

## Expert Witness Four Step Marketing Plan

To market your services and availability as an Expert Witness, the State Bar of Arizona offers a four-step integrated marketing program that will reach every attorney in the State of Arizona.

The marketing plan features several levels of visibility and can be tailored to fit a variety of budgets.

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### 1. Expert Witness Listing

Place your 60-word Listing:

ONLINE at [azbar.org](http://azbar.org) in the “Find an Expert” resource directory, AND  
IN PRINT in the annual [State Bar Membership Directory](#) -

- Special Combo-Buy rate: \$250 for a full year, both Online and Print, for a 60-word Listing in one category.
- Add unlimited additional categories for your listing to appear: \$65 each.
- Add your Logo to all of your listings, flat \$50 total additional.
- See it here: <http://www.azbar.org/membertools/findanexpert>
- Order form: [http://www.azbar.org/media/147708/2012\\_find\\_an\\_expert\\_online.pdf](http://www.azbar.org/media/147708/2012_find_an_expert_online.pdf)

**Deadline:** Your listing will be posted as soon as your order and payment is received.

### 2. *Arizona Attorney* magazine

Place your ad to appear each month, delivered to every attorney in the state:

- Display ad with your photo  
(Sizes: Full page; half page; 1/3 page; includes full color)
- and/or**
- Classified advertisement (priced by the word; \$50 and up per month)

-Refer to the *Arizona Attorney* media kit for more information, here:  
[http://www.azbar.org/media/250874/azat\\_2012\\_media\\_kit.pdf](http://www.azbar.org/media/250874/azat_2012_media_kit.pdf)

**Deadline:** Two months prior to publication month.  
(Exact deadline date for each month is listed in the media kit, referenced directly above).

### 3. *Arizona Attorney* Annual Expert Witness Guide

Schedule your ad to appear in the Expert Witness issue published each March:  
(Includes the digital edition of the magazine, posted online at [azbar.org](http://azbar.org) March 1.)

- Display ad (Sizes: Full page; half page; 1/3 page; includes 60-word Listing)  
or
- 60-word Listing only: \$195

- See the current Expert Witness Guide here (digital edition version):  
<http://www.azattorneymag-digital.com/azattorneymag/201103/#pg51>

- More information and Order form here:  
[http://www.azbar.org/media/21730/expert\\_witness\\_guide\\_march\\_2013.pdf](http://www.azbar.org/media/21730/expert_witness_guide_march_2013.pdf)

Your spot will be reserved for March, 2013 as soon as your signed insertion order is received.

**Deadline:** December 28, 2012.

### 4. State Bar Annual Membership Directory

Include your Display ad in the printed Membership Directory delivered to every attorney in the state each October:

- Display ad (Sizes: Full page; half page; ¼ page; includes 60-word Listing)

- Refer to the Directory media kit here:  
[http://www.azbar.org/media/257873/sba\\_membership\\_directory\\_2012\\_media.pdf](http://www.azbar.org/media/257873/sba_membership_directory_2012_media.pdf)

**Deadline:** June 14, 2012.

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**Twitter:** <http://twitter.com/azatty>

**Blog:** <http://azatty.wordpress.com/>

*Serving the public and enhancing the legal profession.*