GEORGIA TRIAL LAWYERS ASSOCIATION

REACH KEY LEADERS IN GEORGIA'S $9 BILLION LEGAL INDUSTRY

Verdict Magazine / GTLA Quarterly email / The Monthly Docket eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

Erik Albin
Publication Director
EAlbin@naylor.com
352-333-3371
ABOUT GTLA

- Since 1956, GTLA has worked tirelessly to ensure that everyday citizens, Georgia families and small business are never deprived of access to true justice.
- We are the only association in the state that supports plaintiff’s attorneys, both with valuable member services and benefits, as well as with political representation at the Capitol.
- Our membership has been growing steadily over the past several years and we have added 25+ local chapters around the state that meet independently of GTLA.

TOP PRODUCTS OUR MEMBERS NEED

- Accident Reconstruction
- Computer Software and Web Development
- Court Reporting
- Expert Witnesses
- Financial Planning and Banking
- Forensic Engineering and Accident Reconstruction
- Insurance
- Legal Writing & Research
- Litigation Support Services
- Mediation & Arbitration
- Medical Illustrators
- Package Shipping
- Personal Banking
- Pre-Trial Funding
- Process Servers
- Structured Settlements
- Trial Exhibits
- Website Building & Optimization
- ... And many more!

Georgia’s legal industry is one of the top 10 legal markets in the U.S. with a purchasing power of more than $4 billion

GT LA BY THE NUMBERS

1

We are the only association in the state that supports plaintiffs’ attorneys

80%

Around 80% of our members are key decision makers at their firms

2,000

Our 2,000 members are attorneys, paralegals, all GA judges, and all other trial lawyer associations judges across the nation, as well as law students throughout the state

$4B

Georgia’s legal industry is one of the top 10 legal markets in the U.S. with a purchasing power of more than $4 billion

TOP 10

GT LA is one of the top 10 trial lawyer associations in the U.S.

REACH KEY LEADERS IN GEORGIA'S $9 BILLION LEGAL INDUSTRY

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!
Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
<th>2-3x</th>
<th>4x</th>
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<td>$609.50</td>
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<td>1/8 Page</td>
<td>$439.50</td>
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</tbody>
</table>

Revisions and Proofs: $50

Position Guarantee: 15% Premium

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

PAST ADVERTISERS

- Affordable Video Solutions, Inc
- Alice M. Adams, RN LNCC MSCC
- American Medical Forensic Specialists (AMFS)
- Anderson, Tate, & Carr PC
- Barrett & Farahany, LLP
- Beasley, Allen, Crow, Methvin, Portis & Miles, PC / CO The Cooper Firm
- Bell Law Firm
- Benchmark Rehab Partners
- Business Appraisal Group LLC
- Collision Specialists, Inc.
- CP Healthcare
- Danny F. Dukes and Associates, LLC
- Deitch & Rogers, LLC
- Delve Information Resources, Inc.
- Fast Funds, Inc.
- Forcon International
- Forge Consulting
- Global Financial
- Head Of Engineering, LLC
- Law Cash
- LawSpace Match, LLC
- Mercer University Press
- ML Healthcare
- Morgan & Morgan
- National Academy of Distinguished Neutrals
- Nationwide Medical - Legal Solutions
- Physician Life Care Planning
- Redwood Funding Group, LLC
- Regional Medical Group
- Risk Consulting & Expert Services
- Safety Priority
- Smith Economics Group, Ltd.
- South Georgia ADR Service, LLC
- Stone Law Group
- Synergy Settlement Services
- Tanner Legal Nurse Consulting
- Taylor Law Enforcement Consulting Group
- The Law Offices of Michael L. Neff, P.C.
- The Orlando Firm, P.C.
- Tyrone Law Firm, PC
- Veritext Legal Solutions
- Warren R. Hinds, P.C.
- Warshauer Law Group, PC

Advertiser indemnifies Naylor LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $15.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of July, 2018.
## Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

## Production Services, Proofs and Revisions

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Specs for Outsert/Inserts

### Verdict

- **1 Page / 1 surface:** 8.375" x 10.875"
- **1 Page / 2 surface:** 8.375" x 10.875"
- **2 Page / 4 surface:** 8.375" x 10.875"
- **Postcards:** 6" x 4.25"
- **Heavy Card Stock Insert:** 8.25" x 10.75"
- **Postal Flysheets:** 8.5" x 11"

### Digital Edition

For more information, visit: [http://www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
VERDICT MAGAZINE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

Verdict is available in a fully interactive digital publication. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital publication lets you:

• Include ads on an HTML5 and mobile responsive platform
• Link to the landing page of your choice, generating an immediate response from customers
• Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

• Reading view (default): The HTML-based view of our publication, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
• Page view: The digital replica of the print publication. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

Display Ad Package 1 | $1,300
Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | $1,100
Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital publication and are visible on all device types.

HTML5 Ad | $1,450
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | $950
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital publication.

• Large Insert | $850
• Large Outsert | $700

Additional TOC Mobile Banner | $550

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For the latest online specs, please visit www.naylor.com/onlinespecs
Showcase your professional services with an advertisement in GTLA's Verdict Magazine!

- Full-color advertorial located in a special section of the publication for extra exposure
- Allows you to describe your areas of expertise and biographical information
- Include your firm's logo for additional exposure
- Includes link to the landing page of your choice
- Reproduced on the Verdict micro site
- Archives are accessible for unlimited online viewing

Rate:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,270</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,550</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$820</td>
</tr>
</tbody>
</table>

Specs:

- Image 300x160 pixels
- Headline 20 words
- Body 1000 words

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing already.
Georgia Trial Lawyers Association

DIRECT-MAIL AND BELLY BAND OPPORTUNITIES

Catch readers’ attention by placing a flier, brochure or postcard inside the clear bag in which Verdict is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around Verdict with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.

Net Rates—Pieces Furnished by Advertiser

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Print Distribution Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$2,749.50</td>
</tr>
<tr>
<td>1-Page (2 surfaces)*</td>
<td>$2,009.50</td>
</tr>
<tr>
<td>2-Page (4 surfaces)**</td>
<td>$2,429.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$2,009.50</td>
</tr>
</tbody>
</table>

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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ADVERTISER INFORMATION

Company Name: ______________________________________________________________________________________

Primary Contact: ___________________________________________________________ Position: ____________________________

Address: ______________________________________________________________________________________________

City: __________________________________________ State/Province: __________ Zip/Postal Code: ______________________

Phone: __________________________________________ Fax: ________________________________

Email: __________________________________________ Website: ________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ______________________________ Date: ______________________________

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of $50.00 added to the invoice amount—Acceptance of the contract is subject to the approval of the Association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (GTL-Q0319)

Please sign and return to:

Erik Albin
Publication Director
EAlbin@naylor.com
352-333-3371
Showcase your professional services with an advertisement in GTLA Verdict Magazine!

The Professional Service Marketplace allows you to describe your areas of expertise, relevant experience and biographical information. Your message will be located in a special section of the publication and listed in the table of contents.

1. Select from the following options:
   - Full-page, full-color | $1,829.50
   - 1/2-page, horizontal, full-color | $1,169.50
   - 1/4-page, vertical, full-color | $649.50

2. Select Section:
   - Court Reporter
   - Expert Witness
   - Litigation Support
   - Licensed Investigators

2. Choose the issue(s) in which you would like your ad to run:
   - Summer 2019 (GTL-Q0319)
   - Winter 2019 (GTL-Q0120)
   - Fall 2019 (GTL-Q0419)
   - Spring 2020 (GTL-Q0220)

3. Total your order:
   $__________ (Ad Price) x _______ (Number of Issues) = $__________ TOTAL PRICE

All rates are per insertion. Invoices are issued upon publication.

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ADVERTISER INFORMATION

Company Name: ____________________________________________________________

Primary Contact: __________________________________________________________
Position: _________________________________________________________________

Address: __________________________________________________________________

City: ___________________________ State/Province: __________ Zip/Postal Code: __________

Phone: __________________________ Fax: ________________

Email: __________________________ Website: _________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X __________________________ Date: _______________

Advertiser indemnifies Naylor LLC and the Association against issues or liabilities arising from this or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of $35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (GTL-Q0319)

Please sign and return to:

Erik Albin
Publication Director
EAlbin@naylor.com
352-333-3371
ABOUT THE ENEWSLETTER – WWW.NAYLORNNETWORK.COM/GTL-NWL/

Now more than ever, professionals consume information on the go. Our The Monthly Docket eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,800 decision-makers each month
- In addition to 1,800 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other GTLA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Data pulled from April 2018 - April 2019

Leaderboard (650 x 90 Pixels)
12 Months | $2,700

1st Row Rectangle (300 x 250 Pixels)
12 Months | $2,500

1st Sponsored Content (180 x 150 Pixels)
12 Months | $2,250

2nd Row Rectangle (300 x 250 Pixels)
12 Months | $2,000

2nd Sponsored Content (180 x 150 Pixels)
12 Months | $1,750

3rd Row Rectangle (300 x 150 Pixels)
12 Months | $1,500

Sections include
- A Message from the President
- Feature Stories
- Welcome New Members
- Civil Justice PAC
- Grassroots
- Legislative News
- Upcoming Events Hot Topics
Advertising on the Verdict Magazine website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to verdict.gtla.org to learn about upcoming association events, discover ways to maximize their GTLA membership. Advertising on verdict.gtla.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of law professionals.

Features of GTLA website advertising:

• Cross-promoted in other GTLA publications and communication pieces
• Directs visitors to the landing page of your choice to expedite purchases
• Year-round visibility reinforces brand recognition
• Allows dynamic, time-sensitive promotion

1 Leaderboard (728 x 90 pixels)
- Located in exclusive position of the website
- Run of site - Three rotations available
12 Months $2,150

2 Skyscraper (160 x 600 pixels)
- Placed next to content at the top of the website
- Run of site
- Three rotations available
12 Months $1,900

3 Rectangle (300 x 250 pixels)
- Placed between popular sections of the website
- Run of site - Three rotations available
12 Months $1,375

For the latest online specs, please visit: www.naylor.com/onlinespecs

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VERDICT MAGAZINE
VERDICT – DIGITAL EDITION SPONSORED EBLAST

When each print edition of Verdict is distributed, an email will be sent to all GTLA members making them aware that the digital edition is available for viewing.

Enjoy the benefits of a targeted email blast:
• Delivers your message directly to the inbox of decision-makers on a regular basis
• Frequently forwarded to others for additional exposure
• Directs visitors to the landing page of your choice to facilitate the purchasing process
• EXCLUSIVE AD SPACE

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Delivered to more than 1,900 decision makers!

VeRDICT – DIGITaL eDITIoN SPoNSoReD eBLaST
eBlast sponsor rates (640 x 100 pixels):

$1,260.00 (1 issue)

$4,200.00 (4 issues)

Naylor charges a $50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit:
www.naylor.com/onlinespecs
GTLA MEDIA
PAST ADVERTISERS

Our communications program is made possible solely through advertising support. We appreciate the investment that our advertisers make with Georgia Trial Lawyers Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of GTLA.

ACCIDENT RECONSTRUCTION
Collision Specialist, Inc.

ADVERTISING
Traffic Light

ATTORNEY
Anderson, Tate, & Carr P.C.
Beasley, Allen, Crow, Methvin, Portice and Miles PC/CO The Cooper Firm
Blasingame, Burch, Garrad and Ashley, PC
Fried Rogers Goldberg LLC
Morgan & Morgan
Tyrone Law Firm, PC
Warshauer Law Group, PC

BANKING
State Bank and Trust Company

BAR COMPLAINT DEFENSE
Warren R. Hinds, P.C.
BAR COMPLAINT DEFENSE
Warren R. Hinds, P.C.

BUSINESS VALUATION
Gwilliam, Ivary, Chiosso
Cavalli & Brewer
Thorsnes Bartolotta McGuire

CERTIFIED LEGAL NURSE CONSULTANT
Toby Balke

CLIENT FUNDING
Fast Funding, Inc.
Law Cash

COURT REPORTING & VIDEO SERVICES
APG USA, Inc.
Veritext Legal Solutions

CRIMINAL LAW
Andrew R. Lynch

DOCUMENT SECURITY
ADS American Document Securities

EXPERT CONSULTING & EXPERT WITNESS SERVICES
Law Offices of Jeffrey D. Diamond
Physician Life Care Planning

EXPERT WITNESS
Charles W. Ranson Consulting LLC

FINANCIAL INSTITUTION
State Bank & Tush Company

FINANCIAL SERVICES
Global Wealth
MedFinManager

FORENSIC ENGINEERING
Forcon International

FUNDING
Cherokee Funding LLC
Golden Pear Funding
Injury Finance
Law Cash
Redwood Funding Group, LLC

IMAGING
ADS American Document Securities
CP Healthcare

INJURY SPECIALISTS
ML Healthcare

INSURANCE
Insurance Specialists, Inc.

INVESTIGATIONS
Profile Investigations

INVESTIGATIVE SERVICES
Delve Information Resources, Inc.

LAWSUIT FUNDING
Chiron Lawsuit Funding
Law Cash

LEGAL NURSE CONSULTANT
Alice M. Adams, RN LNCC MSCC
Melissa Lentz, RNC, NIC, CLNL
Nationwide Medical - Legal Solutions

LEGAL RESEARCH
American Association For Justice

MARKETING/ARBITRATION SERVICES
Barrett & Farahany, LLP
BAY Mediation & Arbitration
Miles Mediation & Arbitration Services, LLC
South Georgia ADR Service, LLC

MEDIATORS
National Academy of Distinguished Neutrals

MEDICAL CONSULTANTS
Benchmark Rehab Partners

MEDICAL EXPERTS
American Medical Forensic Specialists (AMFS)
Arnold J. Weil, MD/ Non-Surgical Orthopaedics

ORTHOPAEDICS
Arnold J. Weil, MD/ Non-Surgical Orthopaedics

PAPERLESS SOFTWARE
ADS American Document Securities

PERSONAL INJURY
CP Healthcare
Stone Law Group

PERSONAL INJURY TRIAL
Stone Law Group

RECORD STORAGE
ADS American Document Securities

SETTLEMENT CONSULTANTS
Forge Consulting
Synergy Settlement Services

VALUATION SERVICES
Bsiness Appraisal Groups LLC

VIDEOGRAPHY
Affordable Video Solutions, INC

WORKERS COMPENSATION
Arnold J. Weil, MD/ Non-Surgical Orthopaedics
CP Healthcare