

Reach every attorney in the state of Arizona by advertising in ARIZONA ATTORNEY, the official magazine of the State Bar; online at azbar.org; in person at various State Bar events; or integrate all of these opportunities into your marketing plan for total coverage of Arizona's legal community.

### ARIZONA ATTORNEY MAGAZINE

The official magazine of the State Bar of Arizona. Published monthly (July/August is a combined issue) and delivered to every licensed attorney and judge in the state, as well as more than 100 legal administrators and legal marketers at our most successful firms. Circulation is just over 20,000.

The magazine's audience includes the partners and managing partners who make the purchasing decisions.

### ARIZONA ATTORNEY MAGAZINE ONLINE

All print ads and content in ARIZONA ATTORNEY, including the special advertising Guides listed below that are published in select issues of ARIZONA ATTORNEY, are posted online year round in the digital edition of the magazine at [www.azbar.org/AZAttorney](http://www.azbar.org/AZAttorney).

### ARIZONA ATTORNEY MAGAZINE SPECIAL ADVERTISING GUIDES

These special advertising sections, outlined below, appear in select monthly issues of ARIZONA ATTORNEY and provide the opportunity to communicate your product or services to every attorney in the state.

Each Guide consists of full-color display ads, which are available at special reduced rates for the section; as well as Listings that consist of a 60-word description of the services offered by the advertiser, for \$195 per Listing.

Each display advertiser in the Guide receives one or more Listings free to complement the display ad.

Listings are organized by product or service category, practice area, or alphabetized by company, depending on the Guide topic.

### EXPERT WITNESS GUIDE — MARCH

Attorneys use this special advertising section in ARIZONA ATTORNEY to search for the best expert witness to support their case.

### LAWYER-TO-LAWYER REFERRAL GUIDE — APRIL

This special advertising section allows attorneys to announce they are interested in giving and receiving more referrals.

### WEALTH MANAGEMENT & ESTATE PLANNING GUIDE — SEPTEMBER

Whether you are a company with tools or software to support attorneys practicing in the estate planning, probate or trust areas; a law firm looking to generate member-to-member referrals to your probate or trust practice; or a wealth management firm providing personal investment planning to attorneys, you will want to be included in this valuable resource for all Arizona lawyers.

### LAW OFFICE MANAGEMENT: IT SYSTEMS & SOFTWARE GUIDE — OCTOBER

If you offer IT tools or software to support specific practice areas; software for more efficient practice management; your expertise for SEO or website design; or provide IT consulting for practice integration, this section will allow you to advertise your company to every attorney in the state.

### ADR & MEDIATION GUIDE — NOVEMBER

This guide is an invaluable resource for all attorneys, and features mediators, arbitrators and other dispute resolution providers.

### LAW OFFICE MANAGEMENT: REAL ESTATE & FACILITIES GUIDE — DECEMBER

This Guide will feature companies that provide resources to attorneys in all areas of physical office management. Focusing on vendors who guide attorneys through the many challenges of leasing space, including site selection, lease

negotiation, architectural design, furniture and décor selection, and facilities management.

### ANNUAL MEMBERSHIP DIRECTORY

This 600-page directory of every attorney in the state publishes each fall. State Bar members rate the Membership Directory as their number one benefit from the Bar. It contains complete contact information for every attorney, as well as for many of the courts and administrative offices.

A typical member refers to the Directory up to three times a week during the year.

The Directory features a limited number of display ads from companies providing products and services to the legal community, as well as 60-word Listings of certified legal specialists, expert witnesses, and other professional service providers.

Reserve your ad position and listing now in the 2012-13 Directory.

### ANNUAL STATE BAR CONVENTION

The largest annual legal event each year in Arizona. The next convention is June 20-22, 2012 at the Arizona Biltmore. Approximately 1,600 lawyers are expected to attend. Exhibit Booths are \$2,795 each.

Reserve your exhibit booth now and select your booth location, which are available on a first-come, first-serve basis.

Nearly 25% of the booth space is sold out as of July 15, 2011 for next year's convention, so don't delay.

### CONVENTION MAGAZINE

Each exhibitor receives a full-color, half-page ad in the Convention catalog magazine, mailed in advance of the Convention to all 20,000 State Bar members.

The catalog is a valuable resource for all attendees. It contains the Convention agenda, outlines all convention sessions, and describes special awards events and networking opportunities during the Convention. Advertising is available to non-exhibitors as well.

### CLE BY THE SEA

About 300 attorneys attend this exclusive three-day event each July in San Diego. This is a favorite for influential attorneys and managing partners: they are able to complete their annual CLE requirement in the mornings ... then enjoy the beach in the afternoon.

Tabletop exhibits are \$1,200 and are extremely limited. Reserve your place now for next July.

### CLE & SECTION EVENTS SPONSORSHIPS

Connect with attorneys in person from specific practice areas by sponsoring CLE seminars and section events. Limited opportunities are available.

### ONLINE BANNER ADS — AZBAR.ORG

Reinforce your brand and drive traffic to your website through a banner advertising program on the State Bar website. Please call for more information.

Sponsorship of the ARIZONA ATTORNEY digital edition is also available.

### FIND AN EXPERT: AZBAR ONLINE YELLOW PAGES

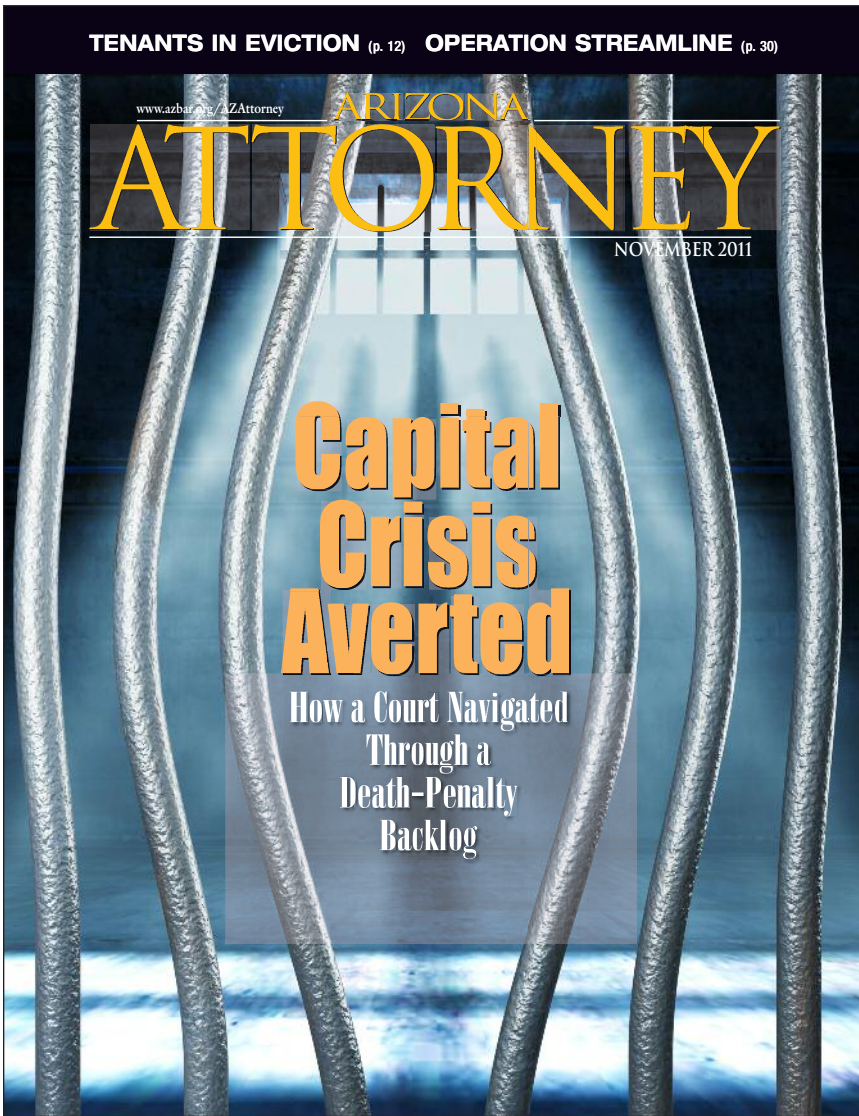
For only \$375/year, professional service providers, expert witnesses and other resource providers can list their businesses in this online marketplace.

Each online listing includes contact information and a 60-word description of the services offered, with a link to your email address and web address. Go to: <http://www.azbar.org/membertools/findanexpert>.

### FOR INFORMATION ON THESE MARKETING OPPORTUNITIES PLEASE CONTACT:

**Lisa Bormaster Fontes | Advertising Sales Manager**  
P 602.340.7230 | F 602.416.7430 | E [lisa.bormaster@staff.azbar.org](mailto:lisa.bormaster@staff.azbar.org)

**Kate Cortez | Advertising Sales Coordinator**  
P 602.340.7306 | F 602.416.7506 | E [kate.cortez@staff.azbar.org](mailto:kate.cortez@staff.azbar.org)



**LAWYERS PREFER ARIZONA ATTORNEY**

ARIZONA ATTORNEY Magazine is the official bar journal of the State Bar of Arizona. The magazine is the most popular benefit as rated by State Bar members.

More than 84% of the attorney members report that they “always” or “sometimes” use the magazine, according to a 2008 member survey.

Smart marketers know that to ensure an audience pays attention to a message, it’s crucial to place advertisements in a medium that the audience uses frequently.

To reach lawyers in this state, the preferred medium is ARIZONA ATTORNEY magazine.

**OVERVIEW**

ARIZONA ATTORNEY is a full-color, glossy magazine that is published monthly (July/August is a combined issue) and mailed to every licensed attorney and judge in the state, as well as more than 100 legal administrators and legal marketers at Arizona’s most successful law firms.

The magazine’s audience includes partners and managing partners who make purchasing decisions. The circulation of the print magazine stands just over 21,500.

**ARIZONA ATTORNEY Magazine Digital Edition**

All print ads and content in ARIZONA ATTORNEY, including the special advertising Guides listed on the Editorial Calendar, are posted online year ‘round in the digital edition of the magazine at [www.azbar.org/AZAttorney](http://www.azbar.org/AZAttorney).

**ARIZONA ATTORNEY Magazine Special Advertising GUIDES**

These themed advertising sections, outlined on the Editorial Calendar, appear in select monthly issues of ARIZONA ATTORNEY and provide the opportunity to communicate your product or service to every attorney in the state.

Each Guide consists of full-color display ads available at special reduced rates for the section, as well as Listings that consist of a 60-word description of the services offered by the advertiser.

**MARKETING TO ATTORNEYS**

Attorneys, by nature and training, are more resistant to persuasion than typical business owners. In fact, one legal marketing expert says an advertiser needs to make nine impressions a year to effectively market products and services to attorneys.

An integrated marketing program at the State Bar of Arizona reaches every attorney in Arizona, providing total coverage of the legal community.

Whether reaching attorneys monthly in ARIZONA ATTORNEY Magazine; online at [azbar.org](http://azbar.org); in person by sponsoring select State Bar events; or integrating all of these opportunities into a comprehensive marketing plan, the publications and events outlined in this media kit provide the frequency and variety an advertising plan needs to meet business goals.

**ARIZONA ATTORNEY MAGAZINE DEMOGRAPHICS**

**Income<sup>1</sup>**

Median Income **\$90,000**  
Mean Income **\$116,364**

**Gender<sup>3</sup>**

**66%** Male  
**34%** Female

**Location<sup>3</sup>**

**66%** Phoenix  
**14%** Tucson  
**20%** Other Areas

**Age<sup>1</sup>**

**43** Years of Age

**Years of Experience<sup>1</sup>**

**13** Years of Experience

**Area of Law<sup>1</sup>**

**61%** Private Practice  
**26%** Public  
**3%** In House Counsel  
**10%** Other  
(Professors, Legal Aid, Law Clerks,  
Non-Legal Occupations)

**ARIZONA ATTORNEY FACTS<sup>2</sup>**

Percentage of Members Rating Attributes of ARIZONA ATTORNEY “Excellent” or “Good”

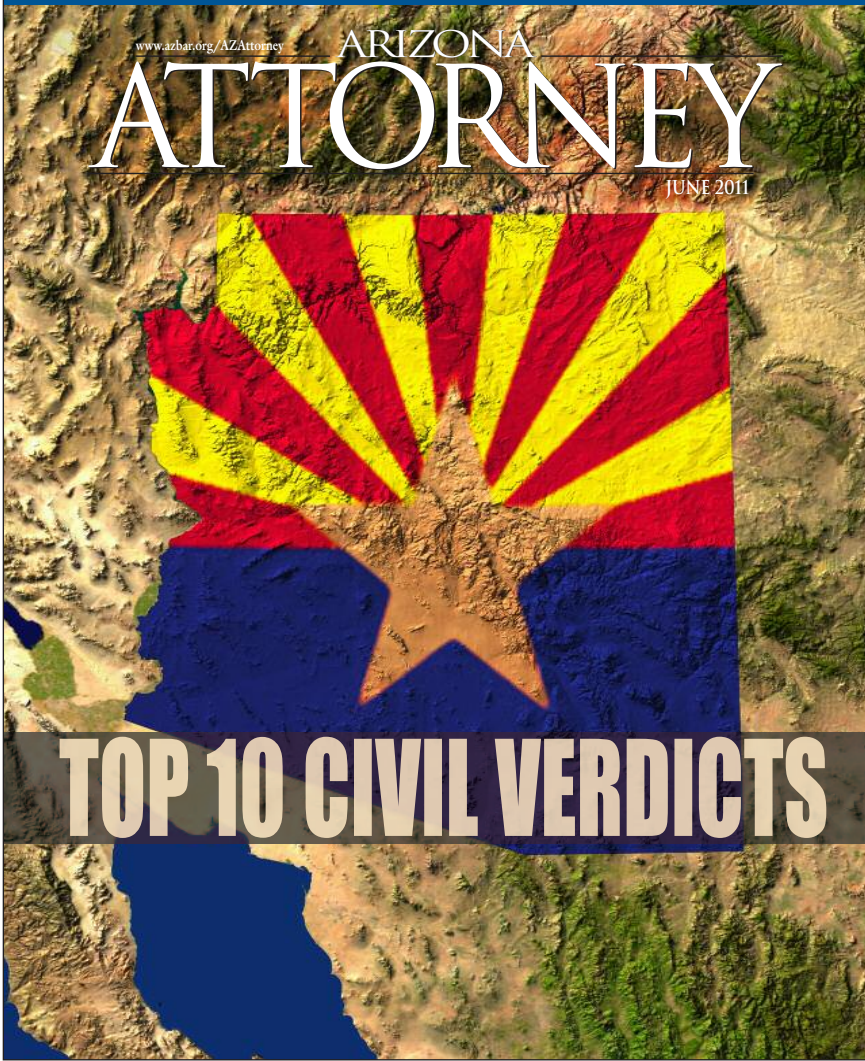
- 88.6%** Graphic design/layout
- 87.7%** Organization/ease of reading
- 87.3%** Quality of information
- 84.7%** Timeliness of information
- 75.7%** Relevance of information

**MEMBERSHIP BY FIRM SIZE<sup>1</sup>**

Attorneys in Firm	% of Members
1	31%
2	11%
3 to 6	20%
7 to 10	7%
11 to 20	14%
21 to 50	9%
51+	8%
Total	100.0%

**Sources**

- 1. “Economics of Law Practice in Arizona,” 2010 State Bar of Arizona
- 2. “State Bar of Arizona Member Survey,” June 2008
- 3. Source: State Bar of Arizona Membership Database



# 2012 RATES & DEADLINES

## REQUIREMENTS

**Preferred file formats:** High resolution digital files. QuarkXPress 8; InDesign CS5; Illustrator CS5; Photoshop CS5; High-resolution Adobe Acrobat PDF. CMYK/300 DPI minimum. Images from the Internet NOT accepted as they will NOT print clearly in the magazine.

**Design/Production:** Production assistance is available to prepare final materials at \$95/hr; minimum one hour.

Advertisers are solely responsible for the content of their advertisements. The State Bar of Arizona reserves the right to edit or reject any advertising copy for any reason.

## 2012 DEADLINES

MONTH	SPACE	MATERIALS
jan	10/27/11	11/14/11
feb	11/29/11	12/14/11
mar	12/30/11	01/17/12
apr	01/27/12	02/14/12
may	03/01/12	03/14/12
jun	03/29/12	04/16/12
jul/aug	05/25/12	06/13/12
sep	06/29/12	07/13/12
oct	07/30/12	08/15/12
nov	08/31/12	09/14/12
dec	09/28/12	10/15/12

Rates effective January 1, 2012

### DISPLAY ADS (All rates include full color at no additional charge)

SIZE (in inches)	Width	Height	RATE	1x	6x	11x
full page	7.25	9.75		\$ 2,755	\$ 2,315	\$ 2,095
half page horizontal	7.25	4.75		\$ 1,525	\$ 1,280	\$ 1,235
one third square	4.75	4.75		\$ 1,045	\$ 875	\$ 785

### PREMIUM POSITIONS (Full page size only)

	1x	6x	11x
Cover 2 (inside front cover)	\$ 3,250	\$ 2,730	\$ 2,475
Cover 3 (inside back cover)	\$ 3,165	\$ 2,660	\$ 2,410
Cover 4 (back cover)	\$ 3,305	\$ 2,775	\$ 2,515
Page 1	\$ 3,305	\$ 2,775	\$ 2,515
Page 3	\$ 3,165	\$ 2,660	\$ 2,410

### FULL PAGE ADVERTISING SPECIFICATIONS

non-bleed & Guide size	7.25"w x 9.75"h
bleed size	8.625"w x 11.125"h
live area	8.00"w x 10.50"h
magazine trim	8.375"w x 10.875"h

### ADVERTISING CONTACT

**Lisa Bormaster | Advertising Sales Manager**

**Mailing Address** Advertising Sales Department | 4201 N. 24th Street, Suite 200, Phoenix, AZ 85016-6288

**Phone** 602.340.7230 | **Fax** 602.416.7430 | **Email** lisa.bormaster@staff.azbar.org

**Submit Ads to:**

**Mailing Address** 4201 N. 24th Street, Suite 200, Phoenix, AZ 85016-6288 | **Email** ads@staff.azbar.org



*Editorial Content/Submission Questions*

**Tim Eigo** | Editor

Phone 602.340.7310 | Fax 602.416.7510

Email arizona.attorney@azbar.org

*Advertising Questions*

**Lisa Bormaster Fontes** | Advertising Sales Manager

Phone 602.340.7230 | Cell 602.315.1032

Email lisa.bormaster@staff.azbar.org

*Production Timelines/Specification Questions*

**Michael Peel** | Production Manager

Phone 602.340.7311 | Fax 602.416.7511

Email michael.peel@staff.azbar.org

## 2012 EDITORIAL CALENDAR

SPACE

MATERIALS

Month	Articles	Space	Materials
january	Sentencing Reform Outlook	10/27/11	11/14/11
	Arizona Election Redistricting Update		
february	Special Issue: Arizona's Centennial and Historic Cases	11/29/11	12/14/11
	Legal Landmark Essay		
march	<i>Daubert</i> & the Financial Damages Expert Committee & Award Nominations	12/30/11	01/17/12
	<b><i>Expert Witness Guide</i></b>		
april	The Green Law Office	01/27/12	02/14/12
	Who's Blogging Now — and How To Do It Right		
	<b><i>Member-to-Member Referral Guide</i></b>		
may	Creative Arts Competition Winners	03/01/12	03/16/12
	Board of Governors Candidates		
june	Top 10 Civil Verdicts	03/29/12	04/16/12
	Lawyers Teaching Abroad		
july/august	Class-Action Update	05/25/12	06/13/12
	New State Bar President		
september	Estate Planning	06/29/12	07/13/12
	Convention Highlights		
	<b><i>Wealth Management &amp; Estate Planning Guide</i></b>		
october	The Mobile Lawyer	07/30/12	08/15/12
	Lawyer and Law Firm Apps		
	<b><i>Law Office Management: IT Systems &amp; Software Guide</i></b>		
november	Lawyer Happiness Survey Results	08/31/12	09/14/12
	Issues in Arbitration		
	<b><i>Mediation &amp; ADR Guide</i></b>		
december	Law School Update	09/28/12	10/15/12
	Market Outlook: Law Offices and Commercial Real Estate		
	<b><i>Law Office Management: Real Estate &amp; Facilities Guide</i></b>		

Stories and dates are subject to change without notice.

# 2012 CLASSIFIED ADVERTISING

## HOW TO PLACE A CLASSIFIED IN ARIZONA ATTORNEY

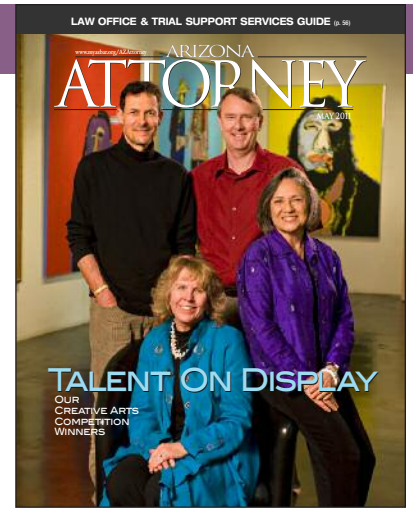
### ONLINE

Fill out the online form at [www.azbar.org/AZAttorney/onlineclassifieds](http://www.azbar.org/AZAttorney/onlineclassifieds). The form is secure and will quickly process your credit card payment.

### FAX

Complete this form. Attach the text of your ad. Fax the completed form to *Arizona Attorney Classifieds* at **602.416.7506**. We will send you a preview of your classified along with the cost for your approval. *Please pay close attention to the deadline dates for ad placement.*

**ONLINE BONUS: Classified ads placed in ARIZONA ATTORNEY are posted online approximately 4 weeks ahead of the print version at no additional charge.**



Please Check ALL issues (months) you would like this ad to run:

- |                                       |                 |                                      |                 |  |                 |
|---------------------------------------|-----------------|--------------------------------------|-----------------|--|-----------------|
| <input type="checkbox"/> January 2012 | <b>11/04/11</b> | <input type="checkbox"/> May         | <b>03/07/12</b> | <input type="checkbox"/> October                           | <b>08/06/12</b> |
| <input type="checkbox"/> February     | <b>12/06/11</b> | <input type="checkbox"/> June        | <b>04/05/12</b> | <input type="checkbox"/> November                          | <b>09/07/12</b> |
| <input type="checkbox"/> March        | <b>01/09/12</b> | <input type="checkbox"/> July/August | <b>06/01/12</b> | <input type="checkbox"/> December                          | <b>10/05/12</b> |
| <input type="checkbox"/> April        | <b>02/06/12</b> | <input type="checkbox"/> September   | <b>07/06/12</b> | <b>2012 AD PLACEMENT/PAYMENT DEADLINES SHOWN IN ORANGE</b> |                 |

### Select ONE category:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Alternative Dispute Resolution | <input type="checkbox"/> Health Care/Medical      | <input type="checkbox"/> Miscellaneous     |
| <input type="checkbox"/> Books                          | <input type="checkbox"/> Homes For Sale           | <input type="checkbox"/> Office Furniture  |
| <input type="checkbox"/> CLE Opportunities              | <input type="checkbox"/> Interpreters/Translators | <input type="checkbox"/> Office Space      |
| <input type="checkbox"/> Expert Witnesses               | <input type="checkbox"/> IT Services              | <input type="checkbox"/> Practice For Sale |
|   | <input type="checkbox"/> Legal Research           | <input type="checkbox"/> Services          |
|   | <input type="checkbox"/> Legal Software           | <input type="checkbox"/> Vacation Rentals  |

## ATTACH YOUR AD ON A SEPARATE SHEET OF PAPER

Date \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ E-mail \_\_\_\_\_

\_\_\_\_\_ AZ State Bar No. (if applicable) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ I prefer to pay by:  Credit Card  Check

### RATES

**State Bar of Arizona members:** \$3.05 per word, **Non-members:** \$3.60 per word, **Minimum charge:** \$45

**Blind box ads:** additional \$35 (Identity of box-holders will not be disclosed.)

### PAYMENT

All classifieds must be **PREPAID**. Preferred method of payment is credit card. We will accept checks, but payment must be **RECEIVED** at the address below within 1 week of the deadline date listed above or ad will not be placed in that month's issue.

### CONTACT: KATE CORTEZ

Phone: 602.340.7306

Fax: 602.416.7506

Email: [kate.cortez@staff.azbar.org](mailto:kate.cortez@staff.azbar.org)

4201 N. 24th Street, Suite 200, Phoenix, AZ 85016-6288