

Expert Witness Guide – 2020

Are you a qualified Expert Witness looking for more business with Arizona attorneys?

You're invited to advertise in ARIZONA ATTORNEY MAGAZINE'S *Expert Witness Guide*.

The *Expert Witness Guide* is a separate publication delivered with the March issue of ARIZONA ATTORNEY MAGAZINE, the official magazine of the State Bar of Arizona. The digital edition is posted online indefinitely.

Advertise to every attorney practicing in Arizona (23,500). 96% of them read *Arizona Attorney Magazine* and 50% have hired expert witnesses.



You have two options to participate.

OPTION 1 – Display Advertising and listings

You may include your color photo, credentials and experience in a full page, half page or one-third page display ad. All display ads receive free 60-word Listings posted online and in print.

OPTION 2 – 60-word Listings only

Each Listing consists of your contact information, plus a 60-word description of your services in print and online.

All listings will be posted **online** in the State Bar “*Find an Expert*” directory for 12 months **and** appear in the magazine’s digital edition. You may add your logo or photo online.

See Current Experts Online:

- Digital edition at www.azbar.org/AZAttorney; click on “2019 Expert Witness Guide”
- Online directory at www.azbar.org/membertools/findanexpert.

DEADLINE: Reserve your spot by December 13, 2019

How to begin?

Testimonials.....	PAGE 2
Deadlines and Specs.....	PAGE 2
Order Form with Pricing.....	PAGE 3
Expert Categories.....	PAGES 4-5
Other ways to market to Arizona Attorneys.....	PAGE 6

Pro Consul, Inc.
Right Expert Right Away!

15,000 MEDICAL & TECHNICAL EXPERTS, MULTIPLE DISCIPLINES.

We are Listed and Recommended by the A.M. Best Company

- Rigorous Standards
- Customized Searches
- Fast Inspections
- IME's
- Mediators & Arbitrators

Data Experts

As well, statisticians and accountants have different sets of ethical codes and industry standards. I'll address how these differences result in potential differences in expert testimony.

What Do These People Do?

Let's start with some definitions. Statisticians apply the science of statistics to data in order to solve problems for business and government. Statistics is a toolbox of techniques that can be used to examine financial records using financial accuracy. Sometimes accountants use statistics in the area of audit testing and sampling in math.

Both statisticians and accountants have specialties, and these should be considered when choosing an expert that matches the needs of your case. Accountants may specialize in tax, auditing, corporate accounting, international accounting laws, business valuation and financial fraud. Statisticians specialize in different industries and sectors, such as biostatistics, big data and machine learning, epidemiology, psychometrics, education statistics, demography and business analytics.

Case Subjects

The largest looming question in choosing a data expert is the subject of the case. For financial fraud (e.g., financial statement fraud, embezzlement, etc.), there is clearly depth knowledge of auditing and accounting standards. Statisticians typically aren't familiar with accounting principles and standards, and do not offer opinions regarding whether the standards have been violated.

For cases involving non-financial data and data of all sizes, including machine-generated and big data, statisticians can opine on whether the data is correctly used in the scenario in question, and its correct application.

In general, statisticians work with many types of data in many types of industries. Accountants work with financial work with economic data, but not usually with financial data. Error sources and data quality differ among industries and data types, and each expert is accustomed to errors and quality in their own area.

For example, you may need a biostatistical expert in a medical data or pharmaceutical case, and you may need a certified fraud examiner in a bank fraud case. A statistician can help determine whether browsing discrimination occurred given the proportion of racial and ethnic categories in a population, and an accountant can help determine the value of a business that is in dispute. Your statistician expert will attest to whether your sample likely represents the population of concern, and your auditing or accounting expert will attest to whether an audit was properly performed or whether accounting principles were followed.

Forensic & Valuation Services

Winning your client's case is your goal. Many times it is necessary to reach beyond your firm to find the experience and information you need. With extensive knowledge in economic damages and forensic accounting, our professionals can assist you by providing customized litigation services. Our litigation team can provide you with the resources and accurate information you need to best represent your client. Experience the difference—call today.

EideBailly
CPA & BUSINESS ADVISORS

602.264.8641 | www.eidebailly.com

MARCH 2019 ARIZONA ATTORNEY 21

Expert Witness Guide – 2020

SPECS & DEADLINES

Testimonials

- "I got four calls and two cases in the first few days after it published."*
— Title Insurance Expert
- "I got no calls for eight months, and then I got two cases which far outweighed the cost of the ad."*
— Toxicology Expert
- "I have received a lot of business from the ad so far."*
— Real Estate and Property Management Expert
- "The ad has worked for us very nicely over all the years, we more than recouped the cost of the ad each year."*
— Law Enforcement and Security Expert



Deadlines

SPACE RESERVATION

Friday, December 13, 2019

LISTINGS DUE

Friday, December 13, 2019

DISPLAY AD FILES DUE

Wednesday, January 15, 2020

AD SUBMISSION/EMAIL TO

Lisa.Bormaster@staff.azbar.org

Payment

1. Email order form and call to pay by credit card: 602-340-7226
2. Mail order form with your check to:
State Bar of Arizona
PO Box 53099
Phoenix, AZ 85072-3099

Form and payment must be received by Dec. 13, 2019

Ad Specifications and Technical Information

Display Ad Specs

FULL PAGE BLEED SPECS

Bleed: 8.625" W x 11.125" H

Trim: 8.375" W x 10.875" H

Live Area: 8" W x 10.50" H

HALF PAGE SPECS

Trim: 7.25" W x 4.75" H

THIRD PAGE SPECS

Trim: 4.75" W x 4.75" H

ACCEPTED FILE FORMATS

High-resolution, 4-color (CMYK) digital files required. Minimum 300 DPI. Images from the Internet NOT accepted.

- High-resolution Acrobat PDF
- InDesign CC [2019]
- Illustrator CC [2019]
- Photoshop CC [2019]

Online Ad Specs

DEADLINE

Listing(s) due by Friday, December 13, 2019.

LISTING REQUIREMENTS

Please provide a 60-word description of your services, **PLUS** your contact information: name, title, company, mailing address, website, email address, phone, fax.

ONLINE LOGO/PHOTO SPECS

W: Up to 170 PX

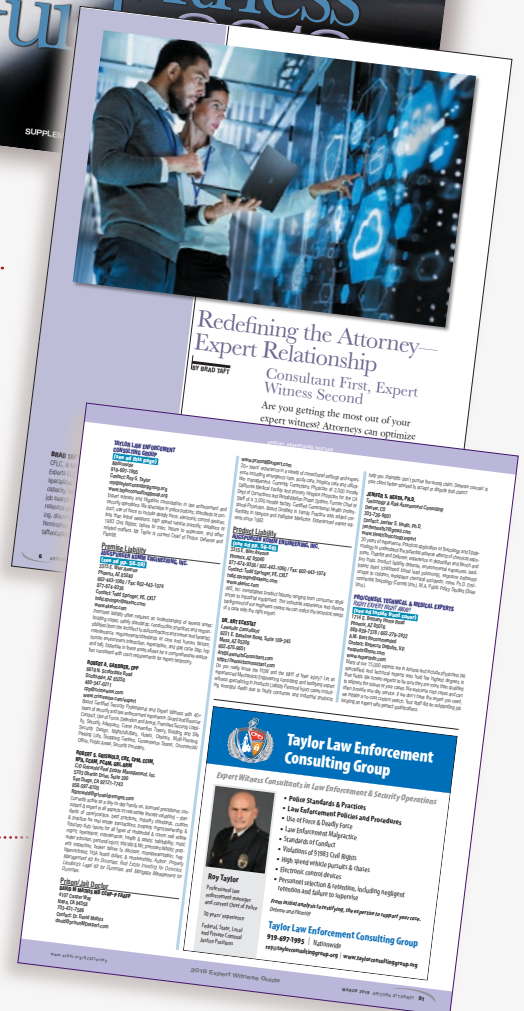
H: Not to exceed 200 PX

Best fit is 70 PX tall matching the height of the name/address block.

File types: JPG, GIF or PNG.

NEED DESIGN ASSISTANCE?

Rates are based upon receipt of completed artwork. If you need assistance creating your ad or converting it to an acceptable file format, we offer production services for \$95/hour.



Expert Witness Guide – 2020

ORDER FORM

Yes, I would like to purchase a Display Ad and receive my free Listing(s) in the 2020 Expert Witness Guide. Please reserve:

PREMIUM COVER POSITIONS

- SOLD** Back Cover (C4), includes 3 free 60-word listings in the Guide and online \$ 2,860
- Inside Front Cover (C2), includes 3 free 60-word listings in the Guide and online \$ 2,800
- Inside Back Cover (C3), includes 3 free 60-word listings in the Guide and online \$ 2,800

FULL PAGE PREMIUM POSITIONS

- SOLD** Page 1 (First RH pg), includes 3 free 60-word listings in the Guide and online. \$ 2,800
- Page 3, includes 3 free 60-word listings in the Guide and online. \$ 2,700

STANDARD POSITIONS

- Advertorial Full Page** (we produce for you), includes 3 free 60-word listings in the Guide and online \$ 2,380
- “Meet The Expert” Profile Full Page** (we produce for you), includes 3 free 60-word listings in the Guide and online. \$ 2,380
- Full Page**, includes 3 free 60-word listings in the Guide and online. \$ 2,290
- 1/2 Page**, includes 2 free 60-word listings in the Guide and online \$ 1,360
- 1/3 Page**, includes 1 free 60-word listing in the Guide and online \$ 865

SPECIAL SPREAD POSITIONS

- Full Page Center Spread**, includes 6 free 60-word listings in the Guide and online \$ 4,580
- Two Facing Full Pages**, includes 6 free 60-word listings in the Guide and online \$ 4,490
- 1/2 Page Facing Spread**, includes 3 free 60-word listings in the Guide and online. \$ 2,545
- Front Cover Fold Out, 3-Panel** (3 pages), includes 9 free 60-word listings in the Guide and online \$ 7,830
- Center Spread Gatefold, 4-Panel** (6 pages), includes 18 free 60-word listings in the Guide and online \$ 12,335
- Please reserve _____ additional Listing(s) @ \$75 per listing, to add a total of \$ _____
- I have supplied the information for my Listing(s) below, and selected the categories from the list on the following page.

Listing(s) Only:

I would like to purchase Listing(s) only in the 2020 Expert Witness Guide. Each Listing will also be posted online in the State Bar of Arizona “Find an Expert” directory for a full year.

- Please reserve my Listing in a single category. \$ 275
- Please reserve _____ additional Listing(s) @ \$75 per listing, to add a total of \$ _____
- Additional Offices/Addresses: Flat \$25 for each additional office location added to your listing(s).
- I have supplied the information for my Listing(s) below, and selected the categories from the list on the following pages.

Online Only:

- Add my logo – OR – my photo to all my listing(s) that I have purchased, for a flat \$50.

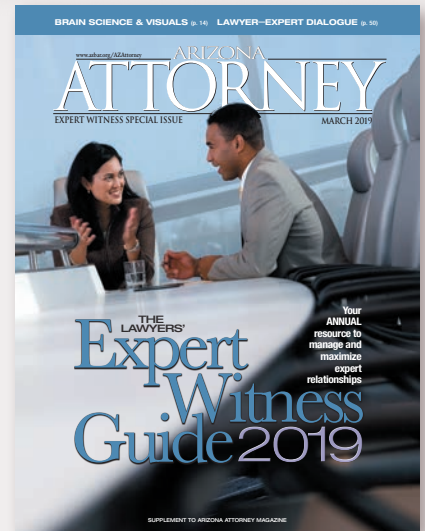
Agreed: _____ (SIGNATURE)

Printed Name: _____

Company: _____

Date: _____

NOTE: ALL RATES INCLUDE FULL COLOR



3 Steps to submit your listing:

(Deadline: Friday, December 13, 2019)

- 1 Email the information below to** Lisa.Bormaster@staff.azbar.org
- 2 The following must be included for publication:**
 - Category
 - Company/Firm Name
 - Address
 - City/State/Zip
 - Phone
 - Fax
 - Contact
 - Email
 - Website
- 3 Create a 60-word Description** of your services.

Biomechanics
AUGSPURGER KOMM
ENGINEERING, INC.
 see ad pp. 42, 43

3315 E. Wier Avenue
 Phoenix, AZ 85040
 877-674-9336 / 602-443-1060
 Fax: 602-443-1074
 Contact: Kerry Knapp, Ph.D.
 kerry.knapp@akeinc.com
 www.akeinc.com

Individuals involved in litigation are subjected to accelerated injury evaluation and magnitude. Applying biomechanical principles to the body, evaluations of the expected injury profile can be created. Such evaluations include considering bones, soft tissues, extremities and internal organs.



Expert Witness Guide – 2020

Your name/firm name: _____

Email your 60-word listing to: Lisa.Bormaster@staff.azbar.org

Listing Categories (each category = one 60-word listing)

- Accident Analysis/ Reconstruction
- Accident & Aerial Photo Analysis & Mapping
- Accounting
- Accounting & Auditing Malpractice
- ADA/Disability Discrimination
- Advertising
- Aerial Amusement Parks & Ziplines
- Agriculture
- Agricultural Equipment
- Airbag Consulting
- Aircraft Cabin Air Contamination
- Alcohol/Drug Addiction
- Animal Behavior Consultant
- Appraisal & Valuation
- Apparel
- Archaeology
- Architecture
- Attorney & Expert Witness Critiquing
- Attorney Fee Disputes
- Audio Services & Forensics
- Auto Appraisal Valuation
- Automotive Investigations
- Automobile Appraisal & Business Practices
- Automobile Industry Standards & Practices
- Aviation
- Banker & Receivership
- Banking & Credit
- Bankruptcy
- Bio-Ethics
- Biomechanics
- Boating
- Brain Injury
- Business
- Business Valuation & Appraisal
- CERCLA/Superfund
- Cell Phone Forensics
- Cement
- Chapter 7 & 11 Bankruptcy Trustee
- Chemical Accident/ Reconstruction
- Chemicals & Hazardous Materials
- Chemistry & Chemicals
- Child/Adolescent Psychiatry
- Chiropractic
- Civil Engineering
- Civil Litigation
- Cleanrooms
- Closed Head Injury
- Commercial Law
- Commercial Real Estate Brokerage & Financing
- Commercial Real Estate Lease/Purchase Disputes
- Communication Coaching
- Computer Forensics
- Computers – Information Systems & Software
- Computers & Software
- Concrete
- Construction
- Construction – Electrical
- Construction – Claim Analysis
- Construction – Defects
- Consulting Inspections – Construction
- Conveyors
- Corporate Restructuring
- Corporate Restructuring & Bankruptcy
- Correctional Medicine
- Corrosion & Metallurgy
- Crime Scene Analyst
- Criminal Justice Consultants
- Criminology/Gangs
- Criminal Justice Consultants
- Custody Evaluation Prep
- DNA Testing Services
- Damage Calculation
- Damages Studies & Analyses
- Demography
- Demolition
- Dentistry
- Digital Data Discovery
- Digital Data Recovery
- Digital Forensics
- Dispute Analysis
- Disputed Attorney's Fees
- DNA Testing Services
- Document Examiner
- Domestic Violence
- Dram Shop
- Drug/Alcohol Testing Services
- Economics
- Economic Damages
- E-Discovery
- Education/School
- Elder Financial Abuse
- Electrical Engineering
- Electronic Engineering
- Employment
- Employment – Discrimination/Harassment/Retaliation
- Employment Law
- Employment – Wage Earning Capacity
- Engineering
- Engineering – Automotive
- Engineering – Biomechanical
- Engineering – Mechanical
- Engineering – Electrical
- Engineering – Structural
- Environmental
- Environmental Engineering
- EPA Regulations
- Escrow
- Estate Appraisal
- Expert Intelligence Reports
- Expert Placement Service
- Expert Referral Service
- Expert Witness Directories
- Expert Witness Financing
- Expert Witness Prep
- Expert Witness & Real Estate Advisory Services
- Expert Witness Services for Litigators
- Expert Witness Websites
- Eyewitness Fallibility
- Failure Analysis
- Family Law
- Family Law Accounting
- Fenestration (Windows & Doors)
- Fiduciary Duties
- Fiduciary Liability Damages
- Finance
- Financial Damage Analysis
- Financial Due Diligence
- Fingerprint Identification
- Firearms
- Fire/Explosions
- Fire Sprinkler
- Footwear Impression Examination
- Forensic Accounting
- Forensic Consultants
- Forensic Engineers/Safety
- Forensic Experts
- Forensic Evidence Specialist
- Forensic Genealogy
- Forensic Podiatrist/ Footprints
- Fraternity
- Fraud, Embezzlement & Theft
- Gambling Addiction
- Geotechnical Engineer
- Geriatric Psychiatry
- Golf Course Safety
- Groundwater Contamination
- Handwriting Expert
- Hazardous Materials
- Head Injury
- Hedonic Damages
- Health Care
- Highway Engineering/Traffic Engineering
- Highway Safety
- Hotel
- Horses
- Human Factors/Ergonomics
- Human Resources
- HVAC
- Hydrogeology
- Hydrology/Hydraulics/ Flooding
- Independent Medical Exams

Continued on page 5 

Expert Witness Guide – 2020

Listing Categories (each category = one 60-word listing)

- Industrial Hygienist
- Insurance
- Insurance – Bad Faith
- Insurance – Claims Analysis
- Insurance – Construction
- Insurance – Life & Disability
- Insurance – Personal Property
- Insurance – Property & Casualty
- Intellectual Property/Intangible Assets
- Interpreters/Translators
- Investigations
- Jury Consulting
- Labels & Warnings
- Laboratory Testing & Analysis
- Landlord/Tenant Disputes
- Landscape Architecture
- Laser 3D Scanning
- Legal Ethics
- Legal/Judicial Ethics
- Legal Malpractice
- Legal Nurse Consulting
- Lender & Lessor Litigation
- Licensing
- Life Care Planning
- Litigation
- Loss of Earning Capacity
- Machinery/Industrial Equipment
- Management
- Marital Dissolution
- Marketing
- Mechanical Engineering
- Medical
- Medical – Allergy/Immunology
- Medical – Allergic/Rheumatic Diseases/Pharmacotherapy Complications
- Medical – Cardiology
- Medical – Cardiothoracic Surgery
- Medical – Closed Head Injury
- Medical – Coding & Billing
- Medical – Dementia
- Medical – Dental Malpractice
- Medical – Dermatology
- Medical – Emergency Medicine
- Medical – Family Medicine/Geriatrics
- Medical – Head Injury
- Medical – Internal Medicine
- Medical – Legal Consulting
- Medical – Malpractice
- Medical – Neurology
- Medical – Obstetrics & Gynecology
- Medical – Oncology
- Medical – Orthopedic Surgery
- Medical – Pain
- Medical – Pathology
- Medical – Pediatrics
- Medical – Plastic & Cosmetic Reconstructive Surgery
- Medical – Urology
- Medical Devices
- Medical Ethics
- Medical Practice Valuation
- Medical Search Firm
- Medical Toxicology
- Medicare/Medicaid Fraud
- Medicare Set-Aside Consultants
- Messenger
- Metallurgy
- Meteorology
- Mexican Corporate/Real Estate Law
- Mexico Real Estate
- Mitigation
- Mold & Indoor Air Quality
- Motorcycle Defects
- Naturopathic Medicine
- Neurolitigation Analysts
- Neuropsychologist
- Nursing
- Nursing Home Administration
- Occupational/Environmental Medicine
- Oil & Gas Facilities
- Oil & Gas Properties
- Ophthalmology/Vision
- Opinion Research/Surveys
- Orthopedic Surgeon
- OSHA Regulations
- Paint & Coatings
- Patents
- Pediatric Dentistry
- Personal Injury
- Personal Injury/Wrongful Death/Wrongful Termination
- Pharmacy
- Photography & Photoanalysis
- Plastic & Cosmetic Reconstructive Surgery
- Plumbing
- Police Misconduct
- Police Policy, Procedures & Tactics
- Political Districting/Redistricting
- Polygraph
- Premise Liability
- Prison/Jail Doctor
- Probate Law
- Product Liability
- Professional Services/Trial Presentation
- Property Investigations
- Property Management
- Psychiatry/Psychology
- Questioned Document Examination
- Radiology
- Real Estate
- Real Estate – Appraisal & Consultation
- Real Estate – Commercial Brokerage
- Real Estate – Commercial Lease/Purchase Dispute
- Real Estate – Property Management
- Real Estate – Residential Brokerage
- Real Estate – Special Commissioner
- Receivership
- Rehabilitation Specialist – Psychiatrist
- Restaurant/Hotel
- Roadway Design & Traffic Engineering
- Roofing & Waterproofing
- Safes & Security Containers
- Safety
- Safety – Premise Liability
- Safety – Workplace
- School Safety Consultant
- Security
- Security – Premise Liability
- Security – Special Events (Sports & Entertainment)
- Sexual Harassment/Discrimination
- Shareholder/Partner Disputes
- Software
- Sports & Recreation
- Statistics/Research
- Stigma/Disclosure Real Estate Issues & Valuations
- Structural Engineering
- Supplement Expert
- Surety & Fidelity Claims
- Surety Bonds
- Surgery
- Tax
- Telecommunications
- Telecommunications/Disaster Recovery
- Testamentary Capacity
- Title Insurance
- TMJ
- Toxicology
- Trademarks
- Trial Attorney Coaching
- Trial Consultant
- Trucking
- Trust & Probate Fraud
- Trustee's Sales & Title Procedures
- Undue Influence
- Valuations
- Video Forensics
- Video Services & Forensics
- Vision
- Vocational Evaluation
- Vocational Experts
- Vocational Rehabilitation
- Warnings & Labels
- Wastewater/Sewer
- Water Supply Studies
- Water Wells Issues
- Weather & Climate
- White Collar Crime
- Witness Preparation
- Wood Science
- Workers' Compensation
- Workplace Safety

If you don't see a category that accurately describes your product or services, please feel free to suggest one.

Expert Witness Five Step Marketing Plan

To market your services as an Expert Witness, the State Bar of Arizona offers a five-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.

INprint

1 Arizona Attorney Magazine | Annual Expert Witness Guide, March 2020

Place your ad in the Expert Witness Guide published each March. (Includes the digital edition, posted online at azbar.org.)

- OPTION 1:** Display ad with your photo
 Sizes: Full page; half page; one-third page, rates vary; includes Listing(s)
- OPTION 2:** 60-word Listing(s) only: \$275/category

- See the current Expert Witness Guide online (digital edition version); go to www.azbar.org/AZAttorney and click on "2019 Expert Witness Guide".

Deadline: Friday, December 13, 2019.

2 Arizona Attorney Magazine | Monthly Issues

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

- OPTION 1:** Display ad with your photo
 Sizes: Full page; half page; one-third page, rates vary; includes full color
- OPTION 2:** Classified advertisement (priced by the word; \$30 minimum per month)
- Please refer to the *Arizona Attorney Magazine* media kit for more information.

Deadline: Two months prior to publication month. (Exact deadlines are listed in the media kit.)

ONline

3 "Find An Expert" Directory | Expert Witness Listing, 12 months

All expert listings appear Online in the category(s) you select. Listings consist of a header with your contact information, plus a 60-word description of your services.

ONLINE "Find An Expert" Directory: Your listing will be posted online at azbar.org for a full year in the "Find An Expert" Directory. Pre-payment required.

Rate: \$265 for a full year, (January, 1–December, 31) for the first category.

- Add unlimited additional categories: \$75 each.
- Add your Logo – **OR** – photo online to an unlimited number of listings, flat \$50.
- Annual rate is pro-rated if start date is after January 1.

4 State Bar Annual Convention | Tucson, June 10–12, 2020

Have an exhibit booth at the Convention; 1,100 attorneys attend

Booth includes three full days of exhibiting and tickets to select Convention lunches and evening social events to help you take advantage of the opportunities to connect with attorneys.

Exhibitor booth also includes a free half-page ad in *Arizona Attorney Magazine*, which will reach every attorney and judge in Arizona. Standard Booth Package: \$2,795

Deadline: February 3, 2020.

INperson

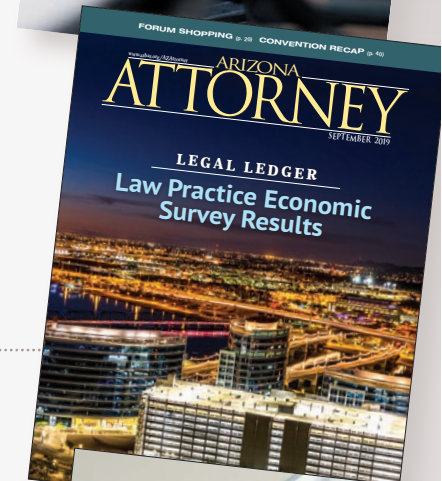
5 Sponsor Networking Events and State Bar CLE Seminars

Sponsor a CLE seminar by specific Law Practice Area, or a networking event

Sponsorships include your tabletop display in the room, pre-event promotion, opportunity to distribute your information, networking with attorneys, and more.

- Rates range from \$400 to \$3,500, based on event.
- Events include Family Law, Construction Law, Probate, and more. Ask for a complete list.

Deadlines: Vary based on event.



Lisa Bormaster Fontes
Advertising Manager

P 602.340.7230

F 602.416.7430

EMAIL

Lisa.Bormaster@staff.azbar.org