



INPRINT

Reach attorneys in print with the State Bar of Arizona's award-winning magazine, read by 96% of attorneys practicing in Arizona.

Arizona Attorney Magazine

- The Official magazine of the State Bar of Arizona
- Read by 96% of attorneys practicing in Arizona
- Published monthly, 11 issues per year
- Circulation 25,000

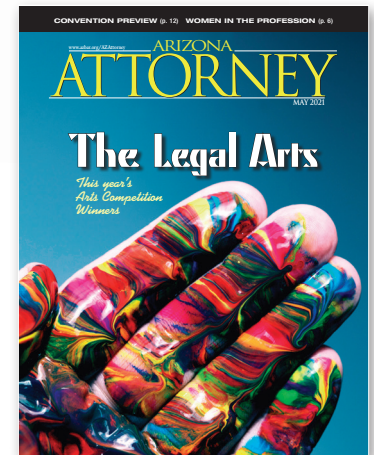
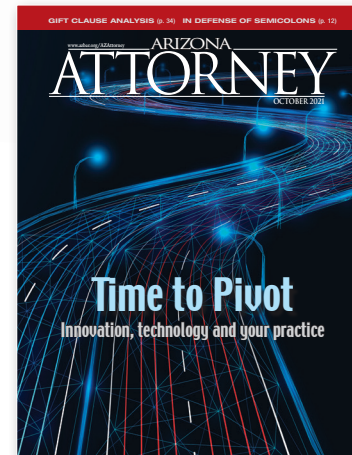
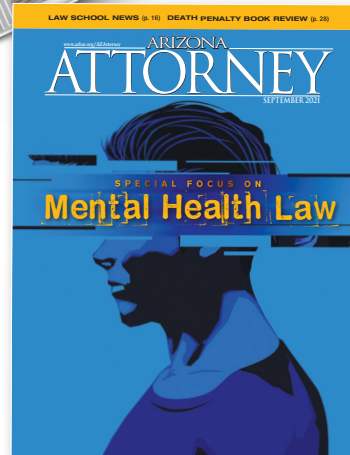
Expert Witness Guide

- Annual special publication featuring expert witnesses and consultants

Special Sections

Arizona Attorney Magazine

- Five annual special sections:
 - Legal Tech Guide
 - Probate, Estate, & Elder Law
 - ADR & Mediation Guide
 - Lawyer-to-Lawyer Referral Guide
 - Bankruptcy Guide
- Annual themed issues:
 - Indian Law
 - Employment



ARIZONA ATTORNEY MAGAZINE GUIDES

Throughout the year, special advertising sections called “Guides” focus on select topic areas for attorneys. These sections provide a targeted opportunity to market your product or services.

2022 GUIDES

Bankruptcy Law
Certified Legal Specialist
Estate, Probate and Elder Law
Employment and Labor
Expert Witness
Indian Law
Member-to-Member Referral
Legal Tech
ADR & Mediation

www.azbar.org

Key Facts

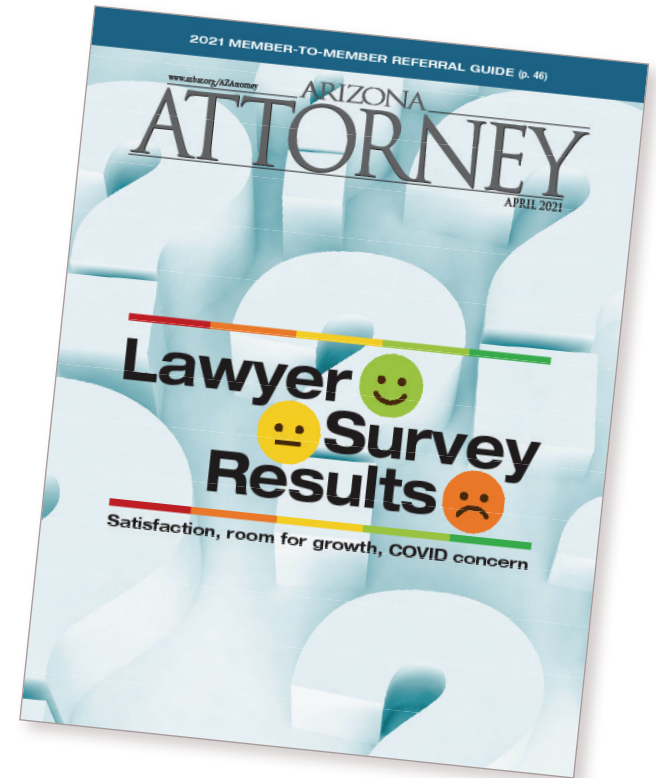
Arizona Attorney Magazine is the official magazine of the State Bar of Arizona.

The full-color, glossy magazine is an award-winning publication, nationally recognized for design and editorial excellence. The magazine is mailed to every lawyer in the state 11 times a year, with a total circulation of 23,500.

The State Bar of Arizona is a mandatory Bar meaning every attorney practicing in the state must belong. Both Bar membership and circulation of *Arizona Attorney Magazine* continue to grow.

KEY READERSHIP FACTS:

- *Arizona Attorney Magazine* is mailed monthly to every lawyer practicing in Arizona.
- **96% of attorneys** who receive it, read it. **Total circulation is 23,500.**
- Average time spent with each issue is 35 minutes.
- **The great majority of attorneys (78%) consider the magazine credible, containing useful, topical and timely information,** well-written and attractively designed.
- **Nearly one-third keep each issue** for future reference.
- **73% of attorneys have taken action after reading an article;** 1 in 5 have taken action after seeing an ad.
- **72% practice law in the courtroom,** an average of 17 cases per year.



USE MEDIATORS/ARBITRATORS

- **47% have hired a mediator or arbitrator in the past 12 months,** an average of 2.8 times.

USE EXPERT WITNESSES

- **Half of readers have hired an Expert Witness during the year,** an average of 3.3 times.

MAKE REFERRALS

- **74% have referred a case to another attorney in the past 12 months,** an average of 4.8 times.

ARIZONA ATTORNEY MAGAZINE DIGITAL EDITION

The entire content of each print issue of *Arizona Attorney Magazine* is posted monthly as the digital edition on the State Bar website, www.azbar.org/AZAttorney. Website and email addresses in all print ads appear as live links.

Demographics

GENDER

60% Male
40% Female

AGE

49

72% PRACTICE IN THE COURTROOM

30+ cases per year 27%
5-29 cases per year 31%

ADDITIONAL AREAS OF RESPONSIBILITY IN THE FIRM

Management 60%
Marketing 52%
Human Resources 44%
Real Estate/Leasing 33%
IT/Technology 35%

YEARS OF EXPERIENCE

Average of 22 years

INCOME

\$200,000+ 33%
Median \$ 172,000
Mean \$ 201,000

FINANCIAL PROFILE

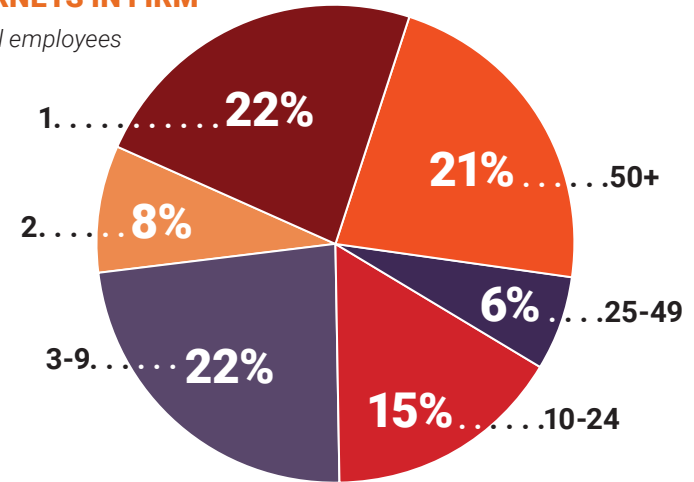
Market value of investment portfolio:
\$500,000 – \$10 million 34%
\$250,000 – \$500,000 12%
Refused to answer 14%

Mean: \$1,063,000
31% plan to purchase Stocks, Bonds and Mutual Funds this year

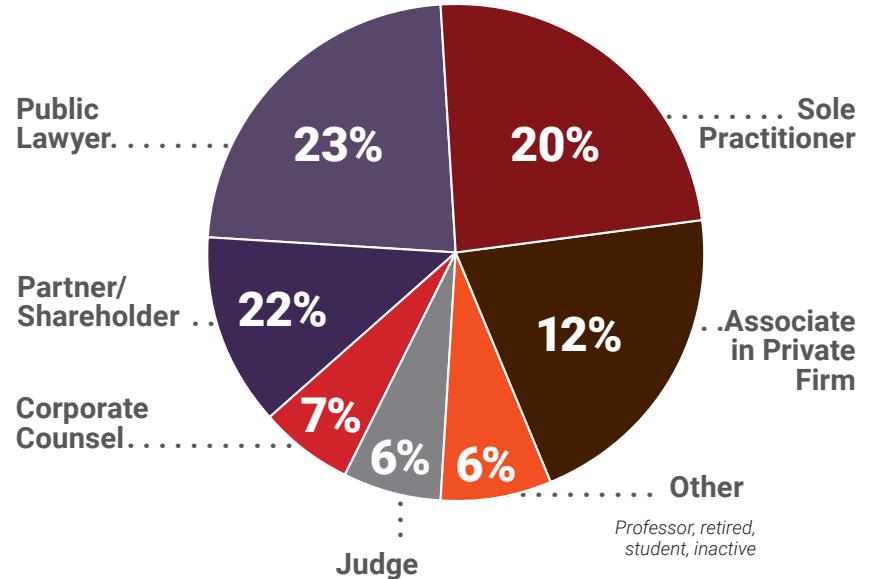
Source: Readex Research Reader Survey

ATTORNEYS IN FIRM

Not total employees



AREA OF LAW





Editorial Calendar 2022



CONTACT INFO

Editorial Content/
Submission Questions

Tim Eigo | Editor

P: 602.340.7310 | C: 602.908.6991
E: Tim.Eigo@staff.azbar.org

Advertising Questions

Lisa Bormaster Fontes
Advertising Manager

P: 602.340.7230 | C: 602.315.1032
E: lisa.bormaster@staff.azbar.org

Marc Levine

Advertising Account Representative
P: 602.340.7306
E: Marc.Levine@staff.azbar.org

Production Timelines/
Specification Questions

Michael Peel | Production Manager
P: 602.340.7311
E: michael.peel@staff.azbar.org

www.azbar.org

JANUARY

Employment Law*

Lawyer Wellness Survey

■ Employment & Labor Guide

SPACE: November 1, 2021

MATERIALS: November 23, 2021

FEBRUARY

Practicing in Emerging Markets*

Bankruptcy Law

■ Bankruptcy Law Guide

SPACE: December 1, 2021

MATERIALS: December 23, 2021

MARCH

Immigration Law*

Law Dean Update

■ Expert Witness Guide Supplement Publication

SPACE: December 30, 2021

MATERIALS: January 21, 2022

APRIL

Environmental Law/Climate Change*

Legal Mentoring

■ Member-to-Member Referral Guide

SPACE: January 31, 2022

MATERIALS: February 23, 2022

MAY

Creative Arts Competition Winners*

Summer Reading Suggestions

SPACE: March 1, 2022

MATERIALS: March 23, 2022

JUNE

Top Civil Verdicts*

Estate and Elder Law

■ Estate, Probate & Elder Law Guide

SPACE: April 1, 2022

MATERIALS: April 22, 2022

JULY/AUGUST

Indian Law*

New Bar President Profile

SPACE: June 1, 2022

MATERIALS: June 23, 2022

SEPTEMBER

Alternative Business Structures*

Law School Roundup

SPACE: July 1, 2022

MATERIALS: July 22, 2022

OCTOBER

Innovation and Technology*

Pro Bono Successes

■ Legal Tech Guide

SPACE: August 1, 2022

MATERIALS: August 23, 2022

NOVEMBER

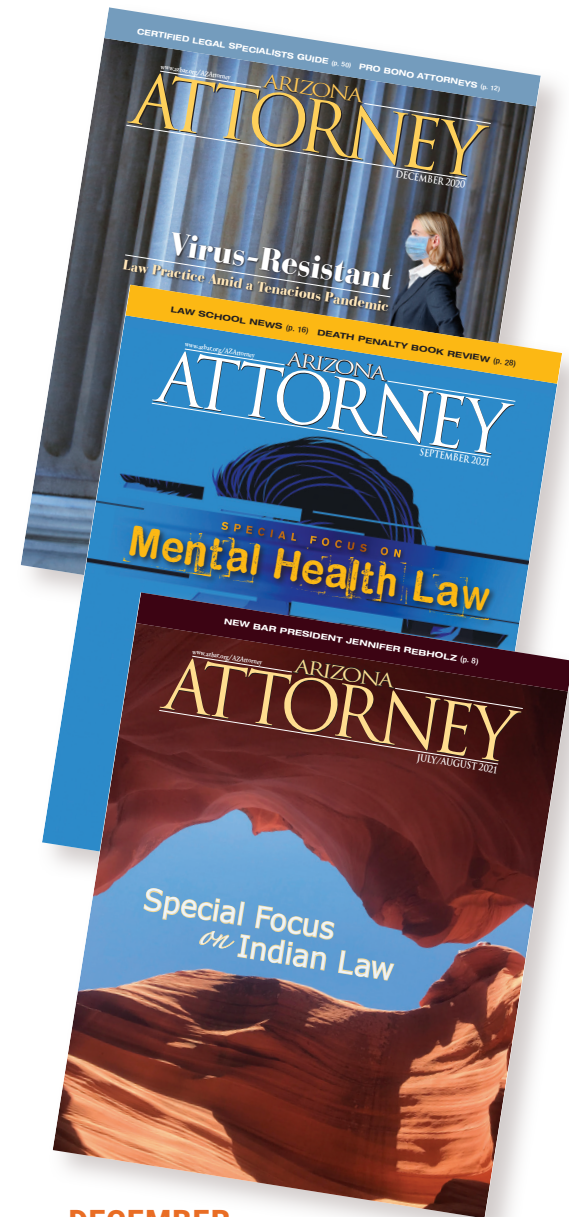
Election/Voting Law*

Appellate Practice

■ ADR & Mediation Guide

SPACE: September 1, 2022

MATERIALS: September 23, 2022



DECEMBER

Legal Marketing*

The Future of the Law Office

■ Certified Legal Specialists Guide

SPACE: September 30, 2022

MATERIALS: October 24, 2022

* indicates planned cover feature stories, dates and cover features are subject to change without notice.

Lisa Bormaster Fontes | Advertising Manager

P 602.340.7230 F 602.416.7430 E Lisa.Bormaster@staff.azbar.org

Marc Levine | Account Representative

P 602.340.7306 F 602.416.7506 E Marc.Levine@staff.azbar.org



Advertorials 2022



Arizona Attorney Magazine is the official magazine of the State Bar of Arizona. The award-winning magazine is mailed to every lawyer in the state 11 times a year; circulation is 24,500. 96% of all attorneys receiving Arizona Attorney Magazine read it.



DEADLINES

Your draft article is due no later than that month's space reservation deadline for Arizona Attorney Magazine, see rate card.

2022 RATES | FULL COLOR

Frequency discount may be combined with your display ad agreement.

SIZE

Full page

FREQUENCY | RATE PER INSERTION

1 x	\$3,330
6 x	\$2,770
11 x	\$2,430

ADVERTORIAL SPECS

PLEASE PROVIDE:

ARTICLE

750 words, Word document format

COMPANY LOGO

High-resolution jpg, eps, ai, png, tiff file

PHOTO

High-resolution color headshot, jpg, eps, tiff file

CONTACT BOX

your title, email address, direct phone, fax

www.azbar.org

THE ADVERTORIAL: The Original "Content Marketing" Idea

Explain a trending topic or demonstrate your industry knowledge in areas important to attorneys. This full page ad features 750 words educating attorneys in your subject matter.

HOW TO WRITE YOUR ADVERTORIAL

Your advertorial should be uniquely positioned as a source of information for attorneys, and not as a commercial for you.

It should read like an informative article written by an expert on the subject, without any direct reference to your company or product in the content. The opportunity is to position you and your company as a resource, without adding a commercial bias. Your credentials, contact information and photo will be provided in the bottom section.

Presented in this manner, the Advertorial lends credibility to you and your firm as a resource; positions you as a valuable partner; and achieves better readership than an ad.

ARIZONA ATTORNEY MAGAZINE ONLINE

The online digital edition of Arizona Attorney Magazine, including every GUIDE, is emailed the first of each month to every attorney practicing in Arizona. The digital edition is also posted on the State Bar website, www.azbar.org/news-publications/arizona-attorney-magazine/.

Website addresses and email addresses in your ad appear as live links.

WHAT YOU PROVIDE

- 750 words on your topic
- Your color headshot
- Your company logo

WHAT WE PROVIDE (FOR YOUR APPROVAL):

- A headline to maximize readership
- Editing to polish your copy
- Subheads to draw the reader in
- Art element to enhance the page

WHEN TO PUBLISH YOUR ADVERTORIAL

- Any monthly issue of Arizona Attorney Magazine

OR

- In a GUIDE:

GUIDES are special targeted opportunities focusing on select topic areas for attorneys. Advertorials placed in any issue featuring a GUIDE receive the 11-time discounted Advertorial rate.

GUIDE topics: Legal technology solutions; trust, estate, probate and elder law services; bankruptcy; expert witnesses; Indian law; lawyer-to-lawyer referrals; mediation and arbitration.

How to Improve Your Client Intake: 5 Steps to Seal the Deal
The client intake process is arguably the most critical part of your law firm management.

1. Collect the Consultation Fee Prior to the Initial Meeting Taking Place
If you charge a fee, make it very clear, in writing, that payment of said fee is due prior to the consultation. The simplest way to accomplish this is to email a link to the client that enables them to pay online. (An online payment solution like LawPay makes this easy.)

2. Have the Client Initial by the Evergreen Clause
Many attorneys utilize retainers, as opposed to flat fees, for their payment. When the retainer dips below a certain amount, the client will be sent an evergreen letter, which asks the client to replenish their retainer up to the original amount. If you utilize this practice (and you should), make sure to explain this in detail to the client and have them initial by a check explaining the same in their fee agreement, utilizing an online payment solution can make it even easier for you and your client to replenish their retainer.

3. Give the Client a Roadmap of the Process and Realistic Expectations
Too often, attorneys make promises at initial meetings because the matter seems so simple at first. Be careful about using absolutes and making any promises at the outset of the case – no matter how sure you might be. Also, be clear about the costs of the case, and make sure your client understands when and how they'll be expected to pay. You can also avoid payment-related stressors by giving potential and existing clients the option to pay by credit card. With LawPay (the only payment solution offered through the ABA Advantage program), you can easily and securely accept credit card and eCheck payments.

4. Seal the Deal
Make it very clear to the client that you do not begin working, and you are not retained as their attorney, until you receive the following: their fully executed fee agreement and their retainer payment.

Final Step: Get Paid
Signing clients is no small feat, and your firm's intake policy should be tailored to make the process as painless as possible for the firm and the potential client. By utilizing the above steps, you should be able to eliminate future headaches and pitfalls. You can also avoid payment-related stressors by giving potential and existing clients the option to pay by credit card. With LawPay (the only payment solution offered through the ABA Advantage program), you can easily and securely accept credit card and eCheck payments. I hope these tips are helpful to your practice! Feel free to drop me a line at jordan@lawpay.com and let me know your thoughts. ■

5. Have the Fee Agreement Already Filled Out
The only thing you should need to do is plug in the retainer amount and print it out or email it to the client at the conclusion of your meeting.

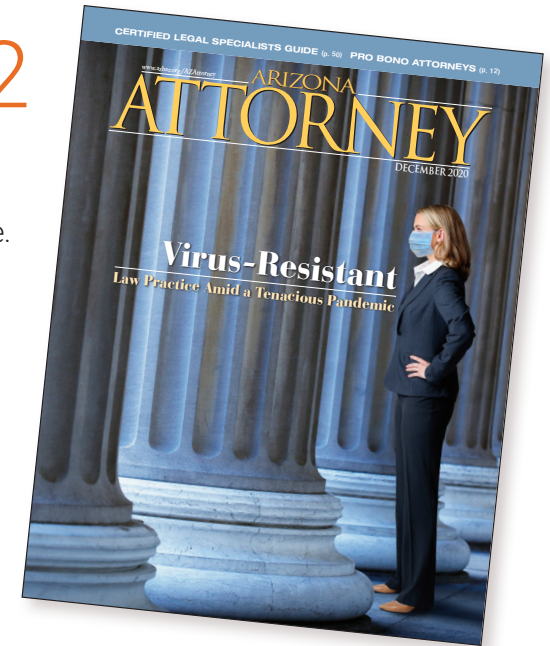
JORDAN TURK
LEGAL COUNTRY AND COMPLIANCE MANAGER
LAWPAY
LAWPAY.COM

Lisa Bormaster Fontes | Advertising Manager
P 602.340.7230 F 602.416.7430 E Lisa.Bormaster@staff.azbar.org

Sam Tisdale | Advertising Coordinator
P 602.340.7226 F 602.416.7506 E Sam.Tisdale@staff.azbar.org



Pre-Printed Inserts 2022



INSERT REQUIREMENTS

Paper: Minimum 70# Coated Text; Maximum 120# Coated Cover (or 12 pt)

Size: FINISHED and FOLDED (must be folded); (If the insert arrives unfolded at our printer, add \$450 for folding charge.)

Minimum: 3" wide 5.4" high

Maximum: 8" wide 5.10" high

Please note: If the insert is one sheet front and back, there must be a minimum 3" wide folded flap in order to accommodate the binding. The flap may be on the left or right side, and must be equal in height to the insert.

Quantity: 25,000

Sample: Sample of insert required for preapproval by the State Bar of Arizona.

Shipping Instructions:

Prisma
Attn: John Port/Chad Carmody
2937 E. Broadway Road
Phoenix, AZ 85040
(602) 243-8580

Your pre-printed insert bound into *Arizona Attorney Magazine* is a cost-effective way to deliver your message to every attorney in the state.

- Your corporate brochure, pre-printed flyer, or other marketing piece may be used as a bind-in insert
- Your pre-printed insert will be stitched into the magazine, at the center spread or between 16-page signatures
- Exclusivity: Inserts exclusive to one client per issue

PRE-PRINTED INSERTS RATES

Inserts within a 12-month period:

1 x: \$3,075 per insertion

4 x: \$2,750 per insertion

6 x: \$2,600 per insertion

Rates are applicable for up to a 4 page pre-printed insert. Additional costs may be incurred based on insert weight and size. Rates for multiple-page inserts are available upon request.

Insert printing option: If you prefer we print your inserts for you, rates are available upon request.

PRE-PRINTED INSERTS | DEADLINES

Month	Space	Sample	Materials
January	November 1, 2021	November 23, 2021	December 6, 2021
February	December 1, 2021	December 23, 2021	January 5, 2022
March	December 30, 2021	January 21, 2022	February 4, 2022
April	January 31, 2022	February 23, 2022	March 4, 2022
May	March 1, 2022	March 23, 2022	April 4, 2022
June	April 1, 2022	April 22, 2022	May 6, 2022
July/August	June 1, 2022	June 23, 2022	July 6, 2022
September	July 1, 2022	July 22, 2022	August 5, 2022
October	August 1, 2022	August 23, 2022	September 6, 2022
November	September 1, 2022	September 23, 2022	October 6, 2022
December	September 30, 2022	October 24, 2022	November 4, 2022



Just supply us with a pre-printed flyer, newsletter or promotional piece and we will insert it into *Arizona Attorney Magazine*.

www.azbar.org

Lisa Bormaster Fontes | Advertising Manager
P 602.340.7230 F 602.416.7430 E Lisa.Bormaster@staff.azbar.org

Sam Tisdale | Advertising Coordinator
P 602.340.7226 F 602.416.7506 E Sam.Tisdale@staff.azbar.org



Rates & Deadlines 2022



ADDITIONAL MARKETING OPPORTUNITIES

Arizona Attorney Magazine

Pre-printed Inserts
Classified Ads

Annual State Bar Convention

Exhibit Booths
Sponsorships

Digital

E-Newsletters
Digital Edition

Online | azbar.org

Online Banner Ads

Online Directory

Expert Witnesses
Professional Service Providers

Event Sponsorships

CLE Seminars
Networking Events

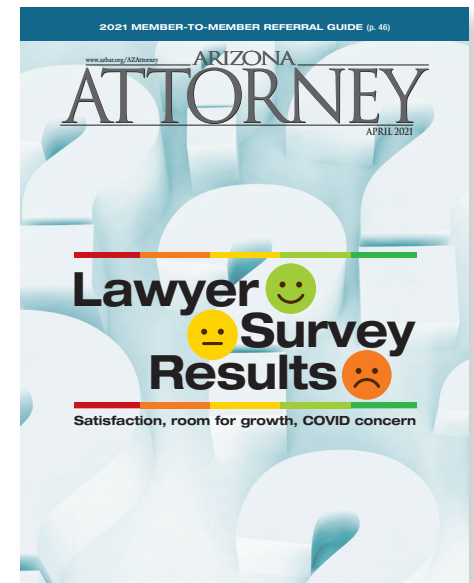
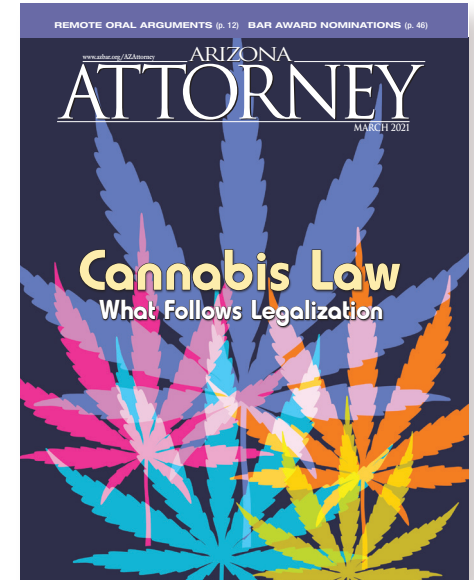
www.azbar.org

ARIZONA ATTORNEY MAGAZINE | FULL COLOR RATES

Ad Size	Open	6 x	11 x
Premium Cover Positions:			
Back Cover (C4)	\$ 4,010	\$ 3,270	\$ 2,915
Inside Front Cover (C2)	\$ 3,945	\$ 3,220	\$ 2,855
Inside Back Cover (C3)	\$ 3,655	\$ 3,140	\$ 2,785
Full Page Premium Positions:			
Page 1 (First Right Hand pg)	\$ 3,965	\$ 3,240	\$ 2,875
Page 3	\$ 3,945	\$ 3,105	\$ 2,765
Page 5	\$ 3,720	\$ 3,080	\$ 2,690
Standard Positions:			
Full Page	\$ 3,235	\$ 2,675	\$ 2,335
1/2 Page	\$ 1,820	\$ 1,455	\$ 1,380
1/3 Page	\$ 1,295	\$ 1,025	\$ 885
Advertorial Full Page	\$ 3,330	\$ 2,770	\$ 2,430
Special Spread Positions:			
Full Page Center Spread	\$ 6,445	\$ 5,305	\$ 4,670
Full Page Spread	\$ 6,295	\$ 5,200	\$ 4,580
1/2 Page Facing Spread	\$ 3,575	\$ 2,910	\$ 2,595
Front Cover Fold Out, 3-Panel (3 pages)	\$ 10,920	\$ 8,975	\$ 7,995
Center Spread Gatefold, 4-Panel (6 pages)	\$ 14,350	\$ 14,005	\$ 12,585

ARIZONA ATTORNEY MAGAZINE | DEADLINES

Month	Space	Materials	In Mail Date
January	October 29, 2021	November 23, 2021	December 23, 2021
February	November 30, 2021	December 23, 2021	January 24, 2022
March	December 30, 2021	January 21, 2022	February 22, 2022
April	January 28, 2022	February 18, 2022	March 23, 2022
May	March 1, 2022	March 23, 2022	April 22, 2022
June	April 1, 2022	April 22, 2022	May 23, 2022
July/August	June 1, 2022	June 23, 2022	July 22, 2022
September	July 1, 2022	July 22, 2022	August 23, 2022
October	August 1, 2022	August 23, 2022	September 23, 2022
November	September 1, 2022	September 23, 2022	October 24, 2022
December	September 30, 2022	October 21, 2022	November 23, 2022



Lisa Bormaster Fontes | Advertising Manager
P 602.340.7230 F 602.416.7430 E Lisa.Bormaster@staff.azbar.org

Sam Tisdale | Advertising Coordinator
P 602.340.7226 F 602.416.7506 E Sam.Tisdale@staff.azbar.org

CONTACT INFO

Advertising Questions

Lisa Bormaster Fontes
Advertising Manager

P: 602.340.7230 | **C:** 602.315.1032
E: lisa.bormaster@staff.azbar.org

Production Timelines/ Specification Questions

Michael Peel | Production Manager
P: 602.340.7311 | **F:** 602.416.7511
E: michael.peel@staff.azbar.org

Display Ad Specs

FULL PAGE BLEED SPECS

BLEED
8.625"w x 11.125"h

TRIM
8.375w x 10.875"h

LIVE/SAFE AREA
8"w x 10.50"h

GUIDE FULL PAGE SPECS

FULL PAGE
7.25"w x 9.75"h

ACCEPTED FILE FORMATS

High-resolution, 4-color [CMYK] digital files required. Minimum resolution of 300 DPI. Images from the internet NOT acceptable.

- Adobe Acrobat PDF
- Adobe InDesign CC 2019 [Packaged+Compressed Files]
- Adobe Illustrator CC 2019 [Font-outlined eps or ai File Type]
- Adobe Photoshop CC 2019 [Flattened psd, jpg, eps or tiff File Type]

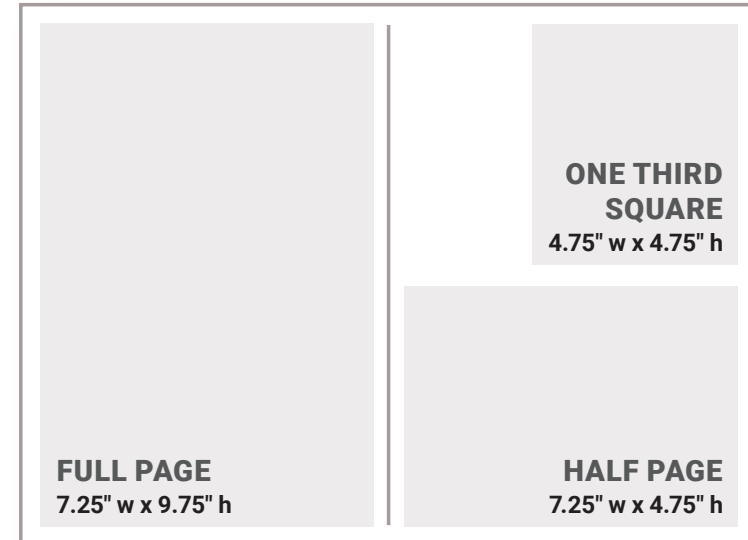
AD DESIGN

If you need assistance designing your ad or converting it to an acceptable file format, we offer production services for \$95/hour.

PROOF

You will receive a proof for approval.

Please proof your ad carefully, including spelling, punctuation, phone numbers, websites, addresses.



REQUIREMENTS

Combination Discounts: Contracts combining display ads in *Arizona Attorney Magazine*, e-newsletter ads and online banner ads on azbar.org are eligible to combine frequencies for the discount level.

Guaranteed Positions: Available on a first-come, first-served basis; must be approved by advertising manager. Add 15%. Non-profit rate: 501(c)-3 charitable nonprofit organizations qualify for the 11 time rate.

Cancellation: Must be received in writing prior to ad space deadline, or client will be billed for space. When change of copy or artwork is not received by closing date, copy run in previous issue will be published.

Rate and Payment Policy: Insertion Order or contract must be signed prior to advertising. All rates are net for space cost only, based on receipt of finished digital ad. Payment required at space reservation deadline unless credit previously established. For entities in business less than one year, payment is required when advertising is placed.

Terms & Conditions: 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. A copy of the complete terms and conditions is available upon request.