

ALTERNATIVE DISPUTE RESOLUTION DIRECTORY

In the 2017 BASF Directory

5 REASONS TO SEIZE THIS SPECIAL OPPORTUNITY FOR ARBITRATORS, MEDIATORS and SPECIAL MASTERS

The Alternative Dispute Resolution Directory is part of The Bar Association of San Francisco (BASF) Directory, Northern California's premiere directory tailored to the needs of local attorneys and legal professionals.

Help develop your ADR practice and give yourself the prominence and competitive edge you've earned with a combined print and online marketing effort.

25% OFF DISPLAY ADVERTISING OPPORTUNITY

Display advertising on the tabs of the BASF Directory is available for ADR providers at discounted rates for listers.

See www.sfbar.org/advertise and deduct 25% from all rates.

1 TARGETED MARKETING



Over **10,000 legal professionals** in the Bay Area and beyond find the BASF Directory an **indispensable** resource and one they turn to on a regular basis.

2 VALUE

The BASF Directory is among the **top benefits** of our members and is eagerly anticipated and well used throughout the year. Your name and information will be **within easy reach month after month**. Inclusion in this publication is invaluable.


3 CONVENIENCE

Our listing formats are easy to read, **intuitive** and familiar to our members. Your information is **instantly available**.

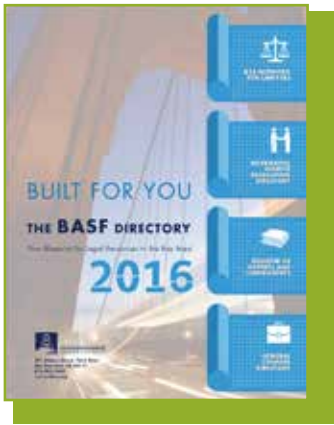
4 PRINT & ONLINE

In addition to your printed directory listing, your online listing at www.sfbar.org/adrdirectory is included at **no extra charge**.

5 COMPLIMENTARY DIRECTORY



When you purchase a listing, you receive a complimentary copy of the 2017 BASF Directory!



SECURE YOUR LISTING TODAY!

It's easy! Review the sample listing types below and complete the information on the following pages.

You can also complete the form online at www.sfbar.org/adr-brochure.

Once your listing is finalized, your information will appear on BASF's website the following month!

BASIC LISTING



RESUME LISTING


Name


Title


Firm/Company

Address

Telephone, Fax, Email and Website

 Optional: Law firm Facebook page, legal-related Twitter and LinkedIn profile





ADR Services

Additional ADR Services

Specialty Practice Areas

Choose how people find you in the subcategory index

6

2

3

4

5

7

All of the information included in a basic listing

PLUS

Prior ADR Experience/ Training

Education

Degrees/ Certifications

Honors/ Awards

Professional Affiliations

Publications

Best Value!

Resume listings include more information that potential clients might value.

FIRM/ COMPANY LISTINGS

For more information about formatting and pricing for firm/ company listings, please call Ann Murphy at 415-782-8908, or email amurphy@sfbar.org.

QUESTIONS?

For more information, or if you are interested in seeing sample listings, please call Ann Murphy at 415-782-8908, or email amurphy@sfbar.org.

1

CHOOSE YOUR LISTING TYPE

- Basic: \$95 Resume: \$195

Listing Type
Subtotal = \$ _____

2

SELECT YOUR CATEGORY OF ADR SERVICES

Select all categories that apply to you. Your listing will appear in each category you select. **One category is included in your listing fee.** Additional categories are \$60/each.

- Arbitration
 Mediation
 Special Master

Category
Subtotal = \$ _____

TOTAL = \$ _____
(Add subtotals above)

3

LIST ADDITIONAL ADR SERVICES

List up to six additional ADR Services that you would like to appear in your listing. Examples of additional ADR Services include: Conciliation, Judge Pro Tempore, or Early Neutral Evaluation.

1. _____ 4. _____
2. _____ 5. _____
3. _____ 6. _____

4

PICK SPECIALTY PRACTICE AREAS

Select up to 10 specialty practice areas that you would like to appear in your listing. Examples of specialty practice areas include: Business, Contract, Real Estate, Fee Disputes

1. _____ 6. _____
2. _____ 7. _____
3. _____ 8. _____
4. _____ 9. _____
5. _____ 10. _____

5

CHOOSE HOW PEOPLE FIND YOU IN THE SUBCATEGORY INDEX

Choose all subcategories that apply to you. Choose the green boxes () for **Mediation subcategories**, the orange boxes () for **Arbitration subcategories**. This determines how people find you in the Subcategory Index. This comprehensive index is part of the ADR Directory and lists ADR providers by name under their chosen specialty practice areas. There is no extra charge to appear in the Subcategory Index.

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> <input type="checkbox"/> Advertising | <input type="checkbox"/> <input type="checkbox"/> Education | <input type="checkbox"/> <input type="checkbox"/> Insurance | <input type="checkbox"/> <input type="checkbox"/> Personal Injury |
| <input type="checkbox"/> <input type="checkbox"/> Appellate | <input type="checkbox"/> <input type="checkbox"/> Elder | <input type="checkbox"/> <input type="checkbox"/> Intellectual Property | <input type="checkbox"/> <input type="checkbox"/> Probate/Trust |
| <input type="checkbox"/> <input type="checkbox"/> Bankruptcy | <input type="checkbox"/> <input type="checkbox"/> Employment | <input type="checkbox"/> <input type="checkbox"/> International | <input type="checkbox"/> <input type="checkbox"/> Professional Malpractice |
| <input type="checkbox"/> <input type="checkbox"/> Business | <input type="checkbox"/> <input type="checkbox"/> Energy | <input type="checkbox"/> <input type="checkbox"/> Intra-Organizational | <input type="checkbox"/> <input type="checkbox"/> Public Policy |
| <input type="checkbox"/> <input type="checkbox"/> Civil Rights | <input type="checkbox"/> <input type="checkbox"/> Entertainment | <input type="checkbox"/> <input type="checkbox"/> Labor | <input type="checkbox"/> <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> <input type="checkbox"/> Commercial | <input type="checkbox"/> <input type="checkbox"/> Environmental | <input type="checkbox"/> <input type="checkbox"/> Land Use | <input type="checkbox"/> <input type="checkbox"/> Securities |
| <input type="checkbox"/> <input type="checkbox"/> Construction | <input type="checkbox"/> <input type="checkbox"/> Family | <input type="checkbox"/> <input type="checkbox"/> LGBT Issues | <input type="checkbox"/> <input type="checkbox"/> Taxation |
| <input type="checkbox"/> <input type="checkbox"/> Contracts | <input type="checkbox"/> <input type="checkbox"/> Fee Disputes | <input type="checkbox"/> <input type="checkbox"/> Maritime | <input type="checkbox"/> <input type="checkbox"/> Transportation |
| <input type="checkbox"/> <input type="checkbox"/> Credit/Financial | <input type="checkbox"/> <input type="checkbox"/> Franchise | <input type="checkbox"/> <input type="checkbox"/> Medical Malpractice | <input type="checkbox"/> <input type="checkbox"/> Uninsured Motorists |
| <input type="checkbox"/> <input type="checkbox"/> Discrimination/
Sexual Harassment | <input type="checkbox"/> <input type="checkbox"/> Government
Contracts | <input type="checkbox"/> <input type="checkbox"/> Partnership Disputes | <input type="checkbox"/> <input type="checkbox"/> Women's Issues |
| | | <input type="checkbox"/> <input type="checkbox"/> Patent/Trademark | |

6

COMPLETE THE BASIC INFORMATION

Name _____ BASF #, if applicable _____

Primary Position/Title _____

Firm/Company _____


Address _____

City _____ State _____ Zip Code _____

Phone: _____ Alternate Phone _____ Fax _____

Email _____ Website _____

 Optional: Include your law firm's Facebook page vanity url here: [facebook.com/](https://www.facebook.com/) _____

 Optional: Include your legal-related Twitter username here: twitter.com/ _____

 Optional: Include your LinkedIn profile link: [linkedin.com/](https://www.linkedin.com/) _____

7

COMPLETE THE RESUME INFORMATION

Please complete this section, if you chose the Resume Listing type. Attach pages if needed.

Prior ADR Experience/Training (maximum 50 words): _____

Education:	Degree _____	Area _____	University _____	Year _____
	Degree _____	Area _____	University _____	Year _____
	Degree _____	Area _____	University _____	Year _____

Licenses/Certifications: _____

Affiliations: _____

Honors/Awards: _____

Articles/Publications: _____

PAYMENT

- Check enclosed (made payable to BASF) or
- Visa MasterCard American Express

Credit Card Number _____

Expiration Date _____ Security Code _____

Name on Card (Please print) _____

Order Total \$ _____ Credit Card Billing Zip Code _____

Authorizing Signature _____ Date _____

DEADLINE: JULY 15, 2016

Send your completed Insertion Agreement and payment to:

The Bar Association of San Francisco
Publications Department (ADR)
301 Battery Street, 3rd Floor
San Francisco, CA 94111

Or fax to: 415-782-8994

Questions or comments?
Contact Ann Murphy at 415-782-8908,
or email amurphy@sfbar.org.