accordance with Publisher's rate card.

Cancellations (as well as changes in insertion orders) will not be accepted by the Publisher after the closing dates.

The closing date is the 15th day (or next business day if the 15th falls on a Saturday, Sunday, or holiday) of the second month preceding the month of the issue in which the advertisement is scheduled to appear.

2. Advertisements will be accepted only through *TRIAL*'s Advertising Insertion Order. General standards which govern the acceptance of advertisements in *TRIAL* include but are not limited to the following: advertising in *TRIAL* shall not be false, misleading, fraudulent, or deceptive; substantiation of any representation, claim, or statement made in any advertisement may be required; and advertising must conform to reasonable standards of good taste. (Refer to *TRIAL* Media Kit for Advertising Policy).

3. The Advertiser and Agency, jointly and severally, are liable for payment for all published advertisements. First-time Advertisers are required to either prepay their ads by the scheduled space closing date or where invoicing is allowed, place current credit card information on file to be billed in the event that an undisputed billed amount is 90 days past due on published advertising. If invoiced, monthly accounts are due and payable upon receipt of invoice and considered past due if payment is not received within 30 days of invoice date. *TRIAL* reserves the right to contact the client directly when any account is 60 days past due. **No agency discount will be allowed on any advertising invoices 60 days past due.** If an account is 75 days past due, all advertising will be discontinued until the account is brought current. All accounts 120 days past due will be sent to collections. If the Publisher is not paid in full for advertisement as due, Advertiser and Agency agree to pay an additional 1.5 percent

per month as a service charge on the unpaid balance, until paid, and all costs of collection incurred by the Publisher, including attorney's fees and costs. Publisher will not accept terms of sequential liability.

4. The Publisher shall not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the provisions set forth here.

5. All advertisers are published on the representation of the Advertiser and Agency that both are authorized to publish the entire contents and subject matter of the advertisement.

6. The Advertiser and Agency agree not to make any promotional reference to *TRIAL* or the American Association for Justice without the prior permission of the Publisher for each such use.

7. Advertising which simulates editorial content must carry the caption 'Advertisement' in not less than eight (8) point type in the overall space occupied by the Advertiser.

8. Publisher assumes no responsibility or liability for any errors that may occur in connection with key numbers in any advertisement. The Publisher shall not be liable for any failure to publish all or any portion of the issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents, or other occurrences beyond the Publisher's control. Failure by Publisher to insert advertisement in any particular issue or issues invalidates the order but shall not constitute a breach of contract. Advertisements omitted from any particular issue or issues shall be made up or rate adjusted. In no event shall Publisher be liable for any other damages, including but not limited to consequential damages. The Advertiser and Agency, jointly and severally, shall indemnify and hold harmless the Publisher, its officers, agents, and employees against claims, suits, expenses (including legal fees), and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.

9. The Publisher will not be mediator for any advertiser/reader disagreements or business transactions. Any advertiser or reader complaint is to be handled directly with the parties involved.