



AMERICAN ASSOCIATION FOR JUSTICE  
***ONLINE MEMBER  
DIRECTORY***

# MEDIA GUIDE

[DIRECTORY.JUSTICE.ORG](http://DIRECTORY.JUSTICE.ORG)

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AMERICAN  
ASSOCIATION *for*  
**JUSTICE®**

# REACH A NATIONAL AUDIENCE OF PLAINTIFF ATTORNEYS

- AAJ is the only national plaintiff lawyer association working as an advocate for trial attorneys and their clients on a broad range of issues. AAJ's mission is to promote a fair and effective justice system — and to support the work of attorneys who seek for justice and accountability in order to help individuals and families who are injured and have nowhere else to turn.
- The American Association for Justice *Online Member Directory* is a convenient resource for member attorneys to promote their practices to both the general public and other AAJ members.



## AAJ By The Numbers

- AAJ is the **only national plaintiff trial lawyer** association
- Over the next five years, the legal industry revenue is expected to **rise to \$304 billion**
- Nationally, the legal industry has a purchasing power of **more than \$127 billion**

## Benefits for Vendors

- With members searching the *Online Member Directory* to find other members for referrals, our banners allow you to position your message in front of attorneys nationwide, or in your local region.
- With our average visitor looking at 7 pages per session, you can trust that your message will reach an engaged audience.

### On average the *Online Member Directory* receives:

- Average visits per month: **2,500+**
- Average page views per month: **18,250+**
- Average pages viewed per visit: **7.23 pages**

*\*Based on traffic data from February 2018 – August 2018*

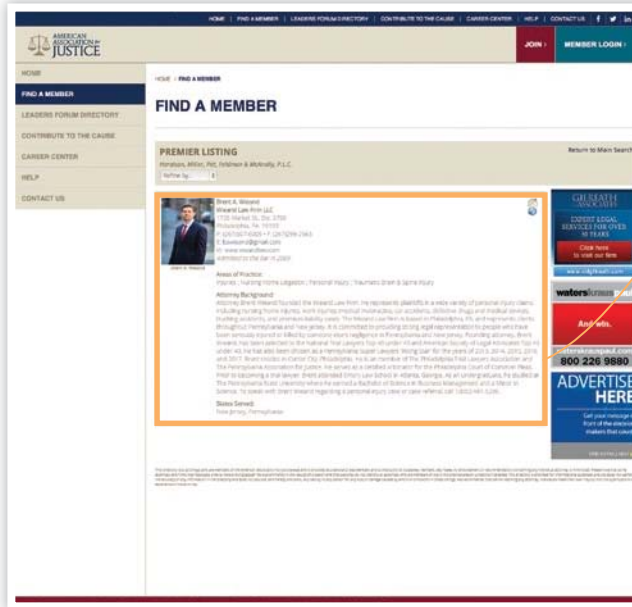
**All listings are indexed and will appear in search engine results. The AAJ *Online Member Directory* makes it easy for members and vendors to find legal professionals within a few clicks.**

**Put your message  
in front of leading plaintiff  
attorneys nationwide!**

**Contact your Naylor representative today!**



# NET ADVERTISING RATES

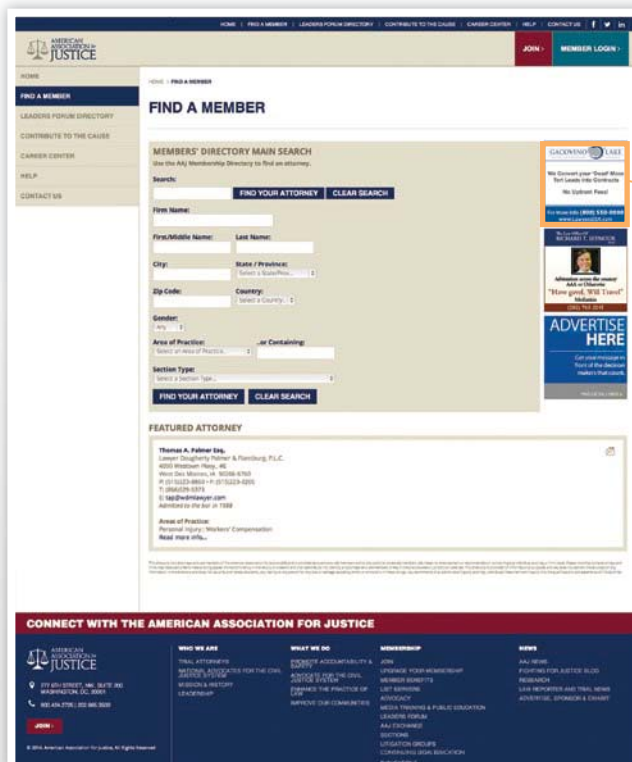


## Premier Listing

**\$375 per year**

- Display a full-color photo and text description to potential clients. You also have the option to hyperlink the photo directly to any page on your company's website.
- Includes a description of your firm (unlimited word count).
- 126 x 158 pixels for photo. JPG format only. Email your photo to [directory.images@justice.org](mailto:directory.images@justice.org) or to your Naylor representative.
- MEMBERS ONLY

*Ask your Naylor representative about available discounts when updating/upgrading multiple attorneys within the same firm.*



## Homepage Banner

**\$1,385 — 12 months**

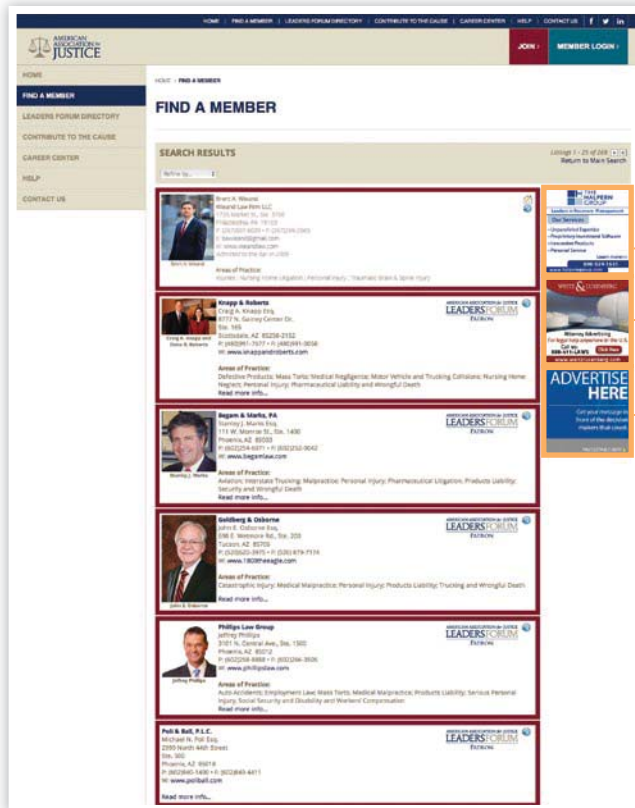
**\$755 — 6 months**

**\$420 — 3 months**

- Only one allowed per firm
- Appears on the main search page of the *Online Member Directory*. One position is available with a maximum of 5 ads rotating.
- Includes FREE Premier Listing for Attorney Members.
- 200 x 200 pixels. JPG/GIF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.

*Members receive a 20% discount and 1 free premier listing.*

## NET ADVERTISING RATES



### State Banner

\$1,385 — 12 months

\$755 — 6 months

\$420 — 3 months

- Appear on the page when a search is made in your state! Maximum three ads rotating per state.
- Includes FREE Premier Listing for Attorney Members.
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### Run-of-Site Banner

\$2,175 — 12 months

\$1,185 — 6 months

\$655 — 3 months

- A premium position **appearing on every page** of the Online Member Directory.
- Two banners are available with a maximum of 7 ads rotating in each position.
- Includes FREE Premier Listing for Attorney Members.
- 200 x 200 pixels. JPG/GIF files accepted.
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## EXCLUSIVE VENDOR PARTNERS ADVERTISING RATES

The screenshot shows the homepage of the American Association for Justice Online Member Directory. The top navigation bar includes links for HOME, FIND A MEMBER, CONtribute to the Cause, Career Center, HELP, and CONTACT US. A sidebar on the left contains links for FIND A MEMBER, LEADERS FORUM DIRECTORY, CONtribute to the Cause, Career Center, HELP, and CONTACT US. The main content area is titled 'FIND A MEMBER' and features a 'MEMBERS' DIRECTORY MAIN SEARCH' section. This section includes a search bar with a 'FIND YOUR ATTORNEY' button and a 'CLEAR SEARCH' button. Below the search bar are input fields for Firm Name, First/Middle Name, Last Name, City, State/Province, Zip Code, Country, Gender, Area of Practice, and Section Type. A 'FEATURED ATTORNEY' section is also visible, displaying information for Thomas A. Palmer Esq. An advertisement banner for 'GACKMAN & LEE' is positioned on the right side of the search area. The bottom of the page features a 'CONNECT WITH THE AMERICAN ASSOCIATION FOR JUSTICE' section with various links and contact information.

### Homepage Banner

\$1,385 — 12 months

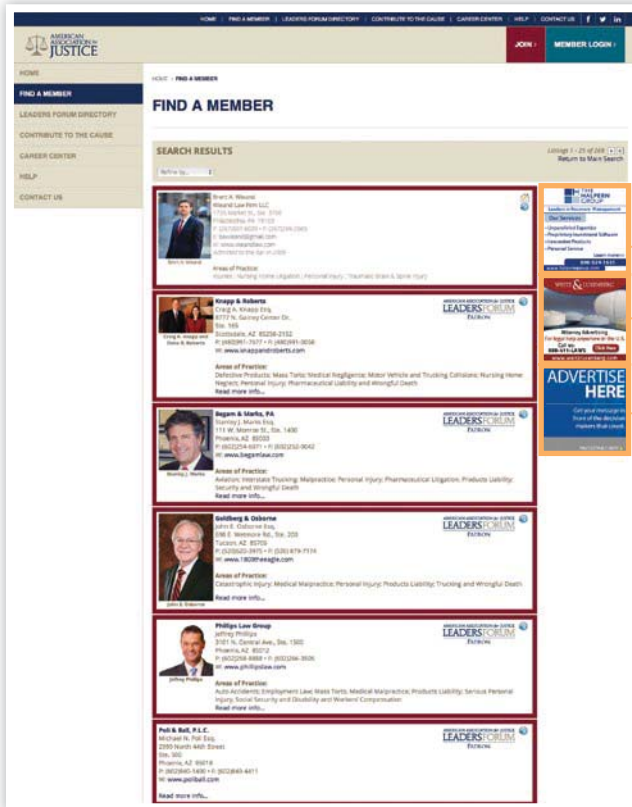
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## BASIC VERSUS PREMIER LISTINGS

### Basic Listing Includes:

- Attorney Name
- Firm Name
- Address
- Phone
- Fax
- Email Address (not linked)
- Website (not linked)
- Date admitted to bar

### Basic Listing Sample:

**Richard T. Treon Esq.**  
**Treon, Aguirre, Newman & Norris, PA**  
2700 N. Central Ave., Ste. 1400  
Phoenix, AZ 85004-1133  
Phone: (602)285-4400  
Fax: (602)285-4483  
E-mail: [rtt@treonfirm.com](mailto:rtt@treonfirm.com)  
*Admitted to the bar in 1967*

**States Served:**  
Arizona

### Premier Listing Includes:

- All Basic Listing Information
- Attorney Photo
- Attorney Profile with unlimited text on the following: Education & Certifications, Bars & Courts, Affiliations, Areas of Practice, Firm Background
- Email Address (linked)
- Website (linked)
- Member of AAJ Since...
- Law School
- Area(s) of Practice

### Premier Listing Sample:

The Premier Listing Sample for Richard T. Treon Esq. is presented in a clean, professional layout. It features a small portrait photo of the attorney in the top left corner. To the right of the photo, the attorney's name and firm name are listed, followed by the firm's address, phone number, fax number, and email address. Below this information, the text "Admitted to the bar in 2008" is displayed. The main body of the listing is titled "Areas of Practice" and lists "Personal Injury, Medical Malpractice, Personal Injury, Traumatic Brain & Spinal Injury". Below this, the "Attorney Background" section provides a detailed biography of the attorney, highlighting his experience in personal injury law, his role as a former trial lawyer, and his involvement in various legal organizations. The listing concludes with a "States Served" section, which lists "New Jersey, Pennsylvania".

**Richard T. Treon Esq.**  
**Treon, Aguirre, Newman & Norris, PA**  
2700 N. Central Ave., Ste. 1400  
Phoenix, AZ 85004-1133  
Phone: (602)285-4400  
Fax: (602)285-4483  
E-mail: [rtt@treonfirm.com](mailto:rtt@treonfirm.com)  
*Admitted to the bar in 1967*

**States Served:**  
Arizona

## AAJ ADVERTISING POLICIES AND PROCEDURES

1. Only members/advertisers in good standing at the time the listing/ad is submitted may advertise.
2. All ads must conform to AAJ advertising policies. Ads will be accepted subject to reasonable standards of good taste, at the discretion of AAJ.
3. No advertising will be accepted without a signed contract. Ads not prepaid will not be published until payment is received.
4. Ad copy may contain basic firm information (address, phone, website, email address, number of attorneys, etc.), practice areas, new partners or associates, memberships in associations and honors received. Per the AAJ advertising policy, copy may not mention the size of jury awards or income, or otherwise emphasize dollar amounts. Ads may not include the dollar sign (\$), images of cash, or testimonials.
  - *AAJ/Naylor* encourages the submission of advertisements that help demonstrate the beneficial contribution trial lawyers make to ensuring we have a civil justice system that protects the rights of individuals. We prefer ad content that focuses on helping victims and seeking justice.
  - *AAJ/Naylor* reserves the right to reject advertising that refers to large jury awards or settlements; appeals primarily to maximizing damages; or otherwise overemphasizes prices, fees or other monetary considerations. This applies to both textual and visual elements of advertising.
  - *AAJ/Naylor* will not accept advertising for firearms, tobacco or alcoholic beverages.
  - *AAJ/Naylor* reserves the right to reject advertisements with sexual or other connotations in questionable taste.
  - *AAJ/Naylor* avoids text or visual emphasis on prices and fees in ads. Photos or art containing currency, dollar signs, ambulances or images that may have a negative connotation for the legal profession will not be accepted.
5. The advertiser shall indemnify and hold harmless *AAJ/Naylor*, 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.
6. Compliance with state ethics rules regarding attorney advertising is solely the responsibility of the member-advertiser. AAJ shall not be responsible for attorney/firm noncompliance.