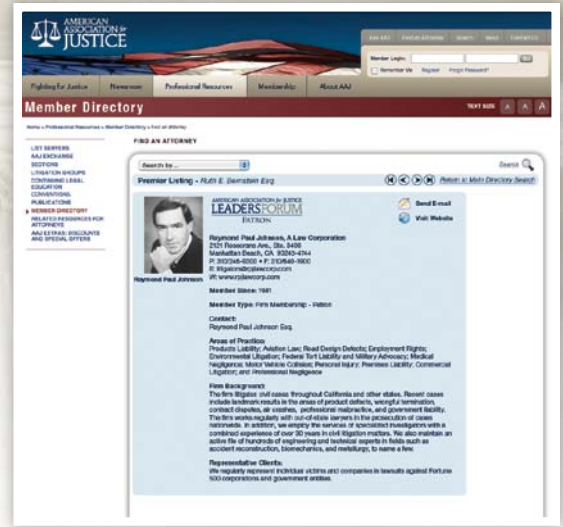


A QUICK AND EASY CONNECTION TO COLLEAGUES AND POTENTIAL CLIENTS

The American Association for Justice *Online Member Directory* is a convenient online resource for member attorneys to promote their practices and conduct referrals.



About the AAJ Online Member Directory

- The *Online Member Directory* is the **only** AAJ resource where members can be found through searching by “Area of Practice.”
- Designed to generate two potential client bases, the *Online Member Directory* puts members in front of consumer clients from the public as well as fellow attorney members looking to make referrals.
- Members have the opportunity to advertise on the *Online Member Directory* and appear on the page whenever their state is searched!
- Received the Gold award for Online Publishing in the category of Online Directory in the 30th Annual EXCEL Awards presented by Association Media & Publishing. This esteemed award identifies AAJ’s *Online Member Directory* as representing the best and brightest in the association media community.

AVAILABLE 24 HOURS A DAY, 365 DAYS A YEAR

Advantages of Online Advertising with AAJ

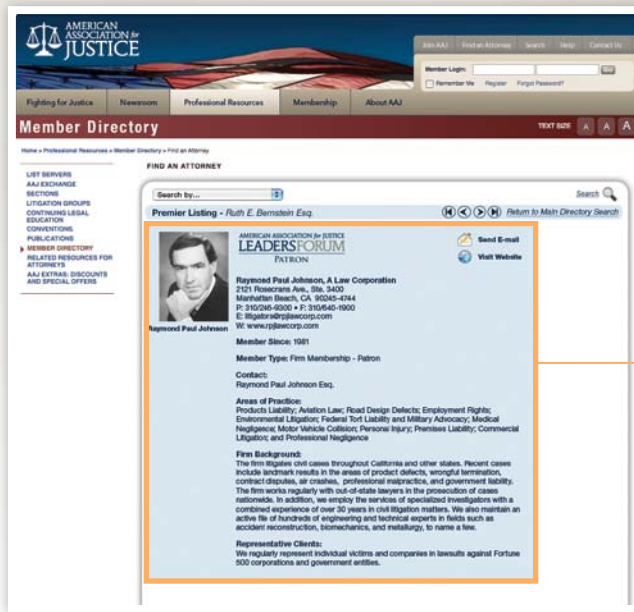
- Averages*:
1,809 visits per month / 17,581 page views per month / 9.94 page views per visit
- Ads are interactive: Link your message and direct viewers to your firm’s website.
- The *Online Member Directory* is easily accessed directly from the AAJ home page, www.justice.org.

*Based on traffic data from February - August 2010.



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

MEMBER ADVERTISING RATES



Premier Listing

\$299.50 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 or to your Naylor representative.



Main Search Page Banner

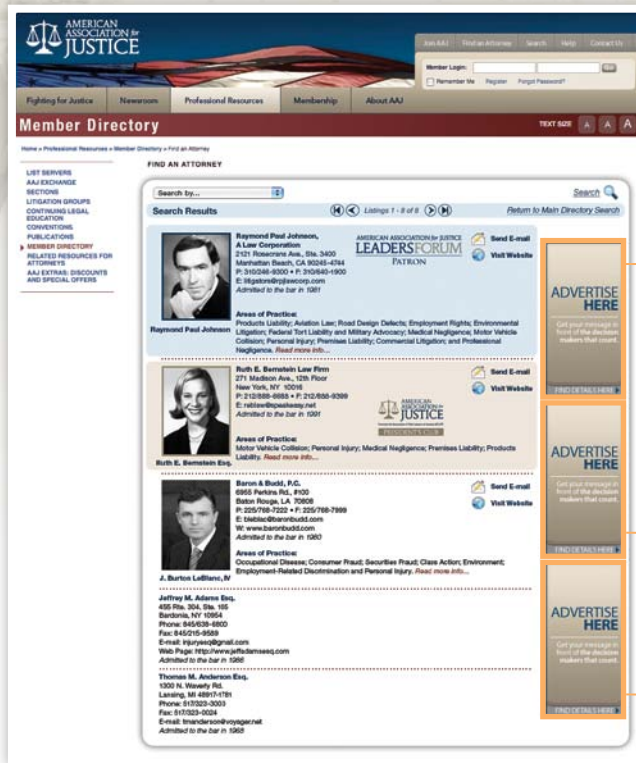
\$1,500 per year

- Only one allowed per firm
- Appears on the main search page of the *Online Member Directory*. One position is available with a maximum of 10 ads rotating.
- Includes FREE Premier Listing.
- 120 x 240 pixels. JPG/GIF/SWF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.



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MEMBER ADVERTISING RATES



State Vertical Banner

\$1,500 per year

- Appear on the page when a search is made in your state! Maximum three ads rotating per state.
- Includes FREE Premier Listing.
- 120 x 240 pixels. JPG/GIF/SWF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.

Run-of-Site Vertical Banners

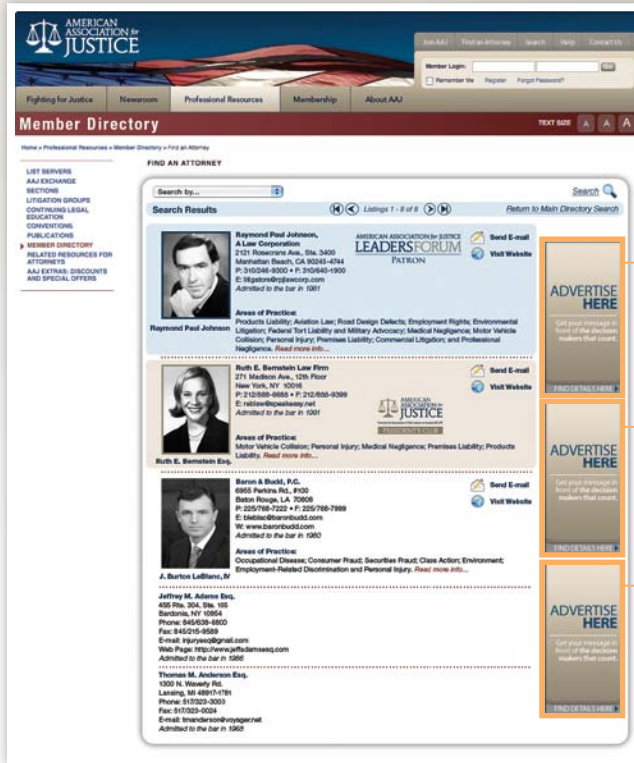
\$2,500 per year

- A premium position **appearing on every page** of the *Online Member Directory*.
- Two banners are available with a maximum of 10 ads rotating in each position.
- Includes FREE Premier Listing.
- 120 x 240 pixels. JPG/GIF/SWF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.



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NON-MEMBER ADVERTISING RATES



State Vertical Banner

\$1,800 per year

- Appear on the page when a search is made in your state! Maximum three ads rotating per state.
- 120 x 240 pixels. JPG/GIF/SWF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.

Run-of-Site Vertical Banner

\$2,800 per year

- A premium position **appearing on every page** of the *Online Member Directory*.
- Two banners are available with a maximum of 10 ads rotating in each position.
- 120 x 240 pixels. JPG/GIF/SWF files accepted.
- File size must be no greater than 100kb.
- Animation must be no longer than 25 seconds.



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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 that 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.

Member Display Ad Space Reservation Form

To reserve your banner on the AAJ *Online Member Directory*, select your preferred option below, and return this form to your Naylor account executive today! *If selecting the state banner, please indicate the state of your choice in the space provided.*

- Run-of-Site Vertical Banner: \$2,625.00 *per year*
- Main Search Page Banner: \$2,100.00 *per year*
- State Vertical Banner: \$1,575.00 *per year*

Please indicate state: _____

All rates are net and per insertion.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

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

Payment Authorization Signature: _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). AAJ-O0011

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

Premier Listing Space Reservation Form

Available to AAJ members only, Premier Listings highlight your firm, professional affiliations and certifications to your fellow legal professionals as well as potential clients. Visitors to the AAJ *Online Member Directory* can narrow their search by area of practice, area of focus, location and keyword to easily locate your firm.

Premier Listings appear in first-reserved, first-listed order above all basic listings.

In addition to basic listing information, Premier Listings include:

- Attorney Photo*
- Firm Name
- Attorney Name
- Address
- Phone & Fax
- Email (linked)
- Website (linked)
- Date Admitted to the Bar
- Member of AAJ Since...
- Areas of Practice
- Attorney Information** (Bars, Courts, Affiliations)
- Law School/Education
- Firm Background**

**126 x 158 pixels for photo. JPG file only.*

***Unlimited text.*

Firms purchasing listings for multiple attorneys will receive a 25% discount on additional listings!

- 1st Premier Listing \$365.00
- _____ Additional Premier Listings x \$275.00 each = _____ Total

All rates are net and per insertion.

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: _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). AAJ-O0011

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Premier Listing Checklist

The following elements are required in order for your Premier Listing to be processed.

Verified Contact Information

To be filled out on the Premier Listing Space Reservation Form.

Full-Color Photo

The size of your photo should be **126 pixels wide x 158 pixels high** and should be 300 dpi. We accept JPG format only. *Your photo will link to your website, so please provide the URL to which you would like your logo to link. Please email your photo to directory.images@justice.org with your photo attached and your name and AAJ Member ID number in the subject line.*

Areas of Practice/Section Types

Please select from the following:

- | | | |
|---|--|---|
| <input type="checkbox"/> Administrative Law | <input type="checkbox"/> Family Law | <input type="checkbox"/> Pharmaceutical Litigation |
| <input type="checkbox"/> Admiralty Law | <input type="checkbox"/> Federal Tort & Military | <input type="checkbox"/> Premises Liability |
| <input type="checkbox"/> Aviation Law | <input type="checkbox"/> Insurance Law | <input type="checkbox"/> Products Liability |
| <input type="checkbox"/> Business Torts | <input type="checkbox"/> Intellectual Property | <input type="checkbox"/> Professional Negligence |
| <input type="checkbox"/> Civil Rights | <input type="checkbox"/> International Practice | <input type="checkbox"/> Railroad Law |
| <input type="checkbox"/> Criminal Law | <input type="checkbox"/> Medical Negligence | <input type="checkbox"/> Social Security Disability |
| <input type="checkbox"/> Employment Rights | <input type="checkbox"/> Motor Vehicle Collision | <input type="checkbox"/> Toxic Torts |
| <input type="checkbox"/> Environmental Law | <input type="checkbox"/> Personal Injury | <input type="checkbox"/> Workers' Compensation |

Attorney Profile

You will have the opportunity to provide unlimited text concerning the following areas in your profile:

- **Education & Certifications**
- **Bars & Courts**
- **Affiliations**
- **Areas of Practice**
- **Firm Background**

This is strictly **textual information about your firm** and is **unlimited as to word count**. No graphics are allowed in this section. Please keep in mind that each word in your description is searchable via the “keyword” search function. Be thorough and include all elements of the services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please e-mail this to your Naylor account executive. *All text should be provided to us in a Word document to allow us to cut and paste your description to your order.*

Website Activation

Please provide us with the **website URL to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

Once we receive all elements of your Premier Listing, we will post it to the site. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.



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:


George W. Fryhofer III, Esq.
Butler Wooten et al
2719 Buford Hwy
Atlanta, Georgia 30324-5420
Phone: 404-321-1700
Fax: 404-321-1713
george@butlerwooten.com (not linked)
butlerwooten.com (not linked)
Admitted to bar in 1984

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:

Premier Listing - Malone Law Office





**Thomas W. Malone
Esq.**

Malone Law Office
Thomas W. Malone Esq.
Two Ravinia Dr., Ste. 300
Atlanta, GA 30346
P: 770/390-7550 • F: 770/390-7560
E: tommvm@malonelaw.com
W: www.malonelaw.com
Admitted to the bar in 1965

Education and Certifications:
LIFE MEMBER 1988 / PRESIDENT'S CLUB MEMBER 1999 Education and Certifications: Mercer Univ., Walter F. George School of Law (LL.B. 1966)
Affiliations: Board of Governors, ATLA, 1980-83 President, Georgia Trial Lawyers Association, 1980-81 Fellow, The Roscoe Pound Foundation Fellow, The International Academy of Trial Lawyers Fellow, The International Society of Barristers Founding Fellow, Southern Trial Lawyers Association Diplomate, American Board of Professional Liability Attorneys Honors and Awards: Author, Maximizing Damages Through Voir Dire and Summation, The Harrison & Company, 1988; 2nd ed., 1999 'The Best Lawyers in America,' Woodward/White, Inc., 1989-2000 'Changes in Medicine: An Overview of Handling Medical Negligence Cases for the Past Thirty Years,' Atlanta Medicine Journal of the Medical Association of Atlanta, March 2002 Areas of Practice: Personal Injury/Wrongful Death/Medical Malpractice/Products Liability/Motor Vehicle Collision

Areas of Practice:
Personal Injury; Wrongful Death; Medical Malpractice; Products Liability; Motor Vehicle Collision

 [Send E-mail](#)

 [Visit Website](#)

Non-Member Space Reservation Form

To reserve your banner on the AAJ *Online Member Directory*, select your preferred option below, and return this form to your Naylor account executive today! *If selecting the state banner, please indicate the state of your choice in the space provided.*

- Run-of-Site Vertical Banner: \$2,940.00 *per year*
- State Vertical Banner: \$1,890.00 *per year*

Please indicate state: _____

All rates are net and per insertion.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

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

Payment Authorization Signature: _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). AAJ-O0011

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