

Published continuously by the Consumer Attorneys Association of Los Angeles (CAALA) since 1973.

ADVOCATE

Media Kit **2016**

Rate Card

Rates Effective Jan. 1, 2016

www.theadvocatemagazine.com

Size/Position	1-2 Months No Contract*	3-5 Months With Contract	6-11 Months With Contract	12 Months With Contract
Two-page spread	\$2,725	\$2,466	\$2,243	\$2,132
Full page, Back Cover	2,423	2,153	2,039	1,849
Full page, Inside Covers & Page 1	1,906	1,782	1,644	1,545
Full page, Pages 2-35	1,761	1,576	1,492	1,391
Full page, inside	1,514	1,370	1,246	1,185
1/2 page (Horiz./Vertical), inside	995	962	886	803
1/3 page (Horiz./Vert./Square), inside	644	606	567	510

*Open Rate

Special pricing available for joint Advocate and Plaintiff advertising campaigns

2-PAGE SPREAD
16.75" x 11"
(measurements include .25" bleed per side)

FULL
8.625" x 11"
(with bleed)
Option 1

FULL
7.5" x 9.6"
(no bleed)
Option 2

1/2 HORIZONTAL
7.5" x 4.7"

1/2 VERTICAL
5" x 7"

1/3 VERTICAL
2.4" x 9.6"

1/3
5" x 4.7"

1/3 HORIZONTAL
7.5" x 3.1"
HORIZ

Color:
Advocate Magazine is 4-color, printed on coated stock. Bleeds available on full page ads.

Inserts:

We will accept preprinted inserts to *Advocate* magazine under the following rates, terms and conditions:

1. **\$1,665** per insert (*The price is for inserts spot-glued to an inside facing page*).
2. The number of inserts in each issue is strictly limited. Reserve early.
3. The advertiser can provide pre-printed pieces or we can provide a separate quote for printing.
4. We must receive a copy of the piece to be inserted before the final price can be quoted.
5. Prices quoted are for inserts weighing 1 ounce or less. Heavier pieces quoted on request.
6. Inserts must fit completely inside magazine.

Design & Typesetting:

Design and typesetting is available at \$95 per hour from our in-house art department. Call for details and a quotation.

In Brief

Frequency: Monthly

Readership: *Advocate* is mailed to members of Consumer Attorneys Association of Los Angeles and the Orange County Trial Lawyers Association (OCTLA) and to 7,000 additional attorneys who represent plaintiffs in Southern California from Santa Barbara to San Diego.

Editorial: Practical, timely articles written by practicing trial attorneys. Each issue has an editorial theme (see Editorial Calendar) on such topics as class actions, damages and experts, trial techniques, employment, insurance coverage and bad faith, ADR, vehicle accidents, and products liability. The content also includes the activities of the consumer attorney associations in So. California.

Circulation

Guaranteed circulation by mail

Actual Pieces Mailed December 2015 issue

CALIFORNIA COUNTIES

LOS ANGELES	5,732
ORANGE	1,877
SAN DIEGO	1,050
VENTURA/SANTA BARBARA	635
INLAND EMPIRE	634
OTHER	425
TOTAL	10,353



Terms

Closing Dates/Deadlines: Closing date is the 5th of the month prior to publication. This is the deadline for all ad changes and cancellations. The publication is normally scheduled to be mailed the first week of each calendar month. Exact mailing dates are not guaranteed.

Billing: All advertisers will be billed at the open rate unless there is a signed contract or insertion order for multiple insertions.

Advertising acceptability: Any advertisement that states the actual dollar amounts of verdicts or settlements, or offers MCLE credits, will not be accepted. Ads that disparage attorneys or the judiciary are not acceptable. The final decision on the acceptability of any ad is made solely by the editorial board of *Advocate* and not by Neubauer & Associates.

Mechanicals

Format & paper: Coated stock. Trim size: 8.125" x 10.5". There are two options for full page ads: 7.5" x 9.6" **OR** bleed off the page at 8.625" x 11" (Minimum .25" bleed per side).

Ad preparation & file specs: Our magazine is output from hi-res pdfs at 1200 dpi/175 lpi to produce as high quality an image as possible. When providing your own artwork, be cautious of small digital images taken from Web sites. While acceptable for on-screen viewing, these graphics are often undesirable for printing. We have a high-quality scanner, or, if you are sending us digitized logos or photographs, please provide us with high resolution files (300 dpi at 100% for photos; 600/1200 dpi for line art). For ads created in Photoshop, 300 dpi is the suggested minimum image quality.

Electronic copy: *Advocate* magazine accepts both PC and MAC files (email 10MB limit). If necessary, compress your files (WinZip or Stuffit) and send to artist@theadvocatemagazine.com. We commonly work with file formats like press-ready Acrobat files (.pdf), .ai, .eps, .qxd, .psd, .jpg, .tif and .bmp. If your ad requires specific fonts, you must include them with your native files, otherwise similar fonts may be substituted. **Color proofs** should be sent along with your digital artwork. This is very important as on-screen colors may look very different once printed. The publisher cannot be held responsible for inaccurate color printing if no color proof is provided.

Use of solids or "reverses" in ads: As a general rule, we feel reverses (white type on solid background) tend to "shout" at the reader. No more than 50% of the ad should be a solid color or use reverse type. Screens above 40% are considered a solid.

Journal of Consumer Attorneys Associations for So. California
ADVOCATE

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