



BEST LAWYERS 2021

You're in a class of your own;
make sure North Texas knows.

At *D*, we take our "Best" awards seriously. Because readers trust us to connect them with legal professionals of the highest caliber, we subject candidates to a rigorous process, beginning with a peer nomination and culminating in an in-depth review by *D*'s editorial team and an expert panel.

As a "Best" winner, you are eligible for **exclusive advertising opportunities**, including a profile in the Best Lawyers section of our May issue. Use your profile to showcase your win and build instant credibility with our audience.



**Be top of mind for
Dallas legal consumers
in their hour of need.**

62%
of legal consumers
seek a referral from
a trusted source¹

93%
of *D* Magazine
readers consider *D*
a trusted source²

87%
of legal consumers
hire the first attorney
they contact.³

SOURCE: ¹Clio Legal Trends Report, 2017; ²Circulation Verification Council 2018; ³Thomson Reuters FindLaw Survey, 2015

Put your win to work.

SPACE RESERVATION:

March 19, 2021

MATERIALS DUE:

March 30, 2021

Dominate their vision.

\$19,800 NET RATE

TWO-PAGE SPREAD INCLUDES:

- a professional photo shoot
- interview with professional copywriting
- 350 words written about your practice by D's special sections editor
- feature up to 12 winning lawyers

Make a high-gloss impression.

\$10,875 NET RATE

FULL PAGE PROFILE INCLUDES:

- a professional photo shoot
- interview with professional copywriting
- 200 words written about your practice by D's special sections editor
- feature up to six winning lawyers

Stand out from peers.

\$7,290 NET RATE

HALF PAGE PROFILE INCLUDES:

- a professional photo shoot
- interview with professional copywriting
- 120 words written about your practice by D's special sections editor
- feature up to three winning lawyers

Maintain brand presence.

\$3,250 NET RATE

QUARTER PAGE PROFILE INCLUDES:

- 100 words of client-supplied copy*
- a color head shot of one winning lawyer*

**Supplied and submitted by the client*



TWO-PAGE
SPREAD



FULL PAGE
VERTICAL



FULL PAGE
HORIZONTAL



HALF AND
QUARTER PAGE

Perks of Marketing Your “Best” Honor:

Premium Marketing Collateral—With the purchase of a full page or spread profile, you receive 50 complimentary reprints on high quality card stock. You also receive a D Best 2021 logo to include in your practice marketing materials, on your website, and in print or digital display ads.

Custom D Branded Award Plaque—With the purchase of a half, full-page or spread profile, you receive

an elegant, engraved plaque to display at your firm.

Online Directory Classification—You’re sure to stand out in D’s Online Directory when we mark your profile with a “D Best” badge. When you purchase a print profile, we’ll include a link to it in your online profile.



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AWARDS

Best Lawyers in Dallas
(2016, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011, 2009, 2008)

FROM THE LAWYER (endorsement):

Andy Payne is the founding partner of Paynehatchell Law Group. He is a board certified in Personal Injury Trial Law by the Texas Board of Legal Specialization and is also board certified in Civil Trial Law by the National Board of Trial Advocacy. He is licensed in Texas, Oklahoma & Arkansas, but routinely handles complex litigation across the nation. D Magazine has selected Andy as one of the Best Lawyers in Dallas for the past 10 years. Andy has been selected by Texas Monthly as a Texas Super Lawyer and is listed as a Top 100 lawyer in the state. He has also been selected for inclusion in "The Best Lawyers in America." Andy has successfully tried numerous cases to jury verdict in state and federal courts. Prior to founding Paynehatchell Law Group, Andy served as a partner with the law firm of Hines & Sweeney, LLP. He graduated at the top of his class from Baylor Law School, where he served as Executive Editor of the Baylor Law Review. Andy serves on the Texas Bar Pattern Jury Charge Committee, which drafts form jury charges in products liability cases used by all trial courts in the State of Texas. He also serves on the State Bar Grievance Committee and has chaired Personal Injury seminars for both the State Bar and the Texas Trial Lawyers Association. Andy has been elected and is currently serving on the Board of Directors for the State Bar of Texas. Andy also serves as an Adjunct Professor of Products Liability at the Baylor University School of Law and is a frequent speaker at all professional meetings both in Texas and nationally. Andy's practice is focused on accident and product defect cases against some of the state's largest manufacturers. He also routinely handles significant personal injury cases arising from commercial vehicle collisions and other general personal injury matters. Andy is a Director Emeritus of the Dallas Trial Lawyers Association. He is a Fellow of the Texas Bar Foundation and the Dallas Bar Foundation, and a member of the Texas Center for Legal Ethics & Professionalism. He is a Fellowship Member and on the Board of Directors for the Texas Trial Lawyers Association. Andy serves on the Dallas Bar Association Board of Directors. He is also a member of the ABA's Lawyers Forum, the FBA, the ABA and the Mac Taylor Trial Law of Court. He has also earned "Portadale" (highest rating rating 2013) through a peer review evaluation.

ONLINE LEGAL DIRECTORY PROFILE

Your Story, As Told By D.

At D, we know a thing or two about captivating an audience. Our team of professional writers and photographers will showcase the elements of your brand we know readers will respond to.

Step 1: Interview.*

Our special sections editor will interview you and compose a profile which highlights the most impressive aspects of your law practice: achievements, subspecialties and professional interests.

If you purchase a quarter page ad, or wish to supply your own copy, email copy to Jennifer Hayes, special sections editor: jenniferh@dmagazine.com. Quarter page profiles must not exceed 100 words. D Magazine reserves the right to edit content and all profiles must adhere to our style guidelines. Copy above the stated limit will be cut.

Step 2: Get ready for your close up.*

Our special sections photographer will coordinate a photo shoot at your preferred location. All photo shoots must occur on or before March 20, 2021. The no-show fee for any scheduled shoot is \$400.

If you purchase a quarter page profile, email your full-color headshot to Jen Hayes: jenniferh@dmagazine.com. Or, upload your headshot to dbinbox.com/dmagazine. Headshots must be 2" x 3", 300 dpi, and sent in JPG or TIF format. Clients will be billed for re-shoots, extensive Photoshop work, and re-use fees when warranted. Logos may not appear in profiles.

Step 3: Give your stamp of approval.

Review your profile before it goes to print.

*Spread, full page, and half page profiles



Amplify your exposure with display ads.

DISPLAY AD RATES

SIZE	FOUR-COLOR
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Two-page spread	\$19,800
Full-page	\$10,875
Half-page	\$7,290

*Contract rates available for frequency advertisers.
Bleed: 10% premium.

DISPLAY AD DEADLINES

SPACE RESERVATION:	MATERIALS DUE:
March 19, 2021	March 30, 2021

Mechanical Requirements:

Digital Files Only:

- High-resolution PDF, InDesign (with all supporting images and fonts), Illustrator, EPS, or TIF files are accepted.
- All images should be 350 dpi and color as RGB.
- Please supply a composite proof for color. Without a proof, *D Magazine* is not responsible for the content of your ad.
- Ads created in Microsoft Word, Microsoft Publisher, PowerPoint, or any PC-based program cannot be accepted.
- We will be glad to recreate the ad at our normal ad production rate.

Magazine Trim Size:

- 8" x 10.75". For bleed allow .125" beyond all trim.
- Keep live matter .25" from all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at *D* for one year from date of use.

Ad Upload Info:

Upload ads to dbinbox.com/dmagazine.



FULL PAGE

TO ADVERTISE, CONTACT:

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