

The American Trial Lawyer

A MAGAZINE FOR TRIAL LAWYERS & A VOICE FOR JUSTICE

MISSION

To inform and inspire those trial attorneys who represent individuals in civil cases, as well as those attorneys that defend the accused under the Constitution.

ABOUT THE MAGAZINE

- A trade magazine for the serious and active Trial Lawyer in the heart of their practice
- Published quarterly (summer, fall, winter, and spring)
- 40,000 circulation (60,000 readers, with one in two recipients sharing the magazine)
- Designed for decision makers and experienced Trial Lawyers
- Encourages an open dialogue among the finest trial lawyers in America to generate and share ideas
- Offers insight for the *best* in our profession to use at every stage in their career

ABOUT THE READERS

- All members of **The American Trial Lawyers Association—Top 100 Trial Lawyers** for each state, both civil plaintiff (85%) and criminal defense (15%)
- Other top tier trial attorneys engaged in active practice of law
- Managing attorneys of trial practice law firms
- Marketing attorneys and lawyers engaged in direct television and radio marketing (Neilsen DMA statistics and national “competitive” data used)
- Equity partners of the major civil plaintiff law firms in America
- Equity partners of the major criminal defense law firms in America

1-866-662-2585

www.TheAmericanTrialLawyer.com

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

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Back Cover	\$9775	\$9200/issue	\$8625/issue
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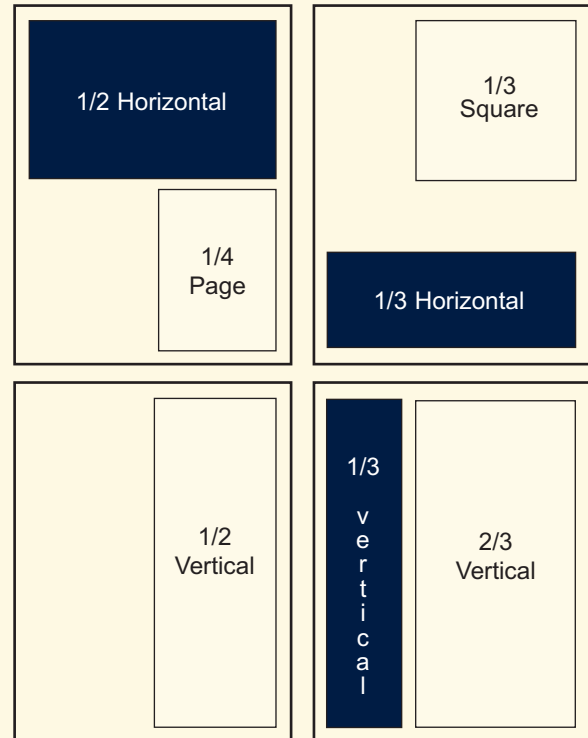
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Full Page trim size	8.375 x 10.875
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1/2 Page Vertical	3.45 x 9.875
1/3 Page Square	4.9 x 4.9
1/3 Page Vertical	2.375 x 9.875
1/3 Page Horizontal	7.125 x 3.3
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- Ads should be created using CMYK colors and 300 dpi resolution

FOR ADVERTISING INFORMATION CALL CATHY DELONEY 1.866.662.2852
cdeloney@theamericantriallawyer.com

The American Trial Lawyer

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ADVERTISING CONTRACT

Edition(s): Winter Spring Summer Fall

Advertiser: _____

Address: _____

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(if different)

Contact Person: _____

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Comments: _____

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WITH
THE AMERICAN TRIAL LAWYER MAGAZINE'S



Take advantage of *The American Trial Lawyer's* introductory advertising offer of 6 issues at up to 34% savings on display advertising rates.

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THE AMERICAN TRIAL LAWYER MAGAZINE'S

ADVERTISING STIMULUS PACKAGE

RATES

ALL PRICES ARE PER ISSUE AND MUST BE RUN IN CONSECUTIVE ISSUES

Regular Position Color Ad Rates

6 issues

2 Page Spread	\$5750/issue
Full page ad	3450/issue
2/3 page ad	2875/issue
1/2 page ad	2590/issue
1/3 page ad	2290/issue
1/4 page ad	1725/issue

Prime/Fixed Position Ad Rates

6 issues

Back Cover	\$8400/issue
Inside Back	7935/issue
Inside Front	7935/issue
Page One	7475/issue

*All Terms of Advertising, Deadlines, Billing & Technical Specifications are as stated in
The American Trial Lawyer Magazine's Media Kit*