

## 2016-2017 FEWA Expert Witness Online Directory

There is still time to take advantage of a FEWA Online Directory listing! As part of your FEWA membership, all members will receive a basic listing in the online directory, but you must sign up soon to secure your enhanced listing.

In addition, we have several advertising opportunities on the website and in the online directory that will increase your visibility and broaden the reach of your business and brand to the tens of thousands of people who receive the directory and visit our website each year. See details of the listings and ads below.

To secure your online enhanced listing or ad, please contact FEWA Sales Representative Bobi Cuddihy at [bobicuddihy@gmail.com](mailto:bobicuddihy@gmail.com) or (949) 630-9637.

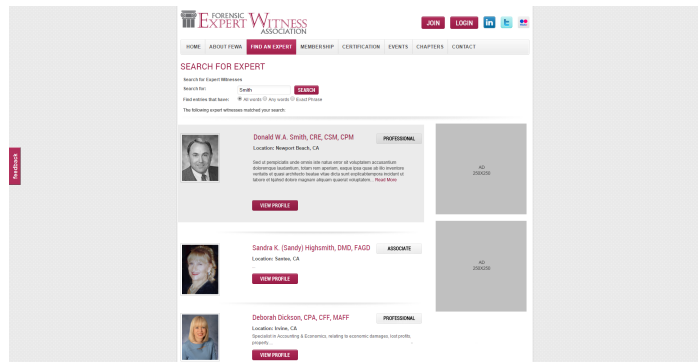
### Online Directory Offerings

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#### Online Profile: Basic Profile - FREE

Included with FEWA membership is a basic online listing. Features of the basic online listing incorporate the following:

- ✓ Name
- ✓ Address
- ✓ Phone and fax
- ✓ Picture
- ✓ Credentials
- ✓ Email
- ✓ Experience
- ✓ Chapter
- ✓ CFLC Logo
- ✓ Categories
- ✓ Company name, logo and website
- ✓ Membership type



#### Online Directory: Enhanced Profile - \$50

New in 2016, we will be offering an *enhanced online listing*. This provides you the opportunity to purchase additional enhancements to your online profile. Additions are as follows:

- ✓ Company Logo
- ✓ Expanded Bio
- ✓ CV Upload
- ✓ Video Upload/Embed
- ✓ Article/Publication Upload (up to 10)
- ✓ Profile Highlight - a colored screen behind a profile to make the listing more pronounced. This helps when several consultants come up in a search for a certain category.

### **Featured Expert – SOLD OUT!**

The Featured Expert listings will appear on the top of the online directory homepage for maximum exposure of your listing. A total of 10 will be featured on a rotating basis with the option to renew the listing every 6 months, and are sold separately from the enhanced online listing.

### **Display Ads**

Consider purchasing display advertising to broaden the reach of your business. The Custom Leaderboard ads will be visible on the homepage of the FEWA website, and the Side Content ads will run on the search pages of the online directory.

**Custom Leaderboard** - Run of Site (4 rotations)  
\$2,000 – 12 months  
\$1,100 – 6 months  
\$ 600 – 3 months

Ad specs:  
Will run on the homepage of the FEWA website  
Ad size: 650 x 90 pixels  
File types: JPG or PNG files only  
File size: 40 KB maximum

**2 Square Tiles (Side Content)** – Run of Site (3 rotations each tile)  
\$1,500 – 12 months  
\$ 825 – 6 months  
\$ 450 – 3 months

Ad specs:  
Will run on the right side of the online directory search page  
Ad size: 250 x 250 pixels  
File types: JPG, JPEG, or PNG files only  
File size: 200 KB maximum

***For questions related to membership renewals or new membership:***

**Contact:**

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