



TexasTrialLawyersAssociation

TTLA_

tlla.com

Texas Trial Lawyers Association MEDIA GUIDE



**REACH LEADERS IN THE ONLY
STATEWIDE ASSOCIATION OF
PLAINTIFFS' LAWYERS IN TEXAS**

TTLA's Experts and Services Connection

FOR MORE INFORMATION, PLEASE CONTACT:

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Project Leader

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NAYLOR 
ASSOCIATION SOLUTIONS



EMPOWERING TRIAL LAWYERS

For over 60 years, TTLA has worked to provide thousands of trial lawyers the tools they need to be successful and grow in their practices. We are **the only statewide association in Texas** representing the rights of plaintiffs and the lawyers who represent them.

60%

Approximately **60%** of our members are the **decision makers** in their firms.

2,400+

Our membership of more than **2,400** professionals includes **key decision makers**.

10%

TTLA is part of the **top 10%** in size in comparison to all other trial law associations in the nation.

\$820

Our members' purchasing power is of an average of **\$820 million**.



TTLA's Experts and Services Connection

Online Directory and Buyers' Guide

TTLA members use our membership directory as reference source for case referrals, experts and business service providers. These tools allow our members to represent those who seek justice and are under attack. Our members are loyal to those who support TTLA, the only association fighting for the rights of their clients and their practices.

OUR MEMBERS ARE LOOKING FOR YOU

Our members are looking for case referrals, experts, and a variety of products and services, for instance:

- Health insurance
 - Document services
 - Law Practice Management tools
 - Legal lending
 - Court Reporters
 - Demonstrative evidence
 - Technology providers
 - Structured settlement providers
 - Lien Solutions
 - Trial Support
 - Legal research tools
 - Case management software
 - Document management
 - Lawsuit funding
 - ListServ/online networking
 - Business Services (phones, copiers, etc.)
 - Marketing Firms
 - Business/Commercial Real Estate
- ... And many more!

NAYLOR 
ASSOCIATION SOLUTIONS



Thank You To Our Advertisers

TTLA Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with TTLA 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 TTLA.

35 * 45 Consulting-Global

Acorn Consulting Services

Alliance Forensics Laboratory, Inc.

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American Medical Forensic Specialists (AMFS)

America's Handwriting Expert

Arie Blitz, MD, MBA

Arkon Consultants

Arrowfish Consulting

ATech Designs, Inc.

Atlasta Process Service

ATX Forensics LLC//Ray J. Yepes

Austin Trust Company

B & F Experts

Baggett, McCall, Burgess & Watson

Ball-Peoples

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CCI Court Reporting

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Core Health Care

Corona Court Reporting

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Council Settlement Group

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CPS Companies

David E. Cole

Davis Settlement Partners

Deponet Solutions LLC

DevelaCase

DK Global

Dr. Carolyn R. Carman

Dr. Joseph Marzouk, Infectious Disease Specialist

E. Robert Miller and Associates

East Texas Forensic Document Services

Engineering Partners International, Inc,

Ernest Charlesworth

G. David Carlock

Graves T. Owen, MD Hagen, Streiff, Newton & Oshiro, Accountants, PC

Hall & Associates Legal Nurse Consulting

Helmer Engineering, Inc.

Herrera Law Firm

Howse & Associates-Private Investigators &

Public Safety Consultants

Inductive Engineering

IP Business Law, Inc.

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J. Richard Claywell, CPA, CVA, CM & A, CFD

J.E.I. Metallurgical, Inc.

Jack Poe Company Incorporated

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Laughlin Engineering Firm, LLC
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Lifecare Collaborative
Lige B. Rushing, Jr., M.D., M.S., P.A.
Loeffler Engineering Group
Malone Petroleum Consulting
Mark Goldstein, Ph.D.
Martin, Showers, Smith & McDonald, L.L.P.
Materials Science Associates
MatthewsDaniel
MatthewsDaniel
McIntyre Law PC
Meadows Analysis & Design, LLC
Michael Richards
Michael T. Motley, Ph.D.
Muse, Stancil & Co. National Collision Technologies, Inc.
National Legal Research Group
Nationwide Medical - Legal Solutions
Needles Case Management Software
Neural IT
NFP Structured Settlements
Pamela Bensoussan, ASA (Senior Accredited Appraiser, American Society of Appraisers)
Paula C Brumit DDS, DABFO
Percipient Resources, Inc
Plastic Surgery Associates
Pool Resolution Consulting, Inc.
Provost & Umphrey Law Firm, L.L.P.

Realty Engineering, Inc.
Re-Employment Resources, L.C.
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Sharon Guerra Legal Nurse Consulting
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W. Mark Lanier
William Woehrle - Tire Forensics Investigations

Experts and Services Connection

About TTLA's Experts and Services Connection – ttla.officialbuyersguide.net

TTLA's *Experts and Services Connection* is a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, *Experts and Services Connection* makes it easy to locate products and professional services geared to the Legal industry.

A Reference at Your Fingertips:

- Optimized to drive traffic from search engines and the TTLA home page
- Categorical layout allows efficient browsing with fewer clicks
- Directs visitors to the landing page of your choice to learn more about your business
- Vertical search capability with Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Various ad sizes and display options make it easy to customize your listing and enhance content



The purchase of any *Experts and Services Connection* display ad comes with a **COMPLIMENTARY Premier Listing – a \$299.50 value!**

Featured Companies

\$600 - Per Year
4 Rotating in the 2 positions

The screenshot shows the TTLA website homepage. At the top, there is a 'LawCash' banner for 'Pre-Settlement Funding | Surgical Financing' with a 'CLICK TO LEARN MORE' button. Below this is the 'TEXAS TRIAL LAWYERS ASSOCIATION' header. A search bar is present. A 'Responsive' banner for 'arrowfish' is shown. The 'FEATURED COMPANIES' section includes 'ForensisGroup' and 'TRSA'. A 'ROS Banner' for 'David E. Cole' is also visible. At the bottom, there is a 'Category Specific Banner' for 'Expert Witness Passenger Vehicles Heavy Trucks' and another 'arrowfish' banner.

Curtain Ad
\$2,000 - Per Year
1 EXCLUSIVE Company

Banner Package
\$1,500 - Per Year
Max 3 Companies

ROS Banner
\$500 - Per Year
Max 3 Companies

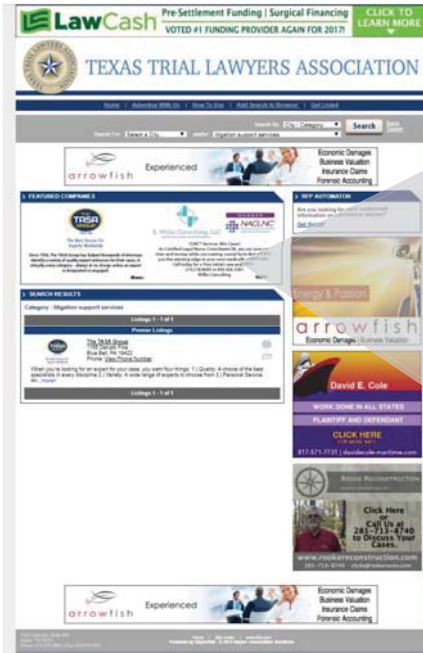
Category Specific Banner
\$500 - Per Year
1 Per Category

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/clientSupport-onlineGuidelines.asp

Maximize the impact of your Premier Listing with these upgrades:



Premier Listing Package | \$299.50

Premier Listings are designed to offer heightened visibility within TTLA's *Experts and Services Connection*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information, plus extended features below.

Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.



Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business



Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$200

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/clientSupport-onlineGuidelines.asp

Experts and Services Connection

Premier Listing Package

Premier Listings are designed to offer heightened visibility within the *Experts and Services Connection* by appearing on top of all basic listings. Premier Listings will appear in the order in which they are reserved—first come, first listed.

Premier Listings include all basic contact information, extended company profile, product/service description with full-color image, additional contact information, Google™ Map It and Site Search and links to Facebook, Twitter and LinkedIn. Listings will be active for one year.

Premier Listing | \$299.50

Includes five product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing Features:

- **Full-color company logo**
- **Active website, Facebook, Twitter and LinkedIn links, email address and up to five detailed contacts**
- **Extended company profile and products and services listing**
- **Full-color product image and description** — can be hyperlinked to any Web page of your choice
- **Google™ Map It!** — displays a Google™ map of your business location
- **Google™ site search** — allows users to search your company website directly from your Premier Listing
- **Request for information** — generates a form through which users can contact a designated representative from your business directly



Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$200

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: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (TTL-00019)

Please sign and return to:

Erik Albin
Project Leader
Toll-free: (800) 796-2638 ext. 3371
Direct: (352)333-3371
Fax: (352) 331-3371
Email: eAlbin@naylor.com



Experts and Services Connection

Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

Full-Color Company Logo

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

Company Contacts - Up To Five

Please include **job title, phone number and email address**. *All email addresses will be hyperlinked and active.*

Primary Contact for RFP Automator and Request for Information (OPTIONAL)

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

Company Description

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

Website Activation

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs 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.*

Product/Service Categories

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

Full-Color Product Image and Description

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

Video Upgrade - Additional cost: \$200 (OPTIONAL)

Your video should run no longer than five minutes. We accept the following video formats: .mp4 (MPEG-4 Video File), direct Youtube embedded link, .mpg (MPEG Video File).avi (Audio Video Interleave), .mov (Apple QuickTime Movie), and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)

Your video should run no longer than five minutes. We accept the following video formats: .mp4 (MPEG-4 Video File), direct Youtube embedded link, .mpg (MPEG Video File).avi (Audio Video Interleave), .mov (Apple QuickTime Movie), and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. 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.