



# FORUM Magazine

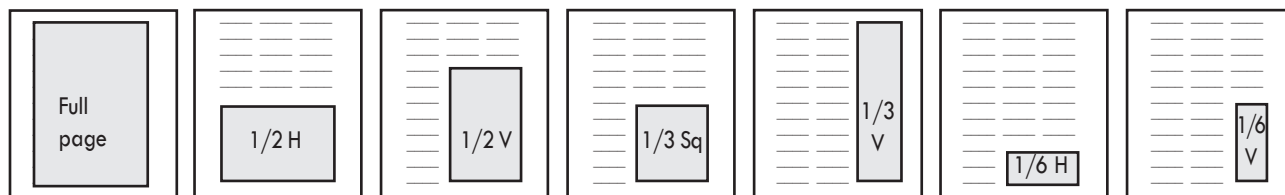
FORUM magazine is CAOC's trade publication, published online six times per year and distributed to more than 4,500 readers, including association members and other legal professionals throughout the state. The Advertising Index will link directly to your ad, and your ad will link to your website and/or the email addresses in your ad.

FORUM magazine can help you reach active trial lawyers. Whether hiring trial consultants or making referrals — CAOC members are decision makers.

## FORUM Advertising Insertion Order

EDITIONS — Indicate in which editions you wish to place the advertisement. Frequency discounts listed in rates below.

Edition	Closing Date	Edition	Closing Date
<input type="checkbox"/> Vol. 50, No. 6 - Nov/Dec 2020	10/5/20	<input type="checkbox"/> Vol. 51, No. 3 - May/June 2021	4/5/21
<input type="checkbox"/> Vol. 51, No. 1 - Jan/Feb 2021	12/5/20	<input type="checkbox"/> Vol. 51, No. 4 - July/Aug 2021	6/5/21
<input type="checkbox"/> Vol. 51, No. 2 - March/April 2021	2/5/21	<input type="checkbox"/> Vol. 51, No. 5 - Sept/Oct 2021	8/5/21



RATES — Indicate size and frequency of your advertisement.

Advertisement Size	Price per insertion (includes color)			Advertisement Size				
	1-2 times/yr	3-5 times/yr	6 times/yr	Wide	x High	or	Wide	x High
Premium pages*	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1400	7.25"	x 10"	or	8.5"	x 11"
1 full page - front half*	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1200	7.25"	x 10"	or	8.5"	x 11"
1 full page	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$1100	7.25"	x 10"	or	8.5"	x 11"
1/2 page	<input type="checkbox"/> \$720	<input type="checkbox"/> \$660	<input type="checkbox"/> \$600	7.25"	x 4.75"	or	4.75"	x 7.25"
1/3 page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$465	<input type="checkbox"/> \$430	2.25"	x 10"	or	4.75"	x 4.75"
1/6 page	<input type="checkbox"/> \$275	<input type="checkbox"/> \$250	<input type="checkbox"/> \$220	2.25"	x 4.75"	or	4.75"	x 2.25"

\* premium positions are subject to availability

DISCOUNTS  10% - CAOC Member Name \_\_\_\_\_ Mbr # \_\_\_\_\_ Exp. date \_\_\_\_\_  
 10% - Contract Prepayment Discount - contract must be prepaid in full.

Firm Name \_\_\_\_\_ Firm ID \_\_\_\_\_

Contact name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ FAX \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Email \_\_\_\_\_

Send invoice for each edition  Pre-payment enclosed

Check enclosed - Check # \_\_\_\_\_ Payable to: CAOC

Charge my credit card:  MC  Visa  Amex Charge amount for:  each edition  entire contract prepayment

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Consumer Attorneys Of California

# FORUM Advertising

### SUBMISSION REQUIREMENTS

We require electronic artwork as a print-optimized PDF file – must contain all fonts (no sub setting) and high resolution images. Do not add printer marks on the file. Artwork not conforming to specification may be subject to additional production or proofing charges.

Full page ad options:

- Full page ad – 7.25" x 10" (ad will be placed within margins on 8.5 x 11 page). Do not add printer marks on the file.
- Full page ad bleed – 8.5" x 11". All text and logos must be contained within the center live ad space of 7.25 x 10; only the background images can bleed into the margins. Do not add printer marks on the file.

**Graphics:** Halftone photographs should be optimized for 150 LPI output (300 DPI). Graphics should be high resolution for optimum reproduction clarity.

### REVISIONS

Additional preparation or typesetting by Publisher or Printer will be subject to additional charges. Publisher is not liable for errors made during changes to the advertisement which are requested by Advertiser or are necessary to make advertisement conform to magazine specifications. If advertising copy exceeds the purchased space, Publisher may reduce copy to fit the appropriate dimensions.

### CLOSING DATES

All advertising copy and advertising insertion orders must be received by the 5th of the month prior to the month of publication. The magazine is scheduled to be published at the middle of the first month of publication, but publication dates will vary. See rate sheet for list of closing dates.

### PAYMENT

Terms — Net Cash 30 Days. Delinquent accounts are subject to a service charge at the rate of 1.5% per month (18% APR).

- Discounted rate for three (3) or more insertions in one year.
- 10% discount for contracts prepaid in full.
- 10% discount for CAOC Vendor Members.

No agency discounts.

### ADVERTISING POLICIES

- All advertising is subject to Publisher's approval and acceptance.
- FORUM encourages the submission of advertisements that help demonstrate the beneficial contribution trial lawyers make to ensuring that we have a civil justice system that protects the rights of individuals. We prefer ad content that focuses on helping victims and seeking justice.
- FORUM reserves the right to reject advertising that refers to large jury awards or settlements; appeals primarily to maximizing damages; or otherwise emphasizes prices, fees, or other monetary considerations. This applies to both textual and visual elements of advertising. Photos or art containing currency, dollar signs, ambulances, or images that may have a negative connotation for the legal profession will not be accepted.
- FORUM will not accept advertising for firearms, tobacco, alcoholic beverages or advertisements with sexual or other connotations in questionable taste.
- FORUM discourages advertising so "heavy" in print matter that it could detract from surrounding ads and editorial content. FORUM discourages ad copy encroaching on the outside perimeter of allotted space. FORUM may choose to adjust or modify borders on ads to maintain overall order and consistency of appearance.
- FORUM will make the decision to accept advertisements from continuing legal education providers on a case-by-case basis.
- FORUM reserves the right to reject advertisements offering products or services in direct competition with CAOC products or services.
- Attorney advertiser must be a CAOC member.
- Publisher may cancel advertising agreement at Publisher's discretion.
- Advertisements without Premium Position Guarantee will be positioned at Publisher's discretion.
- Advertisers will be sent a link to each edition in which their advertisement is placed.
- Advertising rates are non-commissionable.
- No cancellations will be accepted after the closing date.
- If Advertiser or Agency cancels, Advertiser or Agency shall pay Publisher a short rate equal to the difference between the rate earned under the contract and the rate applicable to the actual frequency of publication.
- If the Publisher is not paid in full for advertisement as due, Advertiser and/or Agency agree to pay an additional 1.5% per month as a service charge on the unpaid balance, until paid, and all costs of collection incurred by the Publisher, including but not limited to reasonable attorney's fees and court costs.
- Advertisers and their agencies are solely responsible and assume full liability for all contents of their advertisements.
- No conditions, oral or printed on the contract, order, copy instructions, or elsewhere, which conflict with the Publisher's policies as set forth in this Advertising Insertion Order will be binding on the Publisher.
- Publisher will not reimburse Advertiser for costs of preparing or shipping advertising copy, inserts or materials.
- Advertiser and Agency assume and agree to pay the charges for advertising published at their direction.