

GEORGIA TRIAL LAWYERS ASSOCIATION

GTLA

Protecting the Right to Trial by Jury



GTLA.ORG

GEORGIA TRIAL LAWYERS ASSOCIATION MEDIA GUIDE

**REACH KEY LEADERS IN GEORGIA'S
\$9 BILLION LEGAL INDUSTRY**

Verdict Magazine / GTLA Quarterly email / The Monthly Docket eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

Erik Albin
Publication Director
EAlbin@naylor.com
352-333-3371

NAYLOR 
ASSOCIATION SOLUTIONS

ABOUT GTLA

- Since 1956, GTLA has worked tirelessly to ensure that everyday citizens, Georgia families and small business are never deprived of access to true justice.
- We are the **only association in the state that supports plaintiff's attorneys**, both with valuable member services and benefits, as well as with political representation at the Capitol.
- Our membership has been growing steadily over the past several years and we have added **25+ local chapters around the state** that meet independently of GTLA.

Verdict



Verdict Website



The Monthly Docket



GTLA BY THE NUMBERS

1

We are **the only association in the state** that supports plaintiffs' attorneys

80%

Around **80%** of our members are **key decision makers** at their firms

2,000

Our **2,000 members** are attorneys, paralegals, all GA judges, and all other trial lawyer associations judges across the nation, as well as law students throughout the state

\$4B

Georgia's legal industry is **one of the top 10 legal markets in the U.S.** with a purchasing power of more than **\$4 billion**

TOP 10

GTLA is **one of the top 10** trial lawyer associations in the U.S.

TOP PRODUCTS OUR MEMBERS NEED

- Accident Reconstruction
 - Computer Software and Web Development
 - Court Reporting
 - Expert Witnesses
 - Financial Planning and Banking
 - Forensic Engineering and Accident Reconstruction
 - Insurance
 - Legal Writing & Research
 - Litigation Support Services
 - Mediation & Arbitration
 - Medical Illustrators
 - Package Shipping
 - Personal Banking
 - Pre-Trial Funding
 - Process Servers
 - Structured Settlements
 - Trial Exhibits
 - Website Building & Optimization
- ... And many more!

REACH KEY LEADERS IN GEORGIA'S \$9 BILLION LEGAL INDUSTRY

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

GEORGIA TRIAL LAWYERS ASSOCIATION

GTLA NAYLOR 
Protecting the Right to Trial by Jury ASSOCIATION SOLUTIONS

VERDICT MAGAZINE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4x
DPS	\$2,819.50	\$2,539.50	\$2,259.50
OBC	\$2,479.50	\$2,279.50	\$2,089.50
IBC/I	\$2,229.50	\$2,029.50	\$1,839.50
Full Page	\$1,959.50	\$1,759.50	\$1,569.50
2/3 Page	\$1,699.50	\$1,529.50	\$1,359.50
1/2 Page Island	\$1,459.50	\$1,309.50	\$1,169.50
1/2 Page	\$1,229.50	\$1,109.50	\$979.50
1/3 Page	\$979.50	\$879.50	\$779.50
1/4 Page	\$739.50	\$669.50	\$589.50
1/6 Page	\$609.50	\$549.50	\$489.50
1/8 Page	\$439.50	\$399.50	\$349.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

PAST ADVERTISERS

- Affordable Video Solutions, Inc
- Alice M. Adams, RN LNCC MSCC
- American Medical Forensic Specialists (AMFS)
- Anderson, Tate, & Carr P.C.
- Barrett & Farahany, LLP
- Beasley, Allen, Crow, Methvin, Portis & Miles, PC / CO The Cooper Firm
- Bell Law Firm
- Benchmark Rehab Partners
- Business Appraisal Group LLC
- Collision Specialists, Inc.
- CP Healthcare
- Danny F. Dukes and Associates, LLC
- Deitch & Rogers, LLC
- Delve Information Resources, Inc.
- Fast Funds, Inc.
- Forcon International
- Forge Consulting
- Global Financial
- Head Of Engineering, LLC
- Law Cash
- LawSpace Match, LLC
- Mercer University Press
- ML Healthcare
- Morgan & Morgan
- National Academy of Distinguished Neutrals
- Nationwide Medical - Legal Solutions
- Physician Life Care Planning
- Redwood Funding Group, LLC
- Regional Medical Group
- Risk Consulting & Expert Services
- Safety Priority
- Smith Economics Group, Ltd.
- South Georgia ADR Service, LLC
- Stone Law Group
- Synergy Settlement Services
- Tanner Legal Nurse Consulting
- Taylor Law Enforcement Consulting Group
- The Law Offices of Michael L. Neff, P.C.
- The Orlando Firm, P.C.
- Tyrone Law Firm, PC
- Veritext Legal Solutions
- Warren R. Hinds, P.C.
- Warshauer Law Group, PC

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of July, 2018

GEORGIA TRIAL LAWYERS ASSOCIATION

GTLA

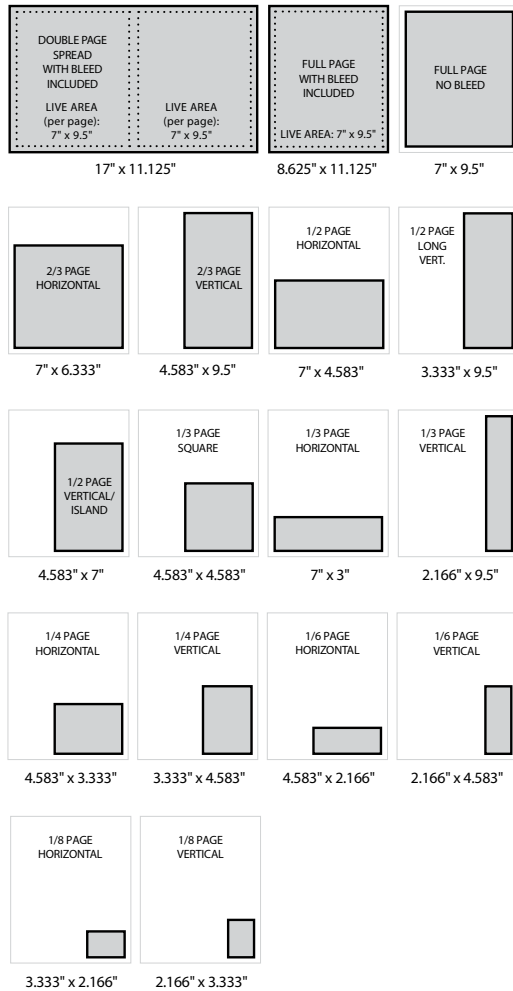
NAYLOR

Protecting the Right to Trial by Jury

ASSOCIATION SOLUTIONS

VERDICT MAGAZINE PRINT ADVERTISING SPECIFICATIONS

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

Verdict

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

Digital Edition

For more information, visit:

<http://www.naylor.com/onlinepecs>

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GEORGIA TRIAL LAWYERS ASSOCIATION



Protecting the Right to Trial by Jury ASSOCIATION SOLUTIONS

VERDICT MAGAZINE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

Verdict is available in a fully interactive digital publication. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital publication lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our publication, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print publication. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital publication.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner 4 2nd TOC Mobile Banner

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For the latest online specs, please visit www.naylor.com/onlinespecs

Display Ad Package 1 | \$1,300

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$1,100

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital publication and are visible on all device types.

HTML5 Ad | \$1,450

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$950

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital publication.

- Large Insert | \$850
- Large Outsert | \$700

Additional TOC Mobile Banner | \$550

VERDICT MAGAZINE

EXPERT PROFILE SECTION

Showcase your professional services with an advertisement in GTLA's Verdict Magazine!

- Full-color advertorial located in a special section of the publication for extra exposure
- Allows you to describe your areas of expertise and biographical information
- Include your firm's logo for additional exposure
- Includes link to the landing page of your choice
- Reproduced on the Verdict micro site
- Archives are accessible for unlimited online viewing

Rate:

Full page | \$2,270

1/2 page | \$1,550

1/4 page | \$820

Specs:

Image | 300x160 pixels

Headline | 20 words

Body | 1000 words



Sample

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing already.

GEORGIA TRIAL LAWYERS ASSOCIATION



Protecting the Right to Trial by Jury

ASSOCIATION SOLUTIONS

VERDICT MAGAZINE

Georgia Trial Lawyers Association

DIRECT-MAIL AND BELLY BAND OPPORTUNITIES

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which *Verdict* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around *Verdict* with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only
Belly Band	<input type="checkbox"/> \$2,749.50
1-Page (2 surfaces)*	<input type="checkbox"/> \$2,009.50
2-Page (4 surfaces)**	<input type="checkbox"/> \$2,429.50
Postcard	<input type="checkbox"/> \$2,009.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

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Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (GTL-Q0319)

Please sign and return to:

Erik Albin
Publication Director
EAlbin@naylor.com
352-333-3371

GEORGIA TRIAL LAWYERS ASSOCIATION



Protecting the Right to Trial by Jury ASSOCIATION SOLUTIONS

VERDICT MAGAZINE

PROFESSIONAL SERVICE MARKETPLACE

Georgia Trial Lawyers Association

Showcase your professional services with an advertisement in GTLA Verdict Magazine!

The Professional Service Marketplace allows you to describe your areas of expertise, relevant experience and biographical information. Your message will be located in a special section of the publication and listed in the table of contents.

1. Select from the following options:

- Full-page, full-color | \$1,829.50
- 1/2-page, horizontal, full-color | \$1,169.50
- 1/4-page, vertical, full-color | \$649.50

2. Select Section:

- Court Reporter
- Expert Witness
- Litigation Support
- Licensed Investigators

2. Choose the issue(s) in which you would like your ad to run:

- Summer 2019 (GTL-Q0319)
- Winter 2019 (GTL-Q0120)
- Fall 2019 (GTL-Q0419)
- Spring 2020 (GTL-Q0220)



3. Total your order:

\$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ TOTAL PRICE

All rates are per insertion. Invoices are issued upon publication.

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ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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GEORGIA TRIAL LAWYERS ASSOCIATION
GTLA NAYLOR 
Protecting the Right to Trial by Jury ASSOCIATION SOLUTIONS

THE MONTHLY DOCKET

ENEWSLETTER

ABOUT THE ENEWSLETTER – WWW.NAYLORNETWORK.COM/GTL-NWL/

Now more than ever, professionals consume information on the go. Our *The Monthly Docket* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,800 decision-makers each month
- In addition to 1,800 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other GTLA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



Delivered to more than 1,800 industry leaders!

Data pulled from April 2018 - April 2019

1 650 x 90

2

3

4

5

6

Sample, continued

- 1 Leaderboard (650 x 90 Pixels)**
12 Months | \$2,700
- 2 1st Row Rectangle (300 x 250 Pixels)**
12 Months | \$2,500
- 3 1st Sponsored Content (180 x 150 Pixels)**
12 Months | \$2,250
- 4 2nd Row Rectangle (300 x 250 Pixels)**
12 Months | \$2,000
- 5 2nd Sponsored Content (180 x 150 Pixels)**
12 Months | \$1,750
- 6 3rd Row Rectangle (300 x 150 Pixels)**
12 Months | \$1,500

Sections include

- A Message from the President
- Feature Stories
- Welcome New Members
- Civil Justice PAC
- Grassroots
- Legislative News
- Upcoming Events Hot Topics

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

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VERDICT MAGAZINE WEBSITE

Advertising on the Verdict Magazine Website – verdict.gtla.org

Advertising on the Verdict Magazine website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to verdict.gtla.org to learn about upcoming association events, discover ways to maximize their GTLA membership. Advertising on verdict.gtla.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of law professionals.

Features of GTLA website advertising:

- Cross-promoted in other GTLA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



1 Leaderboard (728 x 90 pixels)

- Located in exclusive position of the website
- Run of site - Three rotations available

12 Months | \$2,150

2 Skyscraper (160 x 600 pixels)

- Placed next to content at the top of the website
- Run of site
- Three rotations available

12 Months | \$1,900

3 Rectangle (300 x 250 pixels)

- Placed between popular sections of the website
- Run of site - Three rotations available

12 Months | \$1,375

For the latest online specs, please visit:
www.naylor.com/onlinespecs



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VERDICT MAGAZINE

VERDICT – DIGITAL EDITION SPONSORED EBLAST

When each print edition of *Verdict* is distributed, an email will be sent to all GTLA members making them aware that the digital edition is available for viewing.

Enjoy the benefits of a targeted email blast:

- Delivers your message directly to the inbox of decision-makers on a regular basis
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- EXCLUSIVE AD SPACE

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Delivered to more than 1,900 decision makers!



VERDICT
THE JOURNAL OF THE GEORGIA TRIAL LAWYERS ASSOCIATION

GEORGIA TRIAL LAWYERS ASSOCIATION
GTLA
Protecting the Right to Trial by Jury

Archive | Printer Friendly Version | Send to a Friend | www.gtla.org

ADVERTISE HERE Get your message in front of the decision makers that count.

Verdict - 2018

Start reading this issue now!
Your digital edition of Verdict - Spring 2018 is now available. Clicking on the Table of Contents will deliver you directly to that page. Thank you for reading!

- President's Message
- GTLA at 60: A Conversation with Tommy Malone
- Law Practice and Cloud Computing: Staying Ethical in a Digital World
- 14 Years in the Making: Justice Delayed, but Not Denied
- What is the Plaintiff's Burden in Proving the Value of Medical Expenses?
- An Introduction to Daycare Negligence Cases
- Diminished Value Claims: Not Just for Cars Anymore
- Seeking Justice for Victims of Child Sexual Abuse
- Case Updates: What's New?
- Workers' Comp: Recent Developments
- Civil Justice PAC Contributors
- Champion Members
- Welcome New GTLA Members!
- Notes: What's New with GTLA Members
- Index to Advertisers/Advertiser.com

Thank you to our advertisers. Their support helps make this publication possible.

[View Past Issues](#)

Georgia Trial Lawyers Association
3356 Centennial Tower,
101 Marietta Street Atlanta GA USA, 30303

GEORGIA TRIAL LAWYERS ASSOCIATION
GTLA
Protecting the Right to Trial by Jury

eBlast Sponsor Rates (640 x 100 pixels):

\$1,260.00 (1 issue)

\$4,200.00 (4 issues)

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For the latest online specs, please visit:
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GTLA MEDIA

PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Georgia Trial Lawyers Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of GTLA.

ACCIDENT RECONSTRUCTION

Collision Specialist, Inc.

ADVERTISING

Traffic Light

ATTORNEY

Anderson, Tate, & Carr P.C.

Beasley, Allen, Crow, Methvin, Portices and Miles

PC/CO The Cooper Firm

Blasingame, Burch, Garrad and Ashley, PC

Fried Rogers Goldberg LLC

Morgan & Morgan

Tyrone Law Firm, PC

Warshauer Law Group, PC

BANKING

State Bank and Trust Company

BAR COMPLAINT DEFENSE

Warren R. Hinds, P.C.

BAR COMPLAINT DEFENSE

Warren R. Hinds, P.C.

BUSINESS VALUATION

Gwilliam, Ivary, Chiosso

Cavalli & Brewer

Thorsnes Bartolotta McGuire

CERTIFIED LEGAL NURSE CONSULTANT

Toby Balke

CLIENT FUNDING

Fast Funding, Inc.

Law Cash

COURT REPORTING & VIDEO SERVICES

APG USA, Inc.

Veritext Legal Solutions

CRIMINAL LAW

Andrew R. Lynch

DOCUMENT SECURITY

ADS American Document Securities

EXPERT CONSULTING & EXPERT WITNESS

SERVICES

Law Offices of Jeffrey D. Diamond

Physician Life Care Planning

EXPERT WITNESS

Charles W. Ranson Consulting LLC

FINANCIAL INSTITUTION

State Bank & Trust Company

FINANCIAL SERVICES

Global Wealth

MedFinManager

FORENSIC ENGINEERING

Forcon International

FUNDING

Cherokee Funding LLC

Golden Pear Funding

Injury Finance

Law Cash

Redwood Funding Group, LLC

IMAGING

ADS American Document Securities

CP Healthcare

INJURY SPECIALISTS

ML Healthcare

INSURANCE

Insurance Specialists, Inc.

INVESTIGATIONS

Profile Investigations

INVESTIGATIVE SERVICES

Delve Information Resources, Inc.

LAWSUIT FUNDING

Chiron Lawsuit Funding

Law Cash

LEGAL NURSE CONSULTANT

Alice M. Adams, RN LNCC MSCC

Melissa Lentz, RNC, NIC, CLNL

Nationwide Medical - Legal Solutions

LEGAL RESEARCH

American Association For Justice

MARKETING/ARBITRATION SERVICES

Barrett & Farahany, LLP

BAY Mediation & Arbitration

Miles Mediation & Arbitration Services, LLC

South Georgia ADR Service, LLC

MEDIATORS

National Academy of Distinguished Neutrals

MEDICAL CONSULTANTS

Benchmark Rehab Partners

MEDICAL EXPERTS

American Medical Forensic Specialists (AMFS)

Arnold J. Weil, MD/ Non-Surgical Orthopaedics

ORTHOPAEDICS

Arnold J. Weil, MD/ Non-Surgical Orthopaedics

PAPERLESS SOFTWARE

ADS American Document Securities

PERSONAL INJURY

CP Healthcare

Stone Law Group

PERSONAL INJURY TRIAL

Stone Law Group

RECORD STORAGE

ADS American Document Securities

SETTLEMENT CONSULTANTS

Forge Consulting

Synergy Settlement Services

VALUATION SERVICES

Business Appraisal Groups LLC

VIDEOGRAPHY

Affordable Video Solutions, INC

WORKERS COMPENSATION

Arnold J. Weil, MD/ Non-Surgical Orthopaedics

CP Healthcare

GEORGIA TRIAL LAWYERS ASSOCIATION



Protecting the Right to Trial by Jury ASSOCIATION SOLUTIONS