

2012 MEMBER-TO-MEMBER REFERRAL GUIDE

**SPECIAL ADVERTISING SECTION IN THE
APRIL 2012 ISSUE OF ARIZONA ATTORNEY**



Member-
To-Member
Referral
Guide
2011

Referrals from other attorneys account for a large part of most lawyers' new business. For many attorneys, the importance of referrals from their colleagues grows as they focus on certain practice areas.

This special advertising section is intended as a resource so that members can more easily refer clients to each other. The attorneys and law firms who advertise on the following pages are interested in giving and receiving referrals in a professional manner.

Current marketing research tells us that referrals buy more frequently than other types of prospects, they spend more money each time they buy, and they are more likely to refer others to businesses that meet their needs in a professional manner. Perhaps, best of all, referring each other work is an extremely inexpensive part of our marketing mix! So, use this Member-to-Member Referral Guide to full advantage. If you see a colleague listed to whom you think you might want to refer business in the future, there is no harm in contacting him or her ahead of time so that you can get to know each other better.

We do have one special request: If you do receive a referral from someone listed here, please handle all clients referred to you in a prompt and courteous manner. If we remain focused on that goal, then we will all win in the long run.

**Promote your practice in the
2012 Member-To-Member
Referral Guide.**

Make an impression on your current and future contacts by advertising in the *Arizona Attorney* Member-to-Member Referral Guide.

The Guide appears in the April issue of the magazine, which reaches every lawyer in the state. Each listing is \$195. Display ads are also available at a special discounted rate.

**Submit your order form
by January 27th, 2012, to be
included in this valuable resource.**

**Please contact Kate Cortez at
Kate.Cortez@staff.azbar.org
or call 602.340.7306 for
more information.**

DISPLAY ADS (All rates include full color)

SIZES	RATE
full page (7.25 x 9.75)	\$1,610
1/2 page horizontal (7.25 x 4.75)	\$955
1/3 page square (4.75 x 4.75)	\$680

60-WORD LISTING \$195

FREE LISTING: Each display advertiser will receive a 60-word listing in the Guide at no additional charge.

DUE DATES

Final space deadline	January 27, 2012
Listings Due	January 27, 2012
Display Ad Materials Due	February 14, 2012

RATES AND TERMS

All rates are net and based on receipt of finished artwork. 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.

REQUIREMENTS

Preferred file formats: High resolution digital files. QuarkXPress 9; InDesign CS5; Illustrator CS5; Photoshop CS5; High-resolution Adobe Acrobat PDF. 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.

ADVERTISING CONTACT

Kate Cortez | Advertising Sales Coordinator
State Bar of Arizona | Advertising Sales Dept.
4201 N. 24th Street, Suite 200, Phoenix, AZ 85016
Phone 602.340.7306 | **Fax** 602.416.7506
Email kate.cortez@staff.azbar.org

Submit Display Ads to:
Email ads@staff.azbar.org
Mailing Address
State Bar of Arizona | Advertising Sales Dept.
4201 N. 24th Street, Suite 200, Phoenix, AZ 85016

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ISSUE OF ARIZONA ATTORNEY**

EZ RENEWAL

I ran last year and I want to renew. Please send me a proof so I can make sure everything is correct.

YES! I WANT TO BE INCLUDED IN ARIZONA ATTORNEY'S ANNUAL MEMBER-TO-MEMBER REFERRAL GUIDE

I understand I will be billed \$195 for each listing category with payment due by 2/14/12. I have given you all the necessary information below.

YES! I AM INTERESTED IN RUNNING A DISPLAY AD IN THE GUIDE, WHICH WILL INCLUDE A FREE LISTING

Please have an account executive call me to make arrangements for the following size ad:

<input type="checkbox"/> 1/3 Page \$680 (Includes 1 Free Listing)	<input type="checkbox"/> 1/2 Page \$955 (Includes 2 Free Listings)	<input type="checkbox"/> Full Page \$1,610 (Includes 3 Free Listings)
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Attorney Name _____

Firm Name _____

Street Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____

Email _____

Website _____

Practice Area _____

Category (see list) _____

Services Available (Up to 60 words – please type or print legibly. Copy may be attached as second page.)



Fax to:

602-416-7506

OR

Mail to:

**Advertising Sales Department
Arizona Attorney Magazine
4201 N. 24th Street, Suite 200
Phoenix, AZ 85016**

ADVERTISING CONTACT: KATE CORTEZ

Phone: 602.340.7306

Fax: 602.416.7506

Email: kate.cortez@staff.azbar.org

2012 MEMBER-TO-MEMBER REFERRAL GUIDE CATEGORIES

Check the boxes for the categories that you wish to be listed under.

- | | | |
|--|---|---|
| <input type="checkbox"/> Adoptions | <input type="checkbox"/> Juvenile Law | <input type="checkbox"/> School/Education |
| <input type="checkbox"/> Alternative Dispute Resolution | <input type="checkbox"/> Labor & Employment | <input type="checkbox"/> Securities Regulation |
| <input type="checkbox"/> Antitrust Law | <input type="checkbox"/> Legal Malpractice | <input type="checkbox"/> Social Security Disability |
| <input type="checkbox"/> Appellate Practice | <input type="checkbox"/> Litigation | <input type="checkbox"/> Special Needs Planning |
| <input type="checkbox"/> Asset Protection | <input type="checkbox"/> Mediation | <input type="checkbox"/> Taxation |
| <input type="checkbox"/> Banking Law | <input type="checkbox"/> Medical Malpractice | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Bankruptcy/Receivership | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Torts |
| <input type="checkbox"/> Business Law | <input type="checkbox"/> Patents | <input type="checkbox"/> Veterans Disability |
| <input type="checkbox"/> Civil Law | <input type="checkbox"/> Probate & Trust Law | <input type="checkbox"/> Workers' Comp |
| <input type="checkbox"/> Civil Rights | <input type="checkbox"/> Real Estate/Property | <input type="checkbox"/> Zoning |
| <input type="checkbox"/> Construction Law | | |
| <input type="checkbox"/> Corporate Counsel | | |
| <input type="checkbox"/> Creditor's Litigation/Collection | | |
| <input type="checkbox"/> Criminal Law | | |
| <input type="checkbox"/> DUI/Traffic | | |
| <input type="checkbox"/> Elder Law | | |
| <input type="checkbox"/> Environmental & Natural | | |
| <input type="checkbox"/> ERISA | | |
| <input type="checkbox"/> Family/Domestic Relations | | |
| <input type="checkbox"/> Forfeitures | | |
| <input type="checkbox"/> General Practice | | |
| <input type="checkbox"/> Government | | |
| <input type="checkbox"/> Health Law | | |
| <input type="checkbox"/> Homeowners' Association/
Condominium Law | | |
| <input type="checkbox"/> Immigration Law | | |
| <input type="checkbox"/> Indian Law | | |
| <input type="checkbox"/> Injury & Wrongful Death Litigation | | |
| <input type="checkbox"/> Insurance | | |
| <input type="checkbox"/> Intellectual Property | | |
| <input type="checkbox"/> International Law | | |
| <input type="checkbox"/> Internet E-Commerce &
Technology Law | | |

