

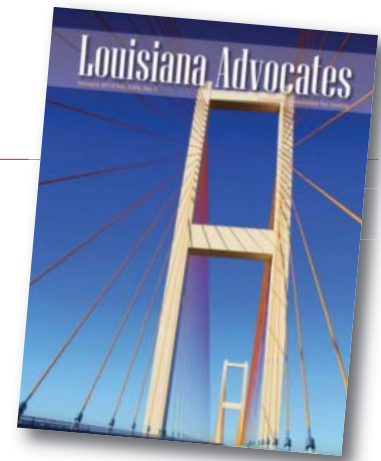
# Louisiana Advocates

*The Louisiana trial bar's premiere legal publication*

*Louisiana Advocates* is the monthly legal news source of Louisiana Association for Justice (LAJ), the largest voluntary bar association in the state. Its readers are active and successful trial lawyers, members of the judiciary and legislature, law school professors and students, and other legal professionals.

Printed on high-quality, coated stock to ensure excellent reproduction, the magazine includes articles on local and national issues affecting the practice of law, legislation, politics and items of general interest, plus news about LAJ, its CLE events and members. Full-color printing is available for any ad in the publication.

LAJ invites you to advertise in *Louisiana Advocates*. For more information on other marketing opportunities, see our website, [www.lafj.org](http://www.lafj.org).



## Publication specifications

- 300-line screen.
- File should be a high-resolution PDF file with all fonts included or a high-resolution TIF file.
- Full-page ads with bleeds (covers only) require crop marks and a bleed allowance of at least .125 inches.
- LAJ can design your ad for you. Additional charges may apply.
- Payment for your ad must accompany your insertion order.
- LAJ reserves the right to refuse any ad it deems inappropriate or not meeting its graphic standards.
- The placement deadline is the first business day of the month preceding the publication's issue date.
- Three-, six- and nine-time commitments must be completed in a twelve-month period; twelve-time commitments must be completed within eighteen months.

## Advertising rates

	Single insertion	3 times 10% off	6 times 15% off	9 times 20% off	12 times 25% Off
<b>Display ads</b>					
1/8 page	\$220	\$198	\$187	\$176	\$165
1/4 page horizontal	\$330	\$297	\$280	\$264	\$248
1/4 page vertical	\$330	\$297	\$280	\$264	\$248
1/2 page horizontal	\$550	\$495	\$468	\$440	\$412
1/2 page vertical	\$550	\$495	\$468	\$440	\$412
3/4 page horizontal	\$700	\$630	\$595	\$560	\$525
3/4 page vertical	\$700	\$630	\$595	\$560	\$525
Full page inside	\$880	\$792	\$748	\$704	\$660
Inside front cover*	\$1100	\$990	\$935	\$880	\$825
Inside back cover*	\$1100	\$990	\$935	\$880	\$825
Back cover*	\$1250	\$1125	\$1062	\$1000	\$938

\*Full bleed available. Bleed allowance is 0.125 inches.

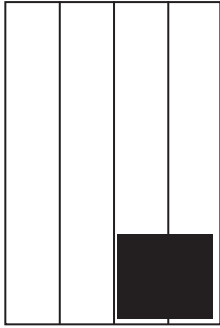
**Classified ads:** \$20 for 50 or fewer words; 50 cents for each additional word. All classified ads follow a standard format.

## Display ad dimensions (inches, width x height)

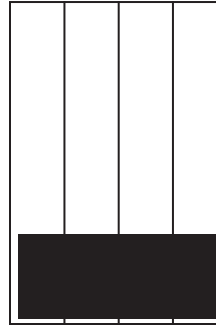
1/8 page — 3.625" x 2.34"	1/2 page vertical — 3.625" x 9.847"	Back cover, with bleeds — 8.5" x 8.35"
1/4 page horizontal — 7.5" x 2.34"	3/4 page horizontal — 7.5" x 7.347"	(plus 0.125-inch bleed allowance on left, right and bottom)
1/4 page vertical — 3.625" x 4.84"	3/4 page vertical — 5.562" x 9.847"	Back cover, no bleeds 7.5" x 7.83"
1/2 page horizontal — 7.5" x 4.84"	Full-page, no bleed — 7.5" x 9.847"	

**Display ad dimensions** (inches, width x height)

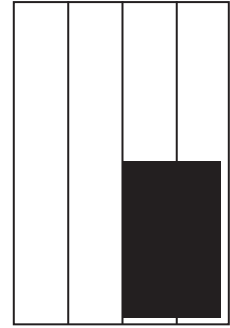
**1/8 page**  
3.625" x 2.34"



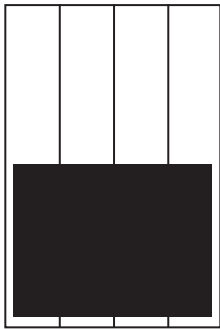
**1/4 page horizontal**  
7.5" x 2.34"



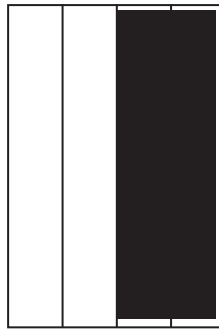
**1/4 page vertical**  
3.625" x 4.84"



**1/2 page horizontal**  
7.5" x 4.84"



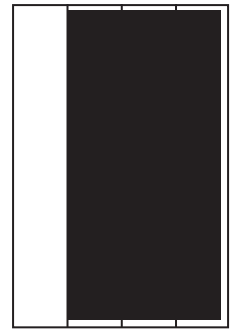
**1/2 page vertical**  
3.625" x 9.847"



**3/4 page horizontal**  
7.5" x 7.347"



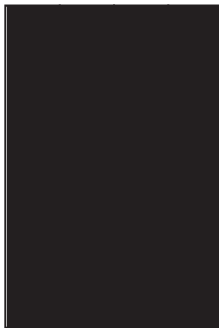
**3/4 page vertical**  
5.562" x 9.847"



**Full page, no bleed**  
7.5" x 9.847 "

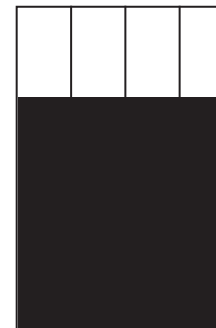


**Full page, bleed**  
8.5" x 11"\*



\*plus 0.125  
bleed allowance

**Back cover, w/bleed**  
8.5" x 8.35"\*



\*plus 0.125  
bleed allowance

**Back cover, no bleed**  
7.5" x 7.83"\*

