

Our emails get opened. Our website visitors spend more time on our pages. Your ad gets seen.

JuryVerdictAlert.com is the California e-mail news service for civil jury verdicts. Three to five times each week we announce interesting jury trial results to over 11,000 California trial attorneys by email. Our email subject line triggers interest with the dollar amount and a summary of the verdict. About 23% are opened (versus a national average of 3% for e-mail marketing.) The click-through rate to read the entire verdict report on our Website is also very high, an average of 638 times per e-mail. That's a *second time* your ad can be seen when your advertising plan includes both email and the website. Below are typical email statistics.

	Sent	Opened	Click-thru
Left turn auto. San Diego County. May 15 2019 "Intersection collision when defendant loses control during left turn. \$110K. San Diego County."	11,905	2,118	495
Driver died. Ventura County. May 13 2019 "20-year-old makes evasive maneuver, loses control and crashes into parked truck. \$30M. Ventura County."	11,923	2,303	894
Head-on collision. San Bernardino County. April 24 2019 "Head-on collision results in MTBI, other injuries. \$2.6M. San Bernardino County."	11,672	2,333	803
Premises liability. Los Angeles County. April 29 2019 "Truck driver unloading hay falls off ladder as he climbs to top of load. \$3.5M. Los Angeles County."	11,931	2,200	631
Whistleblower. Los Angeles County. May 1 2019 "Engineer reports he was improperly given access to classified documents. Whistleblower. \$1.5M. Los Angeles County."	11,923	2,390	393

Advertising

Your ad can appear in three places

On the email



On the homepage
of JuryVerdictAlert.com



On the inside page
of JuryVerdictAlert.com with the
complete report on the verdict.





From the publishers of Advocate and Plaintiff magazines

Report A Verdict

Contact

Quick Search

JuryVerdictAlert E-mail News Brief Ad Rate

Two pricing plans for the large, primary ad on the E-mail news brief:

1. Per E-mail Opened:
 - a. \$150.00 per thousand E-mails opened (.15@)
 - b. Minimum order: 10,000
 - c. Discounts available on orders of 25,000 views or more.
2. Monthly sponsor
 - a. \$1,750.00 per month. Your ad will appear on no less than seven E-mails per calendar month and may appear on more than that. We reserve the right to sell more than one primary sponsorship ad per month, in which case sponsors' ads may alternate.

Secondary ad on the email news brief:

- a. \$100 per thousand E-mails opened (.10)
- b. \$950.00 per month sponsorship

Juryverdictalert.com Website Ad Rate

\$175.00 per thousand page views (.175@)

Minimum order: 10,000

Discounts available on orders of 25,000 or more page views.

Your ad appears on every page of the Website.

Billing and Statistic Reporting

1. Ads purchased as "Per E-mail Opened" or "Per Thousand Page Views" are billed monthly at the end of the month.
2. Monthly sponsor ads are billed on the first of the month, in advance.
3. Statistics on the number of E-mails opened are generated by our E-mail service provider (Pinpointe.com) and will be provided to you on a monthly basis.
4. Statistics on Webpage views are provided by Google Analytics and will be provided to you on a monthly basis.

Display Ad size and mechanics

E-mail newsletter ads and Website ads are 184 x 544 pixels, or approximately 2 ½" wide x 7 ½" deep @ 72dpi. Standard screen resolution of 1280 x 1024. This ad appears at the top right of the screen. Your ad may contain one or more links to pages on your Website, or we can make the entire ad a single link to your Website. For ads that incorporate video or animation, you must provide the complete HTML code for the Web page.

Also available on the E-mail campaign is a secondary, smaller ad, running in the left-hand column below the summary of the jury verdict. Size is 360 x 100 pixels or approximately 3 ¾" wide and 1" tall when viewed on a video monitor at screen resolution of 1280 x 1024.

Ad Design

For a static ad (no video or animation), we can provide the HTML code for a one-time charge of \$200.

For current advertisers in *Advocate* or *Plaintiff* magazines, there is no charge.



Christopher Neubauer

Sales Director

Neubauer & Associates, Inc.

(760) 721.2500

cn@theadvocatemagazine.com

2204 S. El Camino Real, #300, Oceanside, CA 92054

2229 Lombard Street, San Francisco, CA 94123