

Expert Witness Guide – 2022

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.

Advertise to every attorney practicing in Arizona (24,500). 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 “2021 Expert Witness Guide”
- Online directory at www.azbar.org/for-lawyers/practice-tools-management/find-an-expert/.

DEADLINE: Reserve your spot by December 1, 2021

How to begin?

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Expert Witness Guide – 2022

SPECS & DEADLINES

Testimonials

“Just know that I ALWAYS want to have my ad in the EXPERT WITNESS GUIDE. I get two-to-three cases every year from your magazine. I have been doing this for 25 years – I just got a call today from your magazine!”

— OSHA/safety/building code expert and consultant

“Yes, I will renew and I have really seen the benefit of your [EXPERT WITNESS GUIDE]. I think I have received four cases from this. Thanks!!!”

— Medical malpractice/surgery /hospital expert

“In the past two months I actually got two calls from AZ attorneys who found me at the print or online AZ Bar Association listings of experts.”

— Chemical/toxicology expert

“Thanks for contacting me. Yes, advertising with you works.”

— Construction expert

“Yes, I’ve gotten calls from the ad! Good results for sure. I expect to be advertising for many more years to come!”

— Insurance expert



Deadlines

SPACE RESERVATION

Wednesday, December 1, 2021

LISTINGS DUE

Friday, December 10, 2021

DISPLAY AD FILES DUE

Tuesday, January 11, 2022

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
P.O. BOX 842699
Los Angeles, CA 90084-2699

Form and payment must be received by Friday, December 17, 2021

Ad Specifications & 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

Online Ad Specs

DEADLINE

Listing(s) due by Friday, December 10, 2021.

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.

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ORDER FORM

Yes, I would like to purchase a Display Ad and receive my free Listing(s) in the 2022 Expert Witness Guide. Please reserve:

PREMIUM COVER POSITIONS

- Back Cover (C4)**, includes 3 free 60-word listings in the Guide and online \$ 2,915
- Inside Front Cover (C2)**, includes 3 free 60-word listings in the Guide and online \$ 2,855
- Inside Back Cover (C3)**, includes 3 free 60-word listings in the Guide and online \$ 2,800

FULL PAGE PREMIUM POSITIONS

- Page 1** (First RH pg), includes 3 free 60-word listings in the Guide and online \$ 2,875
- Page 3**, includes 3 free 60-word listings in the Guide and online \$ 2,785
- Page 5**, includes 3 free 60-word listings in the Guide and online \$ 2,690

STANDARD POSITIONS

- Advertorial Full Page** (we produce for you), includes 3 free 60-word listings in the Guide and online \$ 2,430
- Full Page**, includes 3 free 60-word listings in the Guide and online \$ 2,395
- 1/2 Page**, includes 2 free 60-word listings in the Guide and online \$ 1,380
- 1/3 Page**, includes 1 free 60-word listing in the Guide and online \$ 885

SPECIAL SPREAD POSITIONS

- Full Page Center Spread**, includes 6 free 60-word listings in the Guide and online \$ 4,670
 - Two Facing Full Pages**, includes 6 free 60-word listings in the Guide and online \$ 4,580
 - 1/2 Page Facing Spread**, includes 3 free 60-word listings in the Guide and online \$ 2,595
 - Front Cover Fold Out, 3-Panel** (3 pages), includes 9 free 60-word listings in the Guide and online \$ 7,995
 - Center Spread Gatefold, 4-Panel** (6 pages), includes 18 free 60-word listings in the Guide and online \$ 12,585
- 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 2022 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 \$ 285
- 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** to all my listing(s) that I have purchased, for a flat \$50.
- Add my photo** to all my listing(s) that I have purchased, for a flat \$50.
- Add my CV** online (no charge)

Agreed: _____ (SIGNATURE)

Printed Name: _____

Company: _____

Date: _____

NOTE: ALL RATES INCLUDE FULL COLOR



3 Steps to submit your listing:

(Deadline: Wednesday, December 1, 2021)

- 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.

EXPERT INSIGHTS, P.C.
(see ad pg. 21)

11445 E. Via Linda, Suite 2-443
Scottsdale, AZ 85259
480-443-9064

Contact: Craig Reinmuth
craig@expertinsights.net
www.expertinsights.net

30+ years experience only with forensic acquisition and analysis of electronic evidence, but also providing forensic accounting services to analyze the data and assist in the strategic planning aspects in a wide variety of complex commercial & civil litigation beyond e-discovery. Includes cell phones and cloud-based activity. Big 4 accounting firm experience and EnCase certification. Services available nationwide.

SAMPLE LISTING

Expert Witness Guide – 2022

Your name/firm name: _____

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

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

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Accident Analysis/ Reconstruction | <input type="checkbox"/> Bankruptcy | <input type="checkbox"/> Computers & Software | <input type="checkbox"/> Economic Damages |
| <input type="checkbox"/> Accident & Aerial Photo Analysis & Mapping | <input type="checkbox"/> Bio-Ethics | <input type="checkbox"/> Concrete | <input type="checkbox"/> E-Discovery |
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Biomechanics | <input type="checkbox"/> Construction | <input type="checkbox"/> Education/School |
| <input type="checkbox"/> Accounting & Auditing Malpractice | <input type="checkbox"/> Boating | <input type="checkbox"/> Construction – Claim Analysis | <input type="checkbox"/> Elder Abuse |
| <input type="checkbox"/> ADA/Disability Discrimination | <input type="checkbox"/> Brain Injury | <input type="checkbox"/> Construction – Consulting Inspections | <input type="checkbox"/> Elder Financial Abuse |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Building Codes | <input type="checkbox"/> Construction – Defects | <input type="checkbox"/> Electrical Engineering |
| <input type="checkbox"/> Aerial Amusement Parks & Ziplines | <input type="checkbox"/> Business | <input type="checkbox"/> Construction – Electrical | <input type="checkbox"/> Electronic Engineering |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Business Valuation & Appraisal | <input type="checkbox"/> Construction – Tile & Stone | <input type="checkbox"/> Employment |
| <input type="checkbox"/> Agricultural Equipment | <input type="checkbox"/> Carpentry/Rough Framing | <input type="checkbox"/> Conveyors | <input type="checkbox"/> Employment – COVID-19 Issues |
| <input type="checkbox"/> Airbag Consulting | <input type="checkbox"/> CERCLA/Superfund | <input type="checkbox"/> Corporate Restructuring | <input type="checkbox"/> Employment – Discrimination/ Harassment/Retaliation |
| <input type="checkbox"/> Aircraft Cabin Air Contamination | <input type="checkbox"/> Cell Phone Forensics | <input type="checkbox"/> Corporate Restructuring & Bankruptcy | <input type="checkbox"/> Employment Law |
| <input type="checkbox"/> Alcohol/Drug Addiction | <input type="checkbox"/> Cell Tower Forensics | <input type="checkbox"/> Correctional Medicine | <input type="checkbox"/> Employment – Wage Earning Capacity |
| <input type="checkbox"/> Anesthesiology | <input type="checkbox"/> Cement | <input type="checkbox"/> Corrosion & Metallurgy | <input type="checkbox"/> Engineering |
| <input type="checkbox"/> Animal Behavior Consultant | <input type="checkbox"/> Chapter 7 & 11 Bankruptcy Trustee | <input type="checkbox"/> Cosmetic Surgery | <input type="checkbox"/> Engineering – Automotive |
| <input type="checkbox"/> Apparel | <input type="checkbox"/> Chemical Accident/ Reconstruction | <input type="checkbox"/> Crime Scene Analyst | <input type="checkbox"/> Engineering – Biomechanical |
| <input type="checkbox"/> Appraisal & Valuation | <input type="checkbox"/> Chemicals & Hazardous Materials | <input type="checkbox"/> Criminal Justice Consultants | <input type="checkbox"/> Engineering – Electrical |
| <input type="checkbox"/> Archaeology | <input type="checkbox"/> Chemistry & Chemicals | <input type="checkbox"/> Criminology/Gangs | <input type="checkbox"/> Engineering – Geotechnical |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Child Protective Services (CPS) | <input type="checkbox"/> Custody Evaluation Prep | <input type="checkbox"/> Engineering – Mechanical |
| <input type="checkbox"/> Athlete Psychological Impairment | <input type="checkbox"/> Child Welfare | <input type="checkbox"/> Cyber Forensics | <input type="checkbox"/> Engineering – Structural |
| <input type="checkbox"/> Attorney & Expert Witness Critiquing | <input type="checkbox"/> Child/Adolescent Psychiatry | <input type="checkbox"/> Damage Calculation | <input type="checkbox"/> Environmental |
| <input type="checkbox"/> Attorney Discipline | <input type="checkbox"/> Chiropractic | <input type="checkbox"/> Damages Studies & Analyses | <input type="checkbox"/> Environmental Engineering |
| <input type="checkbox"/> Attorney Fee Disputes | <input type="checkbox"/> Civil Engineering | <input type="checkbox"/> Demography | <input type="checkbox"/> EPA Regulations |
| <input type="checkbox"/> Audio Services & Forensics | <input type="checkbox"/> Civil Litigation | <input type="checkbox"/> Demolition | <input type="checkbox"/> Escrow |
| <input type="checkbox"/> Auto Appraisal Valuation | <input type="checkbox"/> Cleanrooms | <input type="checkbox"/> Dentistry | <input type="checkbox"/> Estate Appraisal |
| <input type="checkbox"/> Automobile Appraisal & Business Practices | <input type="checkbox"/> Closed Head Injury | <input type="checkbox"/> Diabetic & Venous Ulcers | <input type="checkbox"/> Ethics and Professional Responsibility |
| <input type="checkbox"/> Automobile Industry Standards & Practices | <input type="checkbox"/> Cloud Forensics | <input type="checkbox"/> Digital Data Discovery | <input type="checkbox"/> Expert Intelligence Reports |
| <input type="checkbox"/> Automotive Investigations | <input type="checkbox"/> Commercial Law | <input type="checkbox"/> Digital Data Recovery | <input type="checkbox"/> Expert Placement Service |
| <input type="checkbox"/> Aviation | <input type="checkbox"/> Commercial Real Estate Brokerage & Financing | <input type="checkbox"/> Digital Forensics | <input type="checkbox"/> Expert Referral Service |
| <input type="checkbox"/> Background Investigations | <input type="checkbox"/> Commercial Real Estate Lease/Purchase Disputes | <input type="checkbox"/> Dispute Analysis | <input type="checkbox"/> Expert Witness Directories |
| <input type="checkbox"/> Ballistics | <input type="checkbox"/> Commercial Trucking | <input type="checkbox"/> Disputed Attorney's Fees | <input type="checkbox"/> Expert Witness Financing |
| <input type="checkbox"/> Banker & Receivership | <input type="checkbox"/> Communication Coaching | <input type="checkbox"/> DNA Testing Services | <input type="checkbox"/> Expert Witness Prep |
| <input type="checkbox"/> Banking & Credit | <input type="checkbox"/> Computer Forensics | <input type="checkbox"/> Document Examiner | <input type="checkbox"/> Expert Witness & Real Estate Advisory Services |
| | <input type="checkbox"/> Computers – Information Systems & Software | <input type="checkbox"/> Domestic Violence | <input type="checkbox"/> Expert Witness Services for Litigators |
| | | <input type="checkbox"/> Dram Shop | <input type="checkbox"/> Expert Witness Websites |
| | | <input type="checkbox"/> Drug/Alcohol Testing Services | |
| | | <input type="checkbox"/> Economics | |

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

- 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
- Fitness for Duty Evaluation
- Flooring
- Footwear Impression Examination
- Forensic Accounting
- Forensic Consultants
- Forensic Engineers/Safety
- Forensic Evidence Specialist
- Forensic Experts
- Forensic Genealogy
- Forensic Podiatrist/Footprints
- Forensic Psychiatry
- Forensic Psychology
- Foundation
- Fraternity
- Fraud, Embezzlement & Theft
- Gambling Addiction
- Geotechnical Engineer
- Geriatric Psychiatry
- Golf Course Safety
- Greek Fraternity
- Groundwater Contamination
- Handwriting Expert
- Hazardous Materials
- Head Injury
- Health Care
- Hedonic Damages
- Highway Engineering/Traffic Engineering
- Highway Safety
- Horses
- Hotel
- Hotel/Restaurant Industry
- Human Factors/Ergonomics
- Human Resources
- HVAC
- Hydrogeology
- Hydrology/Hydraulics/Flooding
- Impaired Professional Provider Evaluations
- Incapacitation/Guardianship
- Independent Medical Exams
- Industrial Hygienist
- Insurance
- Insurance – Bad Faith
- Insurance – Claims Analysis
- Insurance – Construction
- Insurance – Life & Disability
- Insurance – Personal Property
- Insurance – Property & Casualty
- Insurance Services
- Insurance – Standard of Care
- Intellectual Property
- Intellectual Property/Intangible Assets
- Interpreters/Translators
- Investigations
- Investments
- Jury Consulting
- Labels & Warnings
- Laboratory Testing & Analysis
- Landlord/Tenant Disputes
- Landscape Architecture
- Laser 3D Scanning
- Law Enforcement
- 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
- Mediation
- Medical
- Medical – Anesthesiology
- 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 – Hand Surgeon
- Medical – Head Injury
- Medical – Health Benefits Fraud & Abuse
- Medical – Internal Medicine
- Medical – Legal Consulting
- Medical – Malpractice
- Medical – Neurology
- Medical – Obstetrics & Gynecology
- Medical – Oncology
- Medical – Orthopedic Surgery
- Medical – Pain
- Medical – Patient Advocate
- Medical – Pathology
- Medical – Pediatrics
- Medical – Plastic & Cosmetic Reconstructive Surgery
- Medical – Pulmonology
- Medical – Sports Injury
- Medical – Urology
- Medical – Wounds/Skin Injuries
- 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
- Ophthalmology/Vision
- Opinion Research/Surveys
- Orthopedic Surgeon

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

- OSHA Regulations
- Paint & Coatings
- Patents
- Payroll Services
- Pediatric Dentistry
- Personal Injury
- Personal Injury/Wrongful Death/Wrongful Termination
- Pharmacy
- Photography & Photoanalysis
- Plastic & Cosmetic Reconstructive Surgery
- Plumbing
- Police Misconduct
- Police Policy
- Police Policy, Procedures & Tactics
- Police – Use of Force
- Political Districting/Redistricting
- Polygraph
- Premise Liability
- Pressure Ulcers/Bed Sores
- Prison/Jail Doctor
- Private Investigations
- Probate Law
- Product Failure
- Product Liability
- Professional Services/Trial Presentation
- Property Investigations
- Property Management
- Psychiatry
- Psychology
- Questioned Document Examination
- Radiology
- Real Estate
- Real Estate – Appraisal & Consultation
- Real Estate – Appraisal & Valuation
- 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
- Residential Construction
- Residential Real Estate
- Restaurant/Hotel
- Retaining Walls
- 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)
- Security Technology
- Sexual Harassment/Discrimination
- Shareholder/Partner Disputes
- Software
- Software & Systems
- Software Licensing & Systems Contracting
- Sports & Recreation
- Stairs
- Statistics/Research
- Stigma/Disclosure Real Estate Issues & Valuations
- Structural Engineering
- Supplement Expert
- Surety & Fidelity Claims
- Surety Bonds
- Surgery
- Swat & Sniper
- Tax
- Telecommunications
- Telecommunications/Disaster Recovery
- Testamentary Capacity
- Title Insurance
- TMJ
- Toxicology
- Transaction Disputes
- Trial Strategy/Coaching
- Trademarks
- Trial Attorney Coaching
- Trial Consultant
- Trucking
- Trust & Estates
- Trust & Probate Fraud
- Trustee's Sales & Title Procedures
- Undue Influence
- Valuations
- Video Forensics
- Violence Risk Assessment
- Video Services & Forensics
- Vision
- Vocational Evaluation
- Vocational Experts
- Vocational Rehabilitation
- Warnings & Labels
- Wastewater/Sewer
- Water Damage
- Water Supply Studies
- Water Wells Issues
- Weather & Climate
- White Collar Crime
- Witness Preparation
- Wood Science
- Workers' Compensation
- Workers' Compensation – COVID-19 Issues
- Wounds
- 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 2022

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: \$285/category

- See the current Expert Witness Guide online (digital edition version); go to www.azbar.org/AZAttorney and click on "2021 Expert Witness Guide".

Deadline: Wednesday, December 1, 2021.

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: \$285 for a full year, for the first category.

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

INperson

4 State Bar Annual Convention | Phoenix, June 27–29, 2022

Have an exhibit booth at the Convention; 1,400 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 which will reach every attorney and judge in Arizona. Standard Booth Package: \$2,995

Deadline: February 3, 2022.

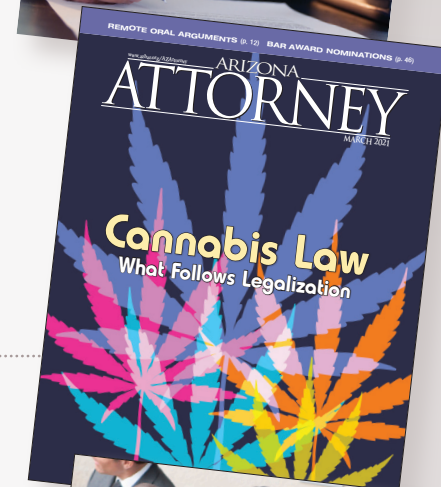
5 Sponsor Networking Events and State Bar CLE Seminars

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

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EMAIL

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