



ATTORNEYS, ACADEMICS, AND THE AMERICAN SOCIETY OF TRIAL CONSULTANTS

The Jury Expert is the bi-monthly trial skills journal of the American Society of Trial Consultants (ASTC). ASTC has been publishing *The Jury Expert* since 2005 and transitioned to an on-line publication in May, 2008. When the print version of *The Jury Expert* was discontinued, it had less than 450 subscribers.

Look at [The Jury Expert](#) now! We average nearly 20,000 readers per issue. Our growth in readership resulted in significant programming advances to our website so that readers can view the entire journal on-line.

The Jury Expert is now accepting advertising from providers of services and goods to attorneys and to trial consultants. *The Jury Expert* focuses on trial skills and improving litigation advocacy and the vast majority of our readers are attorney-litigators. Our readership also includes trial consultant members of the ASTC, academics and law students.

WHY SHOULD YOU ADVERTISE WITH US?

We are being noticed! *The Jury Expert* was among the Editor's Picks for the ABA Tech Show 2009 '[Sixty Sites in Sixty Minutes](#)'. And, the September 28, 2009 issue of *The Texas Lawyer* listed our Twitter feed as one of the [Top 20 Legal Tweeters to Follow](#).

Readers of *The Jury Expert* are men and women who are educated, intelligent, hard-working, and actively engaged in their work and lives. They frequent hotels, airlines, market research facilities, courtrooms and automobile rental companies. They consume computers, high-tech peripherals, Blackberries, smart phones/cell phones, videography and graphics services, gadgets galore, automobiles, and many other products as well as trial consulting services.

In short, our readers are consumers, customers, travelers, and sometimes impulse buyers. Advertising in *The Jury Expert* is your key to accessing this desirable group.

How do you access this audience? Read on....



WHO ARE THE JURY EXPERT'S READERS?

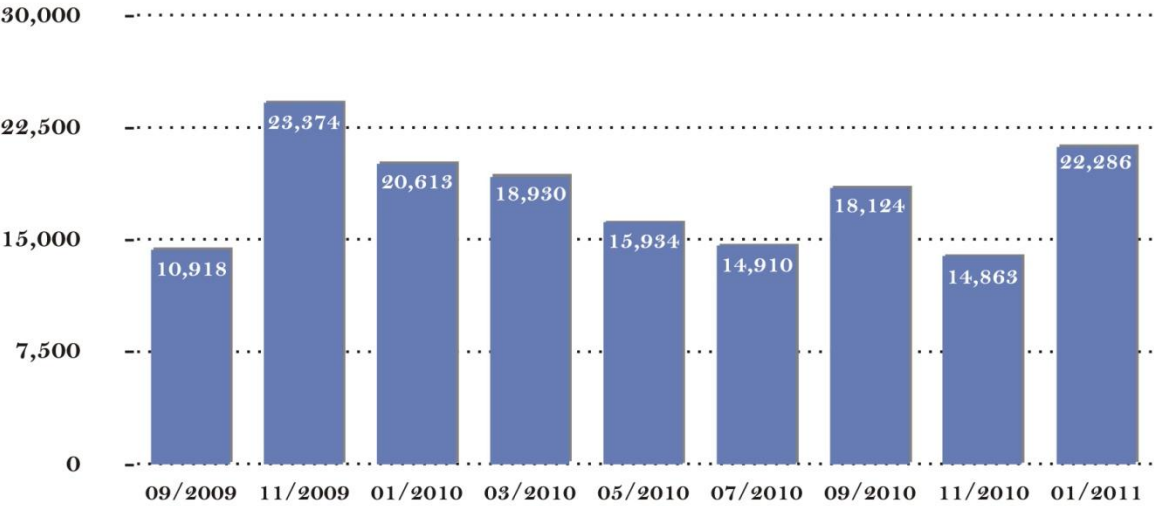
We redesigned our website due to the positive response our new digital version of *The Jury Expert* has received. As part of that new design, we began using a Google Analytics account effective January 23, 2009.

The narrative descriptions below reflect activity since January 23, 2009.

A NARRATIVE PICTURE OF THE JURY EXPERT'S READERS

- Education:** Virtually all college graduates, with most having law degrees, Ph.D.'s, or Master's degrees.
- Age:** Data is not formally collected, but the articles are only of interest to those actively engaged in their careers (in law, social science, communications, journalism).
- US readers:** We have readers from all 50 states and the District of Columbia.
- International base:** *TJE* has had visitors from 146 countries or territories. We have a growing international presence.
- Subscriber base:** Subscribers have gone from fewer than 450 (in the 2007 print version) to over 19,000 readers per issue and we are continuing to grow.
- Website referrals:** More than 1,500 different websites sent visitors to *TJE's* website. Referring sites are mainly legal bloggers, websites related to litigation or testifying.
- Google searches:** The top Google search term that brings visitors to our site is "The Jury Expert". People are hearing about us and they come looking. Most visits to *TJE* do not happen accidentally, although some do. Our site is carefully designed to be search engine friendly.
- Page Views:** Well over 100,000. This is the number on which most digital legal publications base their advertising fees. We receive the majority of hits around the release of a new issue but have steady traffic throughout the life of the issue—mostly from new visitors who are drawn to us via web referrals.
- Return visitors:** About 1/5 of *TJE* readers (21%) came back to the website for subsequent visits following their first visit. You have more than chance to be seen by those return visitors.
- Distribution:** Purveyors of digital content estimate that pdf's are forwarded 2-5 times to colleagues, friends and family. Based on the readership demonstrated via our Google Analytics account (reflected in the chart above), your ads will travel far and wide.

Summary: TJE readers are educated, employed, curious, loyal, intelligent professionals with disposable income despite economic down-turns. Given the interest and respect earned by TJE, we anticipate our growth will continue as increasing numbers of legal professionals discover our existence. A growing number of law school faculty are using us as a trial skills teaching tool. We are listed in EBSCO and the Directory of Open Access Journals, in process with HeinOnline and applying to other legal databases.



CURRENT ADVERTISING RATES

Advertisements are available on the front page and article page of *The Jury Expert* online. Purchase of online ads also buys you either a 1/2 page static ad or a 1/4 page static ad in our downloadable pdf depending on size of advertisement purchased. (See chart for details.)

Front page ads: All ads appear in our html email announcing the new issue AND on the front page of TJE's website for the entire length of the issue (60 day minimum). You also get a 1/2 page (or 1/4 page) static ad in our pdf (depending on size of ad purchased). All Ads in the pdf version go wherever they fit in an issue.

If you purchase an ad in more than one issue, you receive either a 10% discount (for purchasing ads in 3 issues) or a 25% discount (for purchasing ads in 6 issues).

Note: ASTC members receive an additional 5% off. (10% discount on 3 issues and 25% discount on 6 issues.)

To join ASTC go to www.astcweb.org

**The diagram to the right is not to scale. It is to be used to provide a visual of the rough area in which the ad will be placed. Exact placement will depend on content, ads purchased, and other factors. Position on the page is not guaranteed.*

The screenshot displays the website for 'The Jury Expert: The Art and Science of Litigation Advocacy'. The main content area is titled 'CURRENT ISSUE' and features several articles with accompanying images. The articles include:

- American Justice or American Idol? Two Trials and Two Verdicts in the Casey Anthony Case** by Richard Gabriel.
- Blago 1: The Ultimate Mock Trial?** by Alan Tuerkheimer, M.A., J.D.
- The Dangers of Disgust in the Courtroom** by Pamela Sophia Russell, Ph.D. and Roger Oliver Sherwin, Ph.D.
- Powerpoint® Presentation Compatibility: Be Prepared for Surprises** by Robert Featherby and Adam Blomberg.
- In the Mood? Strategies for Working with Depressed and/or Anxious Witnesses** by Romy Miller.
- Putting a Face on the Corporate Defendant** by Sarah Thomson, M.A., M.Ed. and E. Kieran McGarry.
- Juror Race and Capital Sentences** by Roger Edelman.
- Jury Box: Post-It Requirement for Jury Consultants and Lawyers** by Ted Brodie.
- Trials and Tribulations and a Media Blitz...** by Rita R. Hendrick, Ph.D.

 Below the current issue, there is a 'PREVIOUS ISSUE' section with similar article listings. On the right side of the page, there are several advertising spots:

- A large red 'BANNER 700x100'.
- Three 'PILLAR' ads (Pillar 1, 2, 3) each measuring 220x185.
- A 'RECTANGLE 2 250x300' ad.
- A 'RECTANGLE 3 250x300' ad.
- A 'RECTANGLE 4 250x300' ad.

 The website also includes a search bar at the top, navigation links (Home, Full Issue Download Archive, Subscribe, Contact, Submit an Article, Advertise in TJE), and a sidebar with 'Articles by Category', 'Articles by Issue', and 'Recent Comments'.

THE JURY EXPERT MEDIA PACKET

See previous page for approximate position* of ads for Front Page Advertising.

FRONT PAGE ADVERTISING	1 x	3x (price each)	6x (price each)
Skyscraper 1 (250x400 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$900	\$2,430 (\$810)	\$4,050 (\$675)
Rectangle 1 (250x300 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$700	\$1,890 (\$630)	\$3,150 (\$525)
Banner (700x100 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$650	\$1,755 (\$585)	\$2,928 (\$488)
Pillar 1, 2 & 3 (220x185 pixels) (sold separately first come first serve) Includes 1/4 page ad for pdf version (3.5" W x 4.5" H)	\$500	\$1,350 (\$450)	\$2,250 (\$375)
Rectangle 2 (250x300 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$650	\$1,755 (\$585)	\$2,928 (\$488)
Rectangle 3 (250x300 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$600	\$1,620 (\$540)	\$2,700 (\$450)
Rectangle 4 (250x300 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$550	\$1,485 (\$495)	\$2,478 (\$413)
Sponsored Link Does NOT include an ad in the PDF version	\$75	\$204 (\$68)	\$336 (\$56)

Article Page Advertising and Sponsored Links appear on the article pages only and is located in the right column. *(If you have questions about placement of article pages please contact us.)*

ARTICLE PAGE ADVERTISING	1 x	3x (price each)	6x (price each)
Article Skyscraper (250x400 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$800	\$2,160 (\$720)	\$3,600 (\$600)
Article Sponsored Link Does NOT include an ad in the PDF version	\$75	\$204 (\$68)	\$336 (\$56)

THE JURY EXPERT MEDIA PACKET

ABOUT THE JURY EXPERT

The Jury Expert was purchased by the American Society of Trial Consultants as a print magazine in 2005. In 2007, we made a decision to publish on-line and discontinued the print version of the publication.

May 2008 introduced the revamped and totally digital journal to the litigation community. *The Jury Expert (TJE)* is, in essence, a trial skills journal.

TJE features relevant research from social scientists via original articles tailored for our attorney readers and then further 'translated' into practical, user-friendly tips and tools for the litigator by ASTC-member consultants.

We also proudly present work by trial consultants on practical tools for voir dire, case presentation, witness preparation, sequencing the narrative, and translating social science constructs into useful and useable sound bytes for the courtroom.

In short, the new *TJE* is user-friendly, accessible 24/7, and serves as both a storehouse of information as well as a community where attorneys come together with academics and consultants in a fashion that is truly unique in the litigation arena.

Subscriptions are free and open to anyone although the majority of our subscribers are attorneys, law students, academic faculty, trial consultants and court personnel.

How often do you publish?

We publish six times a year: January, March, May, July, September, and November. Publication is always mid-month.

How long would my ads be displayed?

Your ad would be displayed on the internet for a minimum of 60 days and sometimes a few days longer depending on publication timeframes. Your ad will be displayed in the downloadable and forwardable PDF "print" version of the journal for eternity.

Do I get a discount if I purchase more than one ad?

Yes. A 10% discount for 3 ads, 25% for 6 ads.

Do I get a discount for being a current ASTC member?

Yes, you do. To become an ASTC member, go to www.astcweb.org.

Do I have to subscribe to *TJE* to be an advertiser?

No. But you will probably want to see your ads displayed so you certainly can subscribe to *TJE*. And subscriptions to *TJE* are free.

Can I buy your mailing list?

No. Not now. Not ever. Don't even ask.

Are you mainly plaintiff oriented or defense oriented?

The Jury Expert is litigation oriented. We have subscribers from both sides of the bar, consultants who work on both sides of the bar, and articles that address both sides of the bar as well as the middle. Our goal is to support litigation advocacy through education, information, and thorough consideration of all sides to an argument. We want to improve advocacy--not choose sides.

THE JURY EXPERT is published by THE AMERICAN SOCIETY OF TRIAL CONSULTANTS

ASTC is formed of professionals who devote themselves to enhancing the effectiveness of legal advocacy. Members work with attorneys in planning all phases of trial—including discovery, trial preparation, and jury behavior. [<http://www.astcweb.org/public/index.cfm>]

AD SPECIFICATIONS

We do not accept pop-up ads or ads with audio content. All ads submitted must be in jpg or png format and consistent with sizes illustrated on page 5. Please name the file as instructed in the media contract to ensure proper placement. Remember to include a traditional 1/4 page or 1/2 page static ad with your electronic ad if you would like advertising space in our downloadable PDF file. A digital proof of the ad as it will be presented in *The Jury Expert* will be submitted for your review prior to the publication date of the issue.

PAYMENT

All invoices payable in full value US Funds drawn on a US bank. Payment is due in advance of publication and will be received and processed by the office of the American Society of Trial Consultants (the publisher of *The Jury Expert*). Payment is currently accepted by credit card or check and can be mailed to the ASTC Office or called in via telephone to the ASTC Office. Information on payment will be included with the media contract when advertising is approved. ***Ads will not be placed on-line until payment is received by the ASTC office.***

Fees for advertising in digital legal publications are based on the number of page views per issue. Advertising income will be used to offset the costs of journal preparation and to support other non-profit activities of the American Society of Trial Consultants. Advertising prices for *The Jury Expert* will be reviewed to maintain pace with circulation increases and market costs among similar publications.

PUBLISHER POLICIES

Ad submissions are due by the 1st of the month of the issue in which your ads will be featured. Ads cancelled after closing date will be charged the full ad rate. *The Jury Expert* publishes 6 times a year (January, March, May, July, September, and November). Advertising due dates are presented in the following table. If there are individual issues with due dates, please discuss them with the *TJE* Advertising Editor to ensure acceptability of delay.

Issue Date	Ad submission due date
January	January 1
March	March 1
May	May 1
July	July 1
September	September 1
November	November 1

WHO CAN ADVERTISE?

The Jury Expert accepts ads from those who provide services to attorneys. Examples of such vendor/service providers include, but are not limited to trial consultants, attorney practices, e-discovery companies, focus group facilities and networks, court reporters, video streaming companies, legal publishers, various transportation services (limousines, charter jets, airlines), and others.

TJE editors and/or the ASTC Board will review applications for advertisements in the journal and we reserve the right to approve or refuse any request for advertisement in *The Jury Expert*.

SEND AD MATERIALS or ASK QUESTIONS

For any questions regarding advertising in *The Jury Expert*, please contact Tammy Metzger (Advertising Editor) or the ASTC Office.

American Society of Trial Consultants

Attention: TJE Advertising

1941 Greenspring Drive

Timonium, MD 21093

Phone: 410-560-7949

Fax: 410-560-2563

Email: ASTCOffice@astcweb.org

Office Hours: 8:30 a.m. - 4:30 p.m. (Eastern Standard Time)

Once *TJE* has received confirmation of your payment from the ASTC Office (publisher of *The Jury Expert*) we will begin working on placement of your graphic in the upcoming issue(s) of the journal.