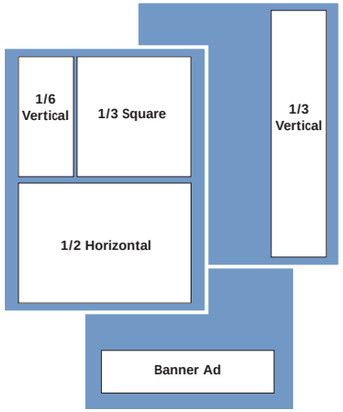
DISPLAY ADVERTISING

Black and white unless otherwise noted. (All ads must be prepaid to guarantee space reservation.)



RATES & SPECIFICATIONS

1/6 PAGE VERTICAL 2 1/4" wide x 4 7/8" tall	**$ 500**
1/6 PAGE HORIZONTAL 4 5/8" wide x 2 1/4" tall	**$ 500**
BANNER AD 7" wide x 1 3/4" tall	**$ 525**
1/3 PAGE SQUARE 4 5/8" wide x 4 7/8" tall	**$ 775**
1/3 PAGE VERTICAL 2 1/4" wide x 10" tall	**$ 775**
1/2 PAGE HORIZONTAL* 7" wide x 4 7/8" tall	**$1,230**
2/3 PAGE * 4 5/8" wide x 10" tall	**$1,600**
FULL PAGE** 7" wide x 10" tall (live area)	**$2,100**
INSIDE BACK COVER-4 color 7" wide x 10" tall (live area)	**$2,500**
INSIDE FRONT COVER-4 color 7" wide x 10" tall (live area)	**$4,000**
BACK COVER– 4 color 7" wide x 10" tall (live area)	**$5,500**
BOUND INSERTS– 4 color	**$3,950**

** Includes one free basic listing*

*** Free listings include either two in the Directory or one in the Directory and one in the* Los Angeles Lawyer *magazine guide of your choice*

Display advertising is available in any section. Exact subcategory positioning for banner ads only cannot be guaranteed. You should specify the categories where you would like your ad to appear (placement available on a priority-paid basis). If you also have text listings, they will refer to your display ads.

We accept ads in certain electronic/digital formats; preferably as PDFs. Please call for specifications. Production charges will apply should artwork be received past the material due date and/or in the incorrect format. Black and white ads can be submitted as "camera-ready" art, i.e. a high-resolution laser print, a negative, or a stat that will be scanned.

Please note that borders are required on all ads less than a full page. Ad dimensions include border.

Inserts are accepted in the Directory of Experts & Consultants. Cost is determined by size, weight, and method of insertion.

ONLINE OPPORTUNITIES

E4L–expert4law.org • The Legal Marketplace
They'll find you here!

With a separate listing on **expert4law.org**, you will be part of the Los Angeles County Bar Association's user-friendly expert witness and consultants Web site.

Your listing can be called up by thousands of legal professionals, when they are in search of your specific services. **expert4law.org** is easy for attorneys to navigate, getting you found and hired faster.

- Site averages 2000 hits per day
- Keyword searchable, plus categorized for easy browsing
- Additional listing enhancements include: logos, photos, link to your CV; Tower (display) advertising
- Listings also appear on Lexis
- Free of charge to attorney users
- Easy and secure online registration
- Drive traffic to your own site
- The prestigious reputation and resources of the Los Angeles County Bar Association

REGISTER NOW for an online listing at **www.expert4law.org** or call **213.896.6470** for more information.

Our listers consistently report that they get most of their business from the Directory of Experts & Consultants

My experience with the Southern California Directory of Experts & Consultants has been just what the doctor ordered. The responses to my listing are serious and knowledgeable and do not need educating as to their needs. In my years of being listed, the directory has provided continuing referrals from well-regarded clients. I have been pleased with my experience with my directory listing.—Samuel Black, M.D, Los Angeles

The directory consistently renders the best results for my advertising dollars.—Rae Lyon, CDE, Pacific Coast Handwriting, Burbank

The advertising we have done with the Directory of Experts & Consultants has been the best source for new and continued business. We have used other types of advertising and this has been our best investment to date.—Kjell "Shell" Nelson, Advisory Services Group, Manhattan Beach

Easily 75-90% of our expert witness and receivership work & referrals come directly from this directory. It's the only advertising we can trace dollars directly to clients.—David Wald, Principal, Wald Realty Advisors, Los Angeles

The directory has been a fabulous source of business referrals....I've been advised by many attorneys that it is the only expert referral source that they use.—Thomas A. Tarter, The Andela Consulting Group, Los Angeles

It is for us the most valuable directory which caters to the legal profession....I am very pleased with the results we have obtained from our advertising in the directory.—Mercy Steenwyk, Director, ForensisGroup, Pasadena

Having done very little advertising, I am very pleased with the results from the directory. The listing immediately resulted in several phone calls that resulted in retainers.—Frank E. Raab, Former Insurance Company President, Beverly Hills

LOS ANGELES COUNTY BAR ASSOCIATION
POST OFFICE BOX 55020
LOS ANGELES CALIFORNIA 90055
www.lacba.org

An opportunity like this comes along only once a year!

Don't miss the chance to target Southern California lawyers, your most valued prospective clients.

If you are an expert qualified to give legal testimony, consultation, provide litigation or dispute resolution services, you are invited to participate in the Los Angeles County Bar Association's prestigious **Southern California Directory of Experts & Consultants.**

GET REGISTERED, GET RESULTS

Grow your business by registering in the annual Southern California Directory of Experts & Consultants, THE most used resource for attorneys to locate qualified experts.

If you are a professional who wishes to market your services to attorneys, the Directory of Experts & Consultants is the comprehensive resource you've been looking for.

The directory contains more than 2,000 listings and display ads in over 500 categories of medical, technical, forensic, scientific, and legal expertise. Includes: Experts, Consultants, Trial support, Dispute Resolution Professionals, and lawyer-to-lawyer referrals.

UNPARALLELED DISTRIBUTION: FAR, WIDE, AND TARGETED

Since 1991, the Los Angeles County Bar Association has been publishing the Southern California Directory of Experts & Consultants. We are the largest and most prestigious local bar association in the country, with over 20,000 members.

The directory of Experts & Consultants enjoys the largest distribution of any legal resource in the region. The directory is distributed free of charge at the beginning of each year to more than 40,000 attorneys throughout Southern California in the following bar and professional associations:

- Los Angeles County Bar
- Orange County Bar
- Riverside County Bar
- San Bernardino County Bar
- Ventura County Bar
- Santa Barbara County Bar
- Kern County Bar
- Tulare County Bar
- San Luis Obispo County Bar
- North San Diego County Bar
- Lawyers Club of San Diego
- Orange County Trial Lawyers Association

The directory is also distributed to law and public libraries, trial courts, legal centers, government agencies, corporations, various legal trade shows, and the media throughout Southern California.

The Southern California Directory of Experts & Consultants gets into the hands of the people who use it most, and because of its long shelf life, it is a trusted resource that attorneys turn to on all year long.

LISTING PRICING

(All ads must be prepaid to guarantee space reservation.)

BASIC LISTING (25 lines incl. formatting)	**$375**
ADDITIONAL CATEGORIES (repeat)	**$105** per category
ADDITIONAL CATEGORIES (different text)	**$199** per category
ADDITIONAL LINES (each category)	**$4.99** per line/ per category
PHOTO (max. 1" tall)	**$50** per category
LOGO (max. 2" wide x 1" tall)	**$80** per category
FRAME (2 point border around listing)	**$50** per category

IMPORTANT DATES

SPECIAL PROMOTIONS FOR EARLY REGISTRATION!

Registration Deadline	**October 1**
Display Ad Reservation	**October 1**
Ads Due	**October 15**

Proofs will be sent to you prior to publication.
You will receive a free copy of the directory.

REGISTER TODAY!

For forms:

Call **(213) 896-6470**

E-mail **forensics@lacba.org**

Download **www.lacba.org/directories**

SAMPLE LISTING

Basic Listing
$375 (up to 25 lines, including formatting)

Ballenger, Strike & Assoc, LLC
Contact: Bruce W Ballenger,
Mg Director, L.A. Office
10990 Wilshire Blvd.
16th Flr
Los Angeles, CA 90024
Tel: (310) 837-1717
Fax: (310) 873-6600

Degrees/Lic: BBA Univ of Cincinnati; CPA; Bankruptcy Examiner Trustee

Specialties: Serve troubled companies, creditors & counsels in turnaround management, bankruptcy, insolvency & interest rate consulting & accounting, forensic accounting, financial reorganization, profit improvement, litigation support incl expert witness services. Published author, former Big 6 partner w/ hotel/real estate experience.

See display ad on page 65.

Birthdate: Aug 17, 1943 **Birthplace** : Cincinnati OH **Education:** Bachelor's of Bus Admin, Univ of Cincinnati, Coll of Bus Admin 1966; Cert in Adv Legal Education, Bus Reorganizations Under the Bankruptcy Reform Act, USC 1990 **Certifications/ Licenses:** CPA (CA & OH); US Bankruptcy Examiner; US Bankruptcy Trustee **Previous Positions/Appointments:** Coopers & Lybrand: mgmt consulting partner-in-charge of So Calif Financial Strategy & Reorganization Mgmt Consulting Practice; West Region Resolution Trust Corp Coordinator. Ernst & Young: partner, Mergers & Ac-

continued

Individual and/or Organization Name (bold face)

Contact Information

Degrees and Licenses

Reference to display ad

Photo or Logo: (Photo appears to side of listing, Logo appears above listing)

Paragraph Describing Expertise

Additional Text (line 26+): any additional text over line 25 is $4.99 per line, per category.

Frame: 2 point border

southern california directory of

experts & consultants

THE DIRECTORY HAS FOUR MAJOR SECTIONS

Expert Witnesses & Consultants Section

Contains more than 500 categories, many with sub-categories, where you can highlight your expertise.

- Accident Reconstruction
- Accounting
- Appraisal & Valuation
- Computer Forensics/ Electronic Discovery
- Construction
- Economic Analysis
- Employment
- Engineering
- Environment
- Failure Analysis
- Finance
- Insurance
- Intellectual Property
- Investigation
- Jury Trial Consulting
- Malpractice
- Medicine & Health
- Pharmacology
- Police Practices
- Probate, Estates & Trust
- Product Liability
- Psychology & Psychiatry
- Real Estate
- Security

Dispute Resolution Professionals Section

Arbitrators, Mediators, Private Judges, Special Masters, Family Law Mediators, Settlement Officers, and other dispute resolution providers should list in this special section.

Categories include Arbitration/Mediation in more than 50 areas, such as Banking/Financial Services, Construction, Employment, Estates/Trusts & Probate, Family Law, Fee Disputes, Immigration, Insurance, Personal Injury, Real Estate, Tax Issues & Workers' Compensation, and many others. Also find categories for Private Judges, Special Masters, Family Law Mediators, Settlement Officers, and more.

Lawyer-to-Lawyer (L2L) Referral Section

In this special section, attorneys who hold themselves competent in more than 50 practice areas of law can share expertise with the colleagues. L2L provides an opportunity for networking, partnering, mentoring, and outsourcing services—giving a firm more competencies to leverage and create new opportunities and value for its clients. This strategic marketing medium is a key ingredient in a firm's Professional Development Plan.

Litigation/Legal Services Section

If you provide trial support services, this particular section is right for your listing. It contains categories such as:

- Computers and Legal Software Products
- Court Reporters/ Depositions
- Documents: Search, Retrieval, Management and Storage
- Law Firm Marketing/ Management
- Language Services/Analysis
- Legal Search Placement Services
- Legal Video
- Messenger Services
- Paralegals
- Personnel/Outsource Office Support Staffing/ Temps
- Process Servers