

# The American Trial Lawyer

A MAGAZINE FOR TRIAL LAWYERS & A VOICE FOR JUSTICE

## *Online Advertising :*

- The American Trial Lawyers Association (The Association) [www.theatla.com](http://www.theatla.com)
- The American Trial Lawyer magazine [www.theamericantriallawyer.com](http://www.theamericantriallawyer.com)
- The American Trial Lawyer Hall of Fame [www.americantriallawyerhalloffame.com](http://www.americantriallawyerhalloffame.com)
- [Legalassociationsmanagement.com](http://Legalassociationsmanagement.com)

## *Available Web Advertising*

- skyscrapers
- embedding tile ads
- rotating banner ads
- patron firm listings



## *Conferences and Exhibits :*

Premium space locations may be reserved for specific magazine media partners and advertisers who leverage their relationship with The American Trial Lawyer to promote their services at events by exhibiting at magazine supported and endorsed conferences including Mass Torts Made Perfect, Torts Made Perfect, 360 Advocacy, APITLAmerica and other available conferences.

## *Event Sponsorships :*

*The American Trial Lawyer* magazine sponsors special events throughout the year including The American Trial Lawyer Hall of Fame. These special events include conference speakers, luncheons, special programs, and entertainment opportunities available for companies and advertisers who desire to make an impact with The American Trial Lawyer's highly targeted demographic.

**Contact Richard Morgan of *The American Trial Lawyer* for details about any of these special opportunities at [rmorgan@legalassociationsmanagement.com](mailto:rmorgan@legalassociationsmanagement.com) • (866).665.2852.**

# The American Trial Lawyer

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## Circulation :

Published quarterly, *The American Trial Lawyer* is distributed to over 40,000 readers. The magazine is exclusively designed for and circulated to distinguished trial attorneys and case decision makers. In addition, copies of *The American Trial Lawyer* are available for trial lawyer seminars and conferences including Mass Torts Made Perfect, Torts Made Perfect, 360 Advocacy and APITLAmerica.

With an established pass along value of 96,000 readers, each issue of *The American Trial Lawyer* consists of editorial topics and reference materials which provide a continued source of information for the professional trade of the trial lawyer.

## Readership :

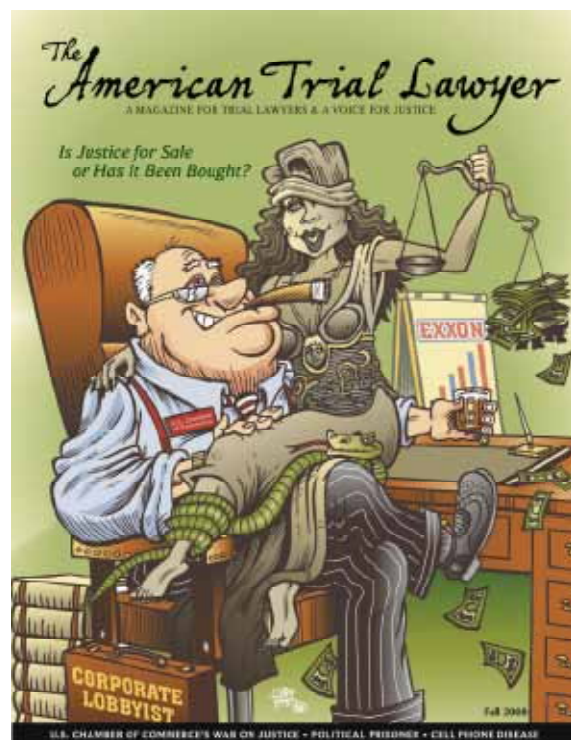
*The American Trial Lawyer* reaches the largest top management audience of the trial bar and its largest target audience of trial lawyers when compared with other professional trade publications. One hundred percent *The American Trial Lawyer's* distribution is to trial attorneys with approximately 91% distribution to civil personal injury plaintiff and consumer litigation attorneys and approximately 8% to the top criminal defense trial attorneys.

Complimentary copies are provided to all the members of The American Trial Lawyers Association.

Readership of *The American Trial Lawyer* magazine includes trial lawyer recipients from all fifty states reflective of the population of the trial bar within each geographic region.

## Estimated demographics:

Men . . . . .	83%
Women . . . . .	17%
Average Age . . . . .	47
Partners . . . . .	86%
Senior Associates . . . . .	14%
Senior Partners/Managerial . . . . .	39%
Average Income . . . . .	\$310,000
Readers per Copy . . . . .	2.4



## Our Mission

### About the Magazine

*The American Trial Lawyer* magazine offers an innovative approach to understanding current trends and emerging opportunities for the trial bar. The magazine offers insight on numerous topics which the best in the legal profession can use at every stage of their career.

### Our Mission

Our Mission is to inform and inspire trial attorneys who represent injured individuals in civil cases or defend the accused as guaranteed under the United States Constitution. *The American Trial Lawyer* strives to create an innovative forum for understanding current trends and emerging opportunities for the civil plaintiff or criminal defense trial bar. Through passionate voices and provocative viewpoints, *The American Trial Lawyer* encourages the generation and sharing of ideas through open dialogue among the finest trial lawyers in America.

### Contact Us

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(818).368.5620

# The American Trial Lawyer

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## ADVERTISING CONTRACT

Edition(s):  Winter  Spring  Summer  Fall

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
(if different)

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Rate: \_\_\_\_\_

Contract:  4 Issues  2 Issues  1 Issue Starting Issue: \_\_\_\_\_ Ending Issue: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I, the undersigned, have read and accept the terms of advertising as expressed in the media kit for *The American Trial Lawyer* magazine. I acknowledge and understand the guidelines for photography and services rendered by *The American Trial Lawyer* magazine. I also agree and accept the fee charged as a lawful debt and promise to pay said fee as outlined in *The American Trial Lawyer* magazine contract including the collection fee up to 40% of the principle balance, attorney fees and court costs if such be necessary, waiving now and forever the right to dispute any additional costs added to the principle balance due to nonpayment.

Client Representative Initials: \_\_\_\_\_

Approved by client representative: \_\_\_\_\_ Date: \_\_\_\_\_

*The American Trial Lawyer* Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Thank you for advertising with *The American Trial Lawyer*.

# THE AMERICAN TRIAL LAWYER

“A MAGAZINE FOR TRIAL LAWYERS & A VOICE FOR JUSTICE.”

## Service Costs and Pricing of Advertising Per Issue

**NOTE: ALL ADS ON 2 AND 4 ISSUE CONTRACTS MUST RUN IN CONSECUTIVE ISSUES. NO SKIPPING ISSUES.**

### Regular Position Color Ad Rates

	1 issue	2 issues	4 issue
2 Page Spread	\$9750	\$9000/issue	\$8500/issue
full page ad	5750	5175/issue	4600/issue
2/3 page ad	4600	4025/issue	3450/issue
1/2 page ad	4300	3450/issue	2800/issue
1/3 page ad	4100	3160/issue	2580/issue
1/4 page ad	4025	2990/issue	2470/issue

### Prime/Fixed Position Ad Rates

	1 issue	2 issues	4 issues
Back Cover	\$9775	\$9200/issue	\$8625/issue
Inside Back	8625	8050/issue	6900/issue
Inside Front	8625	8050/issue	6900/issue

## Advertising Deadlines

### Contract Deadlines (Closing Date)

Summer	Fall	Winter	Spring
June 1st	September 1st	December 10th	March 2nd

### Artwork Deadlines

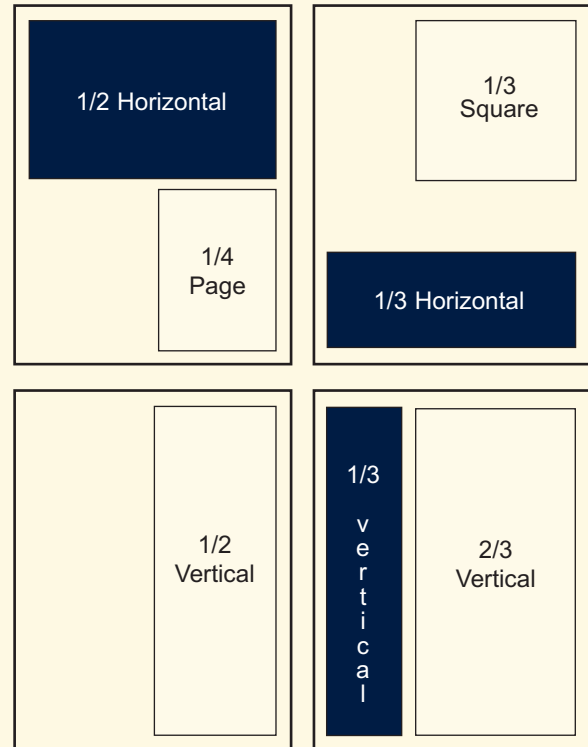
Summer	Fall	Winter	Spring
June 10th	September 10th	December 17th	March 10th

## Technical Requirements

All advertisements received from advertising agencies or clients must be received on CD in Macintosh format and meet the following criteria:

- All documents must be in QuarkXpress (version 3.3 or higher) or Photoshop 5.5 or higher and saved as a TIFF, JPEG or PDF.
- All fonts, logos, artwork and photos must be included on the disk.
- Ads should be created using CMYK colors and 300 dpi resolution

## Advertising Sizes and Specifications



Full Page trim size	8.375 x 10.875
Full Page	7.125 x 9.875
2/3 Page Vertical	4.725 x 9.875
1/2 Page Horizontal	7.125 x 4.82
1/2 Page Vertical	3.45 x 9.875
1/3 Page Square	4.9 x 4.9
1/3 Page Vertical	2.375 x 9.875
1/3 Page Horizontal	7.125 x 3.3
1/4 Page Vertical	3.45 x 4.83

Text should remain within margins for full-page-bleed ads. top .75, bottom .5, inside .75, outside .5

## Terms of Advertising

- Billing terms: full amount due within 30 days of billing date of each issue. Past due accounts will incur late charges.
- If you wish to cancel your contract, payment for services rendered and half of the remaining contract balance will be required to do so.

FOR ADVERTISING INFORMATION CALL RICHARD MORGAN  
1-866-665-ATLA • [rmorgan@theamericantriallawyer.com](mailto:rmorgan@theamericantriallawyer.com)