



**ATTORNEYS, ACADEMICS, AND THE AMERICAN SOCIETY OF TRIAL CONSULTANTS**

*The Jury Expert* is the quarterly 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.

*The Jury Expert* is 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.

You can find *The Jury Expert* at [www.thejuryexpert.com](http://www.thejuryexpert.com).

**WHY SHOULD YOU ADVERTISE WITH US?**

We are being noticed! *The Jury Expert* is an accepted part of the legal publication landscape. We were 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](#). We are routinely cited in legal blogs, and are used both in CLE presentations and in law school classrooms. Our number of readers grows each year.

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....



## 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 magazine to the litigation community. *The Jury Expert (TJE)* is, in essence, a trial skills magazine.

*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 Jury Expert* 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.

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**How often do you publish?**

We publish four times a year: February, May, August, and November.

**How long will my ads be displayed?**

Your ad will be displayed on the internet for a minimum of 90 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.

**Will your ad automatically be linked to your website?**

Yes!!!

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

Yes, we discount multiple runs. A 10% discount for 2 ads, 20% for 4 ads. (Business cards excluded.)

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

Yes, you do. You get an additional 5% discount. To become an ASTC member, go to [www.astcweb.org](http://www.astcweb.org). (Business cards excluded.)

**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.

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**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. [www.astcweb.org/public/index.cfm](http://www.astcweb.org/public/index.cfm)

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## OUR READERSHIP AND CIRCULATION

Readers of *The Jury Expert* are educated, employed, curious, loyal, intelligent professionals with disposable income despite economic down-turns. Given the interest and respect earned by *The Jury Expert*, 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 get nearly 70,000 page views per quarter according to Google Analytics. So, your advertising message is delivered to a very engaged and active audience.

We are listed in EBSCO, the Directory of Open Access Journals, and in HeinOnline and are applying to other legal databases.

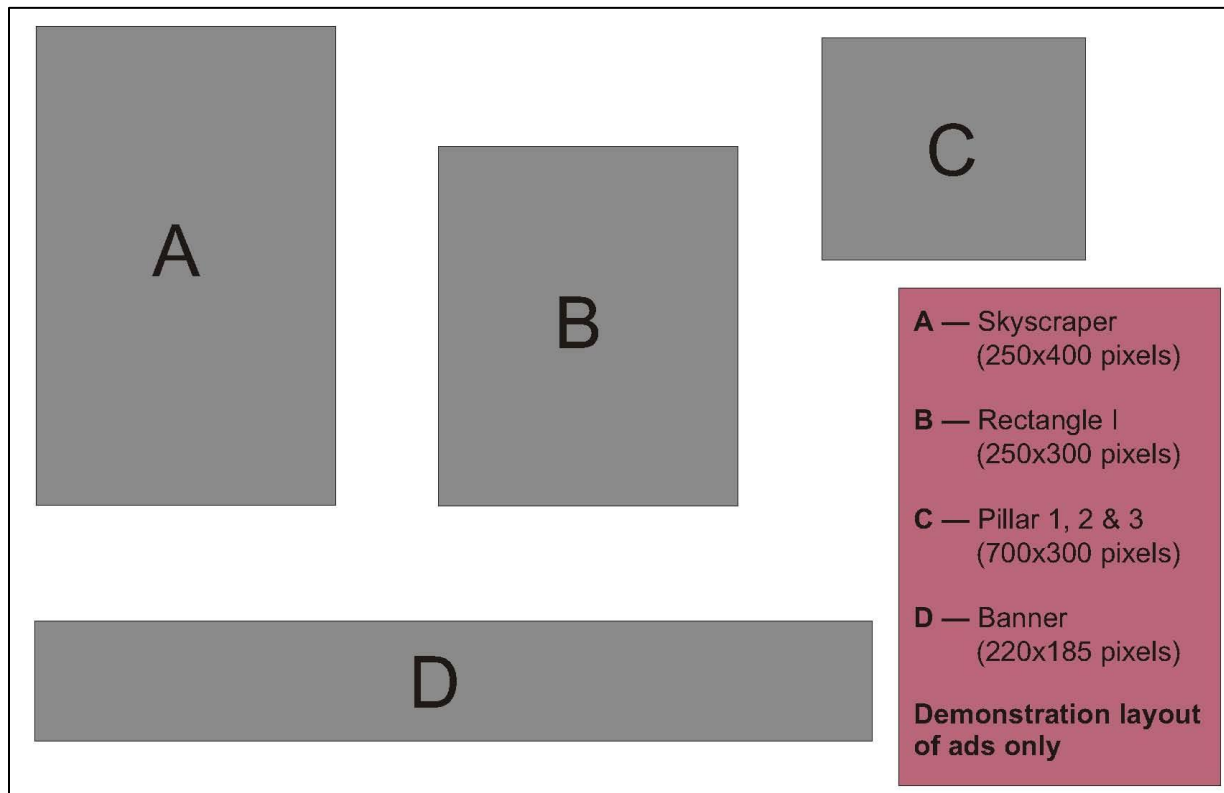
## CURRENT ADVERTISING RATES

Advertisements are available in *The Jury Expert* online. Purchase of online ads buys you either a full page static ad, 1/2 page static ad or a 1/4 page static ad in our downloadable pdf depending on size of advertisement purchased. Business card advertising is available too. (See chart on page 5 for details.) All ads are automatically linked to your website.

All ads appear on the front page of *TJE's* website for the entire length of the issue (90 day minimum). You also get a 1/2 page (or 1/4 page) static ad in our pdf (depending on size of ad purchased). Ads are placed in the pdf version of *The Jury Expert* in the order in which they are received. That is, the first ad is inserted after the first article, the second article, and so on.

If you purchase an ad in more than one issue, you receive either a 10% discount (for purchasing ads in 2 issues) or a 20% discount (for purchasing ads in 4 issues). There is no discount for the already deep discount allowed for business card ads.

Note: *ASTC members receive an additional 5% off except for business card size ads. To join ASTC go to [www.astcweb.org](http://www.astcweb.org).*



\* *The diagram above is not to scale. It is to be used to provide a visual of shape differences as they will be seen on THE JURY EXPERT webpage. Full page ads are **not** shown because they are only available in PDF version (7" W x 9" H).*

• PRICING •

ADVERTISING	1 x	2x (price each)	4x (price each)
Full page ad (7" W x 9" H) *Available in PDF Version only	\$1,500	\$2,700 (\$1,350 per issue)	\$4,800 (\$1,200 per issue)
Skyscraper ad (250x400 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$800	\$1,440 (\$720 per issue)	\$2,560 (\$640 per issue)
Rectangle 1 ad (250x300 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$700	\$1,260 (\$630 per issue)	\$2,240 (\$560 per issue)
Banner ad (700x100 pixels) Includes 1/2 page ad for pdf version (7" W x 4.5" H)	\$600	\$1,080 (\$540 per issue)	\$1,920 (\$480 per issue)
Pillar 1, 2 & 3 ad (220x185 pixels) Includes 1/4 page ad for pdf version (3.5" W x 4.5" H)	\$400	\$720 (\$360 per issue)	\$1,280 (\$320 per issue)
Business card ad Includes 8-10 per page for pdf version	Not available	Not available	\$100 (\$25 per issue)

## AD SPECIFICATIONS AND CONTRACT

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 pages 3 and 4. Please name the file as instructed in the advertising contract to ensure proper placement. Remember to include a traditional 1/4 page, 1/2 page static ad with your electronic ad if you would like advertising space in our downloadable PDF or full page file or if you are submitting a business card size ad (8 cards to a page), just send a copy of your business card to us in .jpg or .png formatting.. The contract is found on page 8 of this Media Kit.

## 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 25<sup>th</sup> of the month preceding 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 4 times a year. Advertising due dates are presented in the following table. If there are individual issues with due dates, please discuss them with the ASTC Office to ensure acceptability of delay.

Issue Date	Ad submission due date
February	January 25
May	April 25
August	July 25
November	October 25

## 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.

Publishers of *The Jury Expert* and/or the ASTC Board may 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 the ASTC Office.

### American Society of Trial Consultants

**Attention: TJE Advertising**

10534 York Road, Suite 102, Hunt Valley, MD 21030

Phone: 410-560-7949

Fax: 410-560-2563

Email: [ASTCOffice@astcweb.org](mailto:ASTCOffice@astcweb.org)

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



American Society of Trial Consultants  
The Jury Expert, Advertising Division  
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(410) 560-7949 • (410) 560-2563 fax  
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## THE JURY EXPERT ADVERTISING CONTRACT

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

For your convenience, the rate page of the current Media Kit is attached as a reference.

### SIZE ADVERTISEMENT: (check one or more)

- Full Page Ad (7" W x 9" H)  
\*Available in PDF Version only
- Skyscraper 1 (250 x 400 pixels),  
includes 1/2 page ad for pdf version
- Rectangle 1 (250 x 300 pixels),  
includes 1/2 page ad for pdf version
- Banner (700 x 100 pixels),  
includes 1/2 page ad for pdf version
- Pillar 1, 2, 3 (220 x 185 pixels),  
includes 1/4 page ad for pdf version
- Business card ad

### NUMBER OF TIMES YOU WOULD LIKE ADVERTISEMENT TO RUN IN TJE:

(Please Check One)  1  2  3  4 (Note: Business card ads automatically run in four issues.)

The purchase price of the ad(s) requested on this form is \$\_\_\_\_\_. By signing below, you are agreeing to purchase advertising beginning in the \_\_\_\_\_ issue of *The Jury Expert*. Your advertising will appear on the internet website of *TJE* for a minimum of 90 days and will remain in the print version (a downloadable pdf file on the [TJE website](#)) of that issue. Business cards will be on the site for one year.

By signing below, you are agreeing to purchase advertising in *The Jury Expert* at the price specified in the current Media Kit. Payment in full must be received prior to publication.

This contract may be faxed, mailed or emailed to [ASTCOffice@astcweb.org](mailto:ASTCOffice@astcweb.org).

When *The Jury Expert* editorial staff receives confirmation of payment from the ASTC Office, we will begin incorporating your ad into an upcoming issue as specified above.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

*(Please see enclosed invoice for payment options)*