

## Be part of a valuable news service for trial attorneys

JuryVerdictAlert.com is the first California news service for jury verdict alerts. We treat jury verdicts like the news that they are, sending out jury verdict alerts by email to over 10,000 plaintiffs' attorneys throughout California. The email includes a brief summary of the news-worthy verdict and invites the attorney to "read the complete report for free" on the JVA Website. Clicking thru for the complete report brings the attorney to the Home page, where the four most important recent verdicts are summarized. Clicking on any of these summaries takes the attorney to the complete verdict report.

### Recent Statistics

Email Subject Line	Date and Time	Sent Email	Opened Email <sup>1</sup>	Click-thru (pg. views) <sup>2</sup>
Homeless ex-con on bike hits car door that's suddenly opened \$44K offer. \$85K verdict. Santa Barbara County.	November 10, 2014, 11:40 am	12,295	4,134	572
Wrongful death UIM arbitration award of \$399,269. Sacramento County.	November 6, 2014, 2:28 pm	12,307	4,054	665
Insurer refuses to pay \$139K business burglary claim \$2.5 million verdict. Fresno County.	November 4, 2014, 12:28 pm	12,326	3,795	674
Two recent defense employment verdicts. Los Angeles County.	October 21, 2014, 2:58 pm	12,338	4,229	749
\$9.9 million net verdict for 70-year-old in trip and fall at restaurant. Los Angeles County.	September 29, 2014, 12:16 pm	12,399	7,183	1,566
Defense verdict for legal mal for plaintiff's attorney sued following wrongful termination action.	September 22, 2014, 3:44 pm	12,441	5,774	1,266
Supervisors stage fake armed robbery to test cashiers. \$360,000 for emotional distress. Kern County.	July 28 2014, 10:32 am	12,754	5,117	761

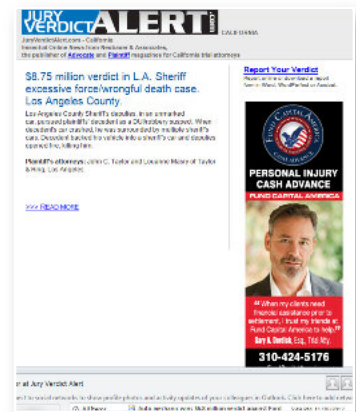
### Rates

#### Display ad on Email<sup>1</sup>

10,000 email opened .....	\$1,900
20,000 .....	3,230
30,000 .....	4,275

Your ad appears on the email together with the summary of the verdict described in the email subject line. The name and firm of the plaintiff attorney is also displayed. Every email includes a direct link to the "Free Full Verdict Report" on juryverdictalert.com.

**Rates continue**  
See Page 2





**Display ad on JVA Website Home Page — Click Thru<sup>2</sup>**

5,000 page views .....	\$1,250
10,000 .....	2,125
15,000 .....	2,812

Your ad appears on the JVA home page with the "Highlighted Verdicts". All click-thru traffic from JVA emails is directed to this page (a/k/a the "landing page") which includes four different verdict reports. You are not billed for page views that result from Web Search Engines — only for the traffic from the email alerts.

**Display ad on JVA Website inside pages**

5,000 page views .....	\$1,500
10,000 .....	2,550
15,000 .....	3,375

Your ad appears on all JVA Website pages except for the home page. These include *all* of the "Complete Verdict Report" pages for each verdict on the Website, "Recent Verdicts" page, "Search Verdicts" page, "Attorney Services" page, "About Us" page, "Subscribe" page, and "Contact Us" page. You are billed on all page traffic as reported to us by Google Analytics. This includes traffic from JVA emails that lands on the home page and then clicks thru to read a complete verdict report or performs other searches on the database, as well as traffic coming directly to specific pages from search engines.



**Display Ad size and mechanics**

E-mail campaign ads and Website ads are 184 x 544 pixels, or approximately 2 1/2" wide x 7 1/2" deep @ 72dpi. Standard screen resolution of 1280 x 1024.

Your ad cannot include any pop-ups.

**HyperLinks** – Your entire ad will be hyperlinked either 1) directly to a page on your own Website or, 2) to a page on the JVA Website. There is no additional charge for linking to your Website. To avoid delay in accessing your Website from the JVA Website link, you can choose to have us set up for you a page on the JVA Website. This page can display a static ad, a video-clip or animation. The page will incur a one-time setup fee of \$300. For ads that incorporate video or animation, you must provide the complete HTML code for the Web page. For a static page, we can provide the HTML code for an additional charge of \$200 (if you use the same ad that appears in Advocate or Plaintiff magazine, there is no additional charge). This page on the JVA Website can also be linked to your own Website.



**Christopher Neubauer**  
*Sales Director*  
 Neubauer & Associates, Inc.  
**(760) 721.2500**

cn@theadvocatemagazine.com  
 503 Vista Bella, #216, Oceanside, CA 92057