



NORTH CAROLINA  
**ADVOCATES**  
for **JUSTICE**

# TRIAL BRIEFS

The official publication of the North Carolina Advocates for Justice

## WHO ARE WE?

The North Carolina Advocates for Justice is a nonpartisan association of legal professionals dedicated to protecting people's rights through community, education and advocacy.

- ◆ North Carolina's legal industry is worth **\$7 billion**.
- ◆ NCAJ is among the **top five largest lawyer organizations in the U.S.**, with approximately **3,000 members**.

### OUR MEMBERS ARE:

- Attorneys
- Law office managers
- Legal assistants
- Law faculty and students

### THE BUSINESSES OUR MEMBERS USE INCLUDE:

- Settlement funding
- Banking
- Court reporting
- Expert witnesses
- Medical consultants
- Video tape services

## ABOUT THE PUBLICATION



**Trial Briefs** is the official publication of NCAJ. This professionally designed publication is a critical component of NCAJ's communications program and features relevant editorial for North Carolina legal professionals. When our readers are ready to contract services and products for their businesses, **make sure they think of you first.**

## EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
<b>TRIAL BRIEFS</b>	
11/19/2018	January 2019
2/25/2019	April 2019
5/27/2019	July 2019
8/23/2019	October 2019

## NET ADVERTISING RATES: TRIAL BRIEFS

Size	1x	8x
Premium Position*	\$1700	\$1410
Full Page	\$1150	\$954
1/2 Page	\$775	\$645
1/3 Page	\$600	\$500
1/4 Page	\$450	\$375
1/8 Page	\$275	\$230

### DIGITAL MEDIA

Digitally Responsive Publication	\$500	\$500
Standard View Skyscraper	\$400	\$400
Standard View Landing Page	\$400	\$400

\*Premium Position includes inside front cover, inside back cover and outside back cover

## SPECIFICATIONS: TRIAL BRIEFS

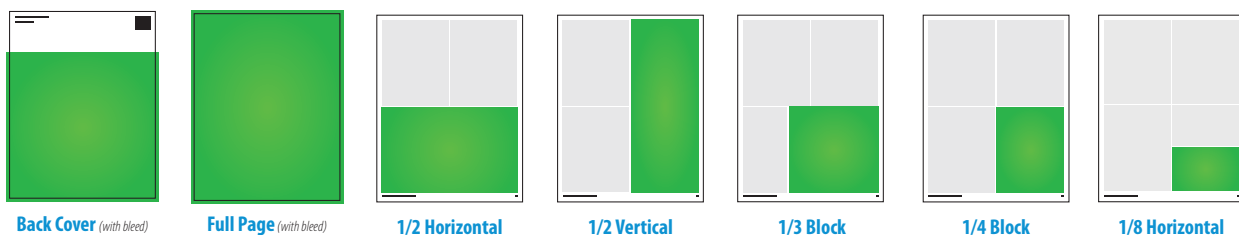
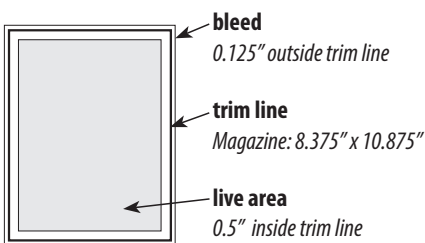
Page Size Standard View	8.375" x 10.875" (trim)
Covers	8.375" x 10.875"
Full Page * (see example)	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/8 Horizontal	3.875" x 2.34"

### DIGITAL MEDIA

Digitally Responsive Publication	502p x 498p
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p

\* Full-page ads are intended to bleed off the page

- ◆ Please include an **additional 0.125" of bleed** on each side of page
- ◆ Keep all important information at least **0.5" from the trim line**



## DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).  
*NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.*
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com). Please upload files over 5 MB to our secure site.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

## TO ADVERTISE, PLEASE CONTACT

### Innovative Publishing

10629 Henning Way, Suite 8

Louisville, KY 40241

844.423.7272 TOLL-FREE

888.780.2241 FAX

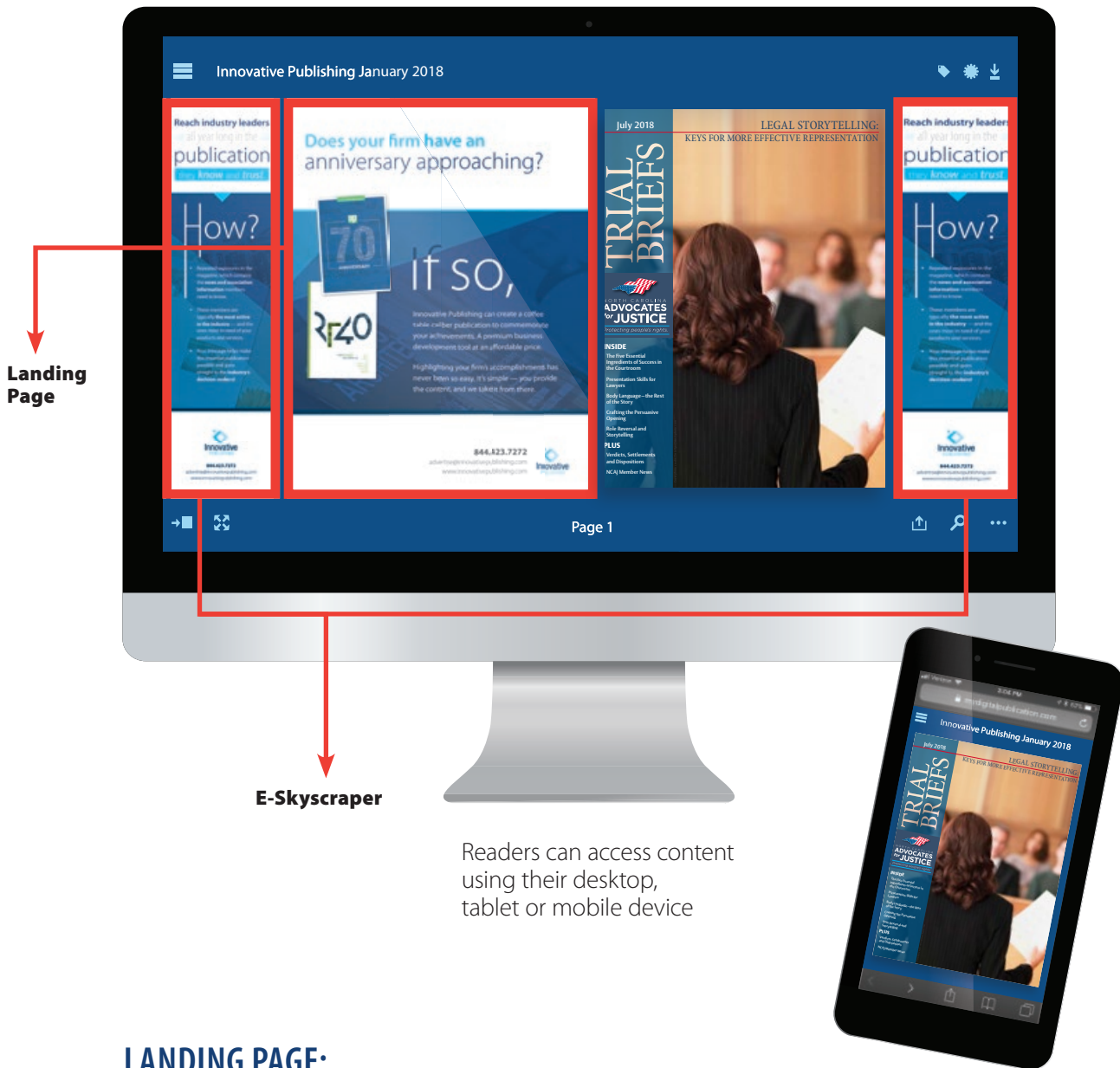
[advertise@innovativepublishing.com](mailto:advertise@innovativepublishing.com)



[www.innovativepublishing.com](http://www.innovativepublishing.com)



## DIGITAL ADVERTISING



Readers can access content using their desktop, tablet or mobile device

### LANDING PAGE:

**Available positions:** 1

**Rate:** \$400

**Specifications:** RGB color space, 603 pixels x 783 pixels

### E-SKYSCRAPER:

**Available positions:** 1

**Rate:** \$400

**Specifications:** Vertical orientation, RGB color space, 200 pixels x 783 pixels

# DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS

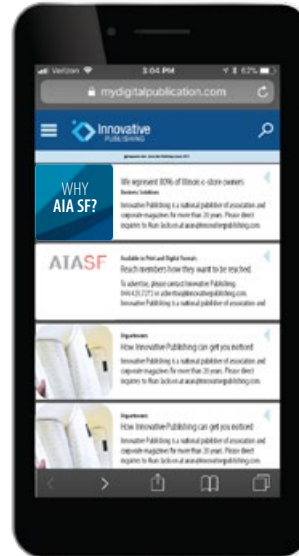
## TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

### DESKTOP VERSION



### MOBILE VERSION

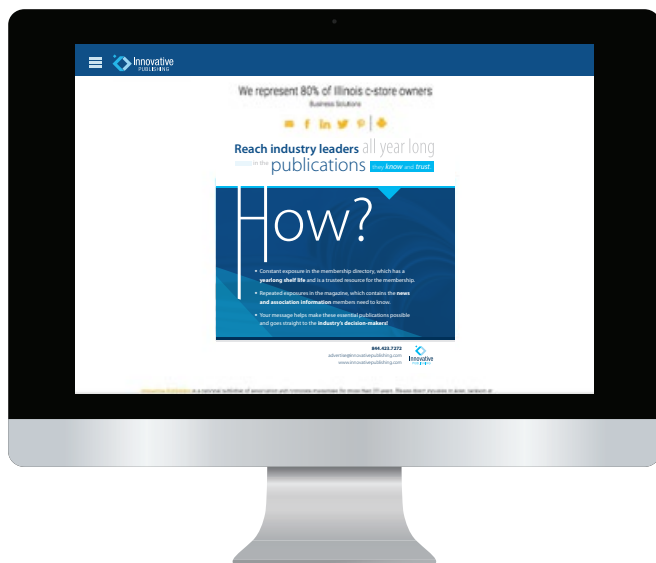


## DIGITAL AD SPECIFICATIONS:

8.375" x 8.3" advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

### DESKTOP VERSION



### MOBILE VERSION

