



MEDIA KIT

MINNESOTA TRIAL

Published by the Minnesota Association for Justice

✓ about our magazine

30

years of bringing top quality news and information to the legal profession, Minnesota Trial is the premier trade magazine for litigators throughout the state. With insight and intelligence **Minnesota Trial** keeps our readers up-to-date with articles, reports, products and services related to the issues that matter to them.

Published quarterly, Minnesota Trial has become the premiere publication most relevant to litigators in the state of Minnesota.



Our readers are your target market: educated professionals, leaders in the legal community with purchasing power.

✓ editorial calendar

'19 SPRING ISSUE

ARTICLE SUBMISSION DEADLINE: **February 15**

COPY DEADLINE: **February 28**

'19 SUMMER ISSUE

ARTICLE SUBMISSION DEADLINE: **May 15**

COPY DEADLINE: **May 31**

'19 FALL ISSUE

ARTICLE SUBMISSION DEADLINE: **August 15**

COPY DEADLINE: **August 31**

'19 WINTER ISSUE

ARTICLE SUBMISSION DEADLINE: **November 15**

COPY DEADLINE: **November 31**

✓ about our readers

- MAJ's members represent some of the most storied and **experienced litigators** in the nation.
 - MAJ members list **Minnesota Trial** as their #1 membership benefit.
 - MAJ Members are **involved** in the purchasing process at their firms.
 - MAJ Members read Minnesota Trial **cover to cover**.
- Minnesota Trial is **distributed** to Minnesota Supreme Court, Court of Appeals & all District court judges and staff.

“If you are serious about marketing to the legal profession in Minnesota, then Minnesota Trial is the right choice for you.”

~ Mark Streed, MAJ President

✓ a closer look at MAJ

966 Total Members

87% of our members have been practicing law > 5 years

15% Female Members

85% Male Members

70% Metro Members

30% Outstate Members

17% Members belonging to large firms

83% Members belonging to small firms (5 attorneys or less)

✓ circulation

MAJ MEMBERS	966
MINNESOTA SUPREME COURT, COURT OF APPEALS & DISTRICT COURT	285
TRIAL LAWYER ASSOCIATIONS & BAR ASSOCIATIONS ACROSS THE US & CANADA	70
US ATTORNEYS & INTERESTED PARTIES	95
<i>TOTAL CIRCULATION</i>	<i>1400</i>
<i>AVERAGE AUDIENCE EACH ISSUE</i>	<i>3000</i>

✓ rate card

BLACK AND WHITE

Ad Size	1x	4x
Double Page Spread	\$800	\$2,440 [\$610 per issue]
Full Page	\$400	\$1240 [\$310 per issue]
2/3 Page - horizontal	\$300	\$1000 [\$250 per issue]
1/2 Page - horizontal	\$200	\$600 [\$150 per issue]
1/3 Page - horizontal	\$150	\$400 [\$100 per issue]
1/3 Page - vertical	\$150	\$400 [\$100 per issue]
1/3 Page - square	\$150	\$400 [\$100 per issue]
1/6 Page - horizontal	\$125	\$360 [\$90 per issue]
1/6 Page - vertical	\$125	\$360 [\$90 per issue]
1/8 Page - business card	\$100	\$200 [\$50 per issue]

SPOT COLOR

Ad Size	1x	4x
Double Page Spread	\$1,200	\$4000 [\$1000 per issue]
Full Page	\$600	\$2040 [\$510 per issue]
2/3 Page - horizontal	\$400	\$1240 [\$310 per issue]
1/2 Page - horizontal	\$300	\$700 [\$175 per issue]
1/3 Page - horizontal	\$200	\$600 [\$150 per issue]
1/3 Page - vertical	\$200	\$600 [\$150 per issue]
1/3 Page - square	\$200	\$600 [\$150 per issue]
1/6 Page - horizontal	\$175	\$400 [\$100 per issue]
1/6 Page - vertical	\$175	\$400 [\$100 per issue]
1/8 Page - business card	\$125	\$300 [\$75 per issue]



✓ mechanical requirements

Ad Sizes

W X H

Double Page Spread	
Inside Back Cover	7.5" x 10"
Inside Front Cover	7.5" x 10"
Full Page	7.5" x 10"
2/3 Page - horizontal	7.5" x 6-1/2"
1/2 Page - horizontal	7.5" x 5"
1/3 Page - horizontal	7.5" x 3.25"
1/3 Page - vertical	2.5" x 10"
1/3 Page - square	5" x 5"
1/6 Page - horizontal	2.5" x 5"
1/6 Page - vertical	5" x 2.5"
1/8 Page - business card	3.5" x 2"

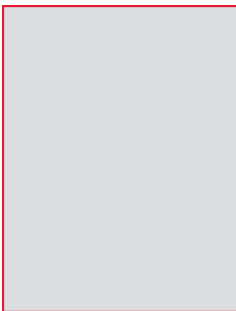
BACK COVER



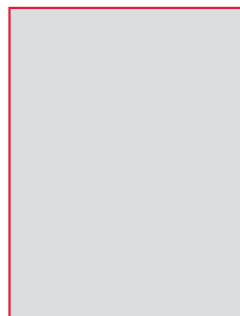
ADVERTISING DEADLINES

ISSUE	BOOKING DEADLINE	COPY DEADLINE
'19 Spring	February 1	February 28
'19 Summer	May 1	May 31
'19 Fall	August 1	August 31
'19 Winter	November 1	November 31

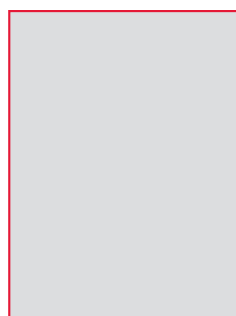
INSIDE BACK COVER



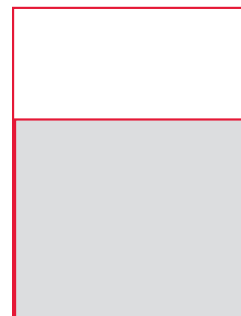
INSIDE FRONT COVER



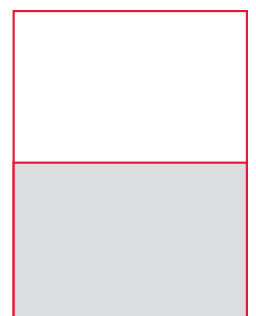
FULL PAGE



2/3 PAGE HORIZONTAL



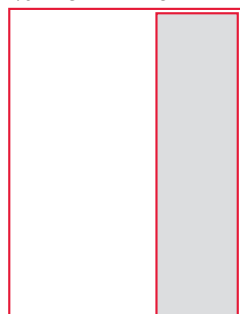
1/2 PAGE HORIZONTAL



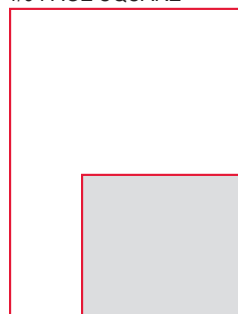
1/3 PAGE HORIZONTAL



1/3 PAGE VERTICAL



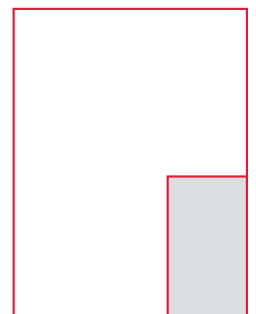
1/3 PAGE SQUARE



1/6 PAGE HORIZONTAL



1/6 PAGE VERTICAL



✓ guidelines

POLICY

- All advertising is subject to the approval of the publisher for content and design.
- Any creative services, or necessary changes to typesetting and production will be charged to the client. An additional charge of \$75 per ad is applicable for creation of a PDF for an ad supplied in a native page layout format.
- Advertising will be billed per issue with full payment due net 30 days. First time advertisers are required to include payment in full with signed contract.
- Advertisements cannot be cancelled after booking deadline.
- All services provided and materials created are the exclusive copyright of the designer and MAJ unless otherwise specified in writing.
- Alterations modifying the contractor's scope shall be billed as additional services.
- The publisher reserves the right to increase the advertising rates for any issue on 30 days written notice before the space order closing date of the issue. All contracts and insertion orders are subject to this reservation. The publisher shall not be subject to any liability whatsoever for failure to publish or circulate any advertisement in whole or in part.

AD SPECIFICATIONS

Printing Process

Sheet fed offset.

Line Screen

175 lines per inch, 300 dpi (minimum) to 400 dpi image resolution (recommended).

Binding Method

Saddle Stitched.

Bleeds

All critical type or illustrative matter should be a minimum of 3/8" from the trim edges. Bleed ads must show crop marks and extend 1/8" beyond trim edges.

Publication

Copy printed on 70 lb. glossy text with 80 lb. glossy cover stock.

Artwork

Ad material should be supplied in Adobe Portable Document Format (.pdf) with all fonts embedded and high resolution images (EPS, JPEG, TIFF) if applicable.

Color Ads

Ads are in black and white. For color ads, contact Carla Ferrucci at cferrucci@mnaj.org or 612-375-1707 to discuss requirements and cost.

✓ advertising contract

You are authorized to place a _____ page advertisement in the Minnesota Association for Justice (MAJ) magazine beginning with the _____ issue and continuing on a _____ time basis at the rate of \$_____ an issue. We will furnish new advertising copy for each insertion before closing dates or you are authorized to repeat latest advertisement.

ADVERTISER:

ADDRESS:

CITY/STATE/ZIP:

AUTHORIZED SIGNATURE: _____

DATE:

TELEPHONE:

E-MAIL:

AD COPY:

New advertisement attached _____

New advertisement to come _____

Use same ad (current advertisers) _____

PAYMENT: check enclosed bill me credit card (VISA/MC/Discover/AmEx)

card #

exp. date

CVC Code:

Payment Terms

Net 30 days. No cash discount. Advance payment of first insertion is required on initial ad placements. No discount for advertising agencies.

Copy Acceptance

Minnesota Association for Justice reserves the right to accept or reject all advertising at its discretion for any reason. Acceptance does not constitute endorsement.

To Submit Ads

E-Mail (preferred) cferrucci@mnaj.org

US Mail or Courier:

Minnesota Association for Justice

ATTN. Carla Ferrucci

706 Second Avenue South

140 Baker Building

Minneapolis, MN 55402

Indemnification

All advertisements are accepted and published on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereon, as confirmed by the authorized signature on the insertion order. The advertiser agrees to indemnify and hold the MAJ and its agents harmless from any and all liability, demands or damages arising out of the advertising or on behalf of the advertiser. Such indemnity includes the provision of a defense to any actions or claims and the payment of costs and attorneys fees in connection therewith.