

AAJ ADVERTISING POLICIES AND PROCEDURES

1. Only members/advertisers in good standing at the time the listing/ad is submitted may advertise.
2. All ads must conform to AAJ advertising policies. Ads will be accepted subject to reasonable standards of good taste, at the discretion of AAJ.
3. No advertising will be accepted without a signed contract. Ads not prepaid will not be published until payment is received.
4. Ad copy may contain basic firm information (address, phone, website, email address, number of attorneys, etc.), practice areas, new partners or associates, memberships in associations and honors received. Per the AAJ advertising policy, copy may not mention the size of jury awards or income, or otherwise emphasize dollar amounts. Ads may not include the dollar sign (\$), images of cash, or testimonials.
 - *AAJ/Naylor* encourages the submission of advertisements that help demonstrate the beneficial contribution trial lawyers make to ensuring we have a civil justice system that protects the rights of individuals. We prefer ad content that focuses on helping victims and seeking justice.
 - *AAJ/Naylor* reserves the right to reject advertising that refers to large jury awards or settlements; appeals primarily to maximizing damages; or otherwise overemphasizes prices, fees or other monetary considerations. This applies to both textual and visual elements of advertising.
 - *AAJ/Naylor* will not accept advertising for firearms, tobacco or alcoholic beverages.
 - *AAJ/Naylor* reserves the right to reject advertisements with sexual or other connotations in questionable taste.
 - *AAJ/Naylor* avoids text or visual emphasis on prices and fees in ads. Photos or art containing currency, dollar signs, ambulances or images that may have a negative connotation for the legal profession will not be accepted.
5. The advertiser shall indemnify and hold harmless *AAJ/Naylor*, its officers, agents and employees against claims, suits, expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
6. Compliance with state ethics rules regarding attorney advertising is solely the responsibility of the member-advertiser. AAJ shall not be responsible for attorney/firm noncompliance.