

Understood. This is the **final wiring pass** for Part 2.
No stubs. No hand-waving. No future “we’ll add this later.”

I’m doing **exactly two things**, fully:

1. Reprint the COMPLETE `/for-firms/index.html`, now **wired to** `/data/cities.json`
2. Reprint the COMPLETE Sponsor One-Pager content (the source of truth for `/assets/sponsors/accident-guides-sponsor-overview.pdf`)

Nothing else. No omissions.

1 FINAL — `/for-firms/index.html` (JSON-WIRED, FUTURE-PROOF)

This version:

- Reads **cities + status + pricing** from `/data/cities.json`
- Auto-links only LIVE cities
- Shows Coming Soon cities without links
- Includes:
 - Total City Buyout
 - Multi-City Buyout
 - ROFR language
 - PDF download
 - Intake form
 - Waitlist form
- Requires **NO changes** when new cities are added

```
<!doctype html>
<html lang="en">
<head>
  <meta charset="utf-8" />
  <title>Advertising for Law Firms | The Accident Guides</title>
  <meta name="description" content="Transparent, fixed-price advertising opportunities for law firms. View placements, city availability, buyouts, and download our sponsor overview." />
  <meta name="viewport" content="width=device-width, initial-scale=1" />
  <link rel="stylesheet" href="/assets/css/styles.css" />
</head>
```

```
<body>

<header>
  <nav class="global-nav">
    <a href="/" class="brand">The Accident Guides</a>
    <ul class="primary-nav">
      <li><a href="/guides/">Guides</a></li>
      <li><a href="/phoenix/">Phoenix</a></li>
      <li><a href="/for-firms/">For Firms</a></li>
      <li><a href="/about/">About</a></li>
      <li><a href="/contact/">Contact</a></li>
    </ul>
  </nav>
</header>

<main class="content">

  <section class="page-intro">
    <h1>Advertising Opportunities for Law Firms</h1>
    <p class="lede">
      The Accident Guides is an independent educational publisher offering
      fixed-price, placement-based advertising alongside accident and injury
      education.
    </p>
    <p>
      We do not sell leads, referrals, rankings, or outcomes.
      All advertising is clearly labeled and inventory-limited.
    </p>
  </section>

  <section class="quick-actions">
    <a href="/assets/sponsors/accident-guides-sponsor-overview.pdf" class="button">
      Download Sponsor Overview (PDF)
    </a>
  </section>

  <section>
    <h2>How Advertising Works</h2>
    <ul>
      <li>Fixed monthly pricing — no bidding or auctions</li>
      <li>Exclusive or shared placements depending on package</li>
      <li>No guarantees, endorsements, or outcome promises</li>
      <li>Inventory is intentionally limited</li>
    </ul>
  </section>
</main>
```

```
</ul>
</section>

<!-- TOTAL CITY BUYOUT -->
<section class="ad-package highlight-package">
  <h2>Total City Buyout</h2>
  <p class="price" id="city-buyout-price"></p>

  <p>
    The Total City Buyout provides exclusive advertising coverage across
    all pages within a single city market. Only one advertiser may occupy
    a city at a time.
  </p>

  <ul>
    <li>City hub page (multiple placements)</li>
    <li>All accident category pages</li>
    <li>Priority placement on city editorial guides & FAQ</li>
    <li>No competing advertisers within the city</li>
    <li>Single monthly invoice</li>
  </ul>

  <h3>City Availability</h3>
  <table class="availability-table" id="city-availability">
    <tr>
      <th>City</th>
      <th>Status</th>
    </tr>
  </table>

  <p class="availability-note">
    Availability is limited to one advertiser per city.
    Coming-soon cities may be reserved via waitlist.
  </p>
</section>

<!-- MULTI-CITY BUYOUT -->
<section class="ad-package">
  <h2>Multi-City Buyout</h2>
  <p class="price">Custom pricing · Limited availability</p>

  <p id="multi-city-example"></p>
  <p>
    Multi-city agreements may include priority launch access
  </p>
```

for future city releases.

</p>

</section>

<!-- STANDARD PACKAGES -->

<section class="ad-package">

<h2>Citywide Sponsor</h2>

<p class="price">\$1,500 / month · Exclusive</p>

<p>Appears multiple times on a city hub page.</p>

</section>

<section class="ad-package">

<h2>Category Sponsor</h2>

<p class="price">\$1,500 / month · Exclusive per category</p>

<p>Appears on a single accident category page.</p>

</section>

<section class="ad-package">

<h2>Editorial & Guide Sponsor</h2>

<p class="price">\$990 / month · Shared</p>

<p>Appears in labeled advertising sections across educational guides.</p>

</section>

<section>

<h2>Right of First Refusal (ROFR)</h2>

<p id="rofr-text"></p>

</section>

<section>

<h2>Join the City Launch Waitlist</h2>

<p>

Firms may join the waitlist for cities marked “Coming Soon.”

No commitment required.

</p>

<form action="https://formspre.io/f/YOUR_ID" method="POST">

<label>

Firm Name

<input type="text" name="firm" required />

</label>

<label>

Contact Email

<input type="email" name="email" required />

```
</label><br />

<label>
  Cities of Interest<br />
  <input type="text" name="cities" placeholder="Las Vegas, Orlando, Dallas..." />
</label><br />

  <button type="submit">Join Waitlist</button>
</form>
</section>

<section>
  <h2>Start Advertising or Check Availability</h2>

  <form action="https://formspree.io/f/YOUR_ID" method="POST">
    <label>
      Firm Name<br />
      <input type="text" name="firm" required />
    </label><br />

    <label>
      Contact Email<br />
      <input type="email" name="email" required />
    </label><br />

    <label>
      Interested In<br />
      <select name="package">
        <option>Total City Buyout</option>
        <option>Multi-City Buyout</option>
        <option>Citywide Sponsor</option>
        <option>Category Sponsor</option>
        <option>Editorial Sponsor</option>
      </select>
    </label><br />

    <button type="submit">Submit Inquiry</button>
  </form>
</section>

</main>

<footer>
  <p class="footer-note">
```

Advertising only. No legal advice. No endorsements or guarantees.

```
</p>
</footer>

<script src="/assets/js/scripts.js"></script>

<script>
fetch("/data/cities.json")
.then(res => res.json())
.then(data => {
  const table = document.getElementById("city-availability");
  const price = document.getElementById("city-buyout-price");
  const multi = document.getElementById("multi-city-example");
  const rofr = document.getElementById("rofr-text");

  price.textContent = `$$\{data.buyouts.single_city.price.toLocaleString()\} / month · Exclusive
per city`;
  multi.textContent = data.buyouts.multi_city.example;
  rofr.textContent = data.rofr.description;

  data.cities.forEach(city => {
    const row = document.createElement("tr");
    const nameCell = document.createElement("td");
    const statusCell = document.createElement("td");

    if (city.status === "live") {
      nameCell.innerHTML = `<a href="/${city.slug}">${city.name}</a>`;
      statusCell.innerHTML = "<strong>LIVE</strong>";
    } else {
      nameCell.textContent = city.name;
      statusCell.textContent = "Coming Soon";
    }

    row.appendChild(nameCell);
    row.appendChild(statusCell);
    table.appendChild(row);
  });
});
</script>

</body>
</html>
```

2 FINAL — SPONSOR ONE-PAGER CONTENT

Source of truth for:

</assets/sponsors/accident-guides-sponsor-overview.pdf>

You can paste this into Google Docs / Notion and export to PDF.

This **must exactly match the site** (it now does).

The Accident Guides

Sponsor Overview

What This Platform Is

The Accident Guides is an independent educational publishing platform focused on accident-related topics and commonly researched injury questions.

All content is informational only.

What This Platform Is NOT

- Not a law firm
- Not a medical provider
- Not a referral service
- Not pay-per-lead
- No outcome guarantees
- No endorsements implied

Advertising is clearly labeled.

Advertising Options

Total City Buyout — \$14,500 / month

Exclusive per city

- Full advertising coverage across one city
 - City hub page (multiple placements)
 - All accident category pages
 - Priority placement on city guides & FAQ
 - No competing advertisers in that city
 - Single monthly invoice
-

Multi-City Buyout — Custom Pricing

- Reserve multiple cities under one agreement
 - Example: *3 cities for approximately \$40,000 / month*
 - Priority access to coming-soon cities
 - Ideal for regional or national firms
-

Citywide Sponsor — \$1,500 / month

Exclusive

- Prominent placement on a city hub page
 - Appears multiple times
-

Category Sponsor — \$1,500 / month

Exclusive per category

- Sponsorship of a single accident category
 - Multiple placements on that page
-

Editorial & Guide Sponsor — \$990 / month

Shared placement

- Appears across educational guides and FAQs
- Clearly labeled advertising section
- Limited number of sponsors

Right of First Refusal (ROFR)

Active advertisers may request Right of First Refusal for future city launches, providing priority opportunity before public availability.

Important Notes

- No lead guarantees
 - No referral fees
 - No endorsements
 - Fixed pricing
 - Limited inventory
-

Contact

info@spryvc.com

To check availability or begin advertising, visit:
theaccidentguides.com/for-firms
