

Official publication of the

OCBA OAKLAND COUNTY
BAR ASSOCIATION

LACHES

MEDIA KIT

2021

2022

HOUR Represented by Hour Media
MEDIA



Mission & Audience

Laches is the official magazine of the Oakland County Bar Association (OCBA), whose mission is to serve the professional needs of its members, improve the justice system, and ensure the delivery of quality legal services to the public.

Published 10 times per year and direct-mailed to OCBA members, Laches reaches a pure audience of legal professionals in Oakland County and across Michigan. Laches readers are attorneys, judges, and other legal professionals – a highly affluent and educated audience for your advertising message.

Demographics

3,000 magazine readers

Gender: 65.9% male, 34.1% female

Median Income from Private Practice:

\$112,000 (mean: \$186,924)

Age: 72.3% are age 26-58

Firm Size: 39.9% work in medium-size (11+ attorneys) to very large (100+ attorneys) firms

Source: State Bar of Michigan





Strength of Magazines



Better
Viewability



Immersive
User Experience



Highest Return on
Advertising Spend

Magazine media reaches eyeballs, minds and wallets in a safe, trusted environment.

Across **1,400 advertising campaigns**, magazines show the highest return on advertising spend – the ultimate KPI*

More Adults 18 – 29 read magazines **(95%)** than use Facebook **(81%)****

Paper-based reading...

- results in focused attention, less distraction
 - has higher comprehension and recall
 - stimulates more emotions and desires
- ...than digital-based reading*****

Adults 18 – 49 trust in magazine media to tell the truth more than any other media:****

39.5%

more than ad supported TV networks

17.6%

more than websites

The top 25 print magazines **reach more adults and teens** than the top 25 primetime TV shows*****



* Source: Nielsen Catalina Solutions, 2016 ** Source: Pew Research Center Social Media Fact Sheet, Feb 2018; GFK MRI, Fall 2017 *** Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from Scott McDonald, Ph.D. Nomos Research, October, 2015 **** Source: Simmons Multi-Media Engagement Study, Spring 2017 ***** Source: Carat Insight, 2017



Advertising Rates

All rates net. No additional charge for bleed advertisements.

Size	1x	5x	10x
Spread	\$1,560	\$1,250	\$1,190
Full Page	\$780	\$625	\$595
2/3 Page V	\$550	\$395	\$355
1/2 Page	\$470	\$355	\$315
1/3 Page V or H	\$355	\$280	\$240
1/4 Page	\$280	\$200	\$165
1/6 Page V	\$180	\$145	\$120
1/8 Page	\$155	\$105	\$100

Premiums

Cover 2	\$940	\$780	\$705
Cover 3	\$940	\$780	\$705
Cover 4	\$1,095	\$865	\$780
TOC/ Guaranteed Position	\$940	\$780	\$705

CLASSIFIED AD RATES

Classified ads are text only and are \$30.00 for 40 words or less.
 Additional words above the first 40 are \$0.25 per word.
 Contact jmoriarty@hour-media.com



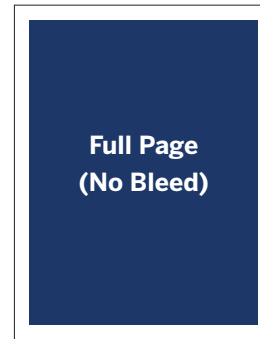
**Full Page
(Bleed)**

Full Page (Bleed):
 Live: 7.375" x 9.875"
 Trim: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"



**Spread
(Bleed)**

Spread (Bleed):
 17" x 11.125"

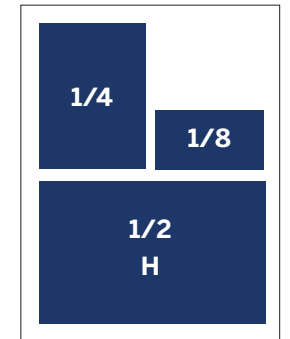


**Full Page
(No Bleed)**

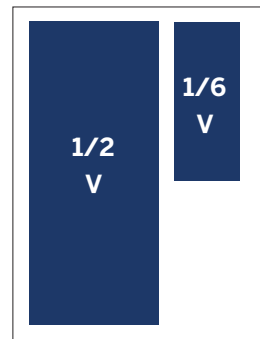
Full Page (No Bleed):
 7.375" x 9.875"



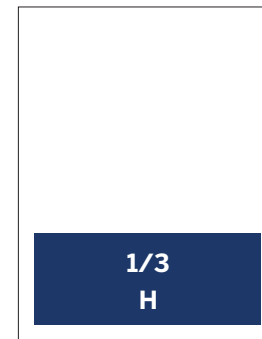
1/3 V: 2.25" x 9.875"
2/3 V: 4.687" x 9.875"



1/8: 3.562" x 2.277"
1/4: 3.562" x 4.812"
1/2 H: 7.375" x 4.812"



1/6 V: 2.25" x 4.875"
1/2 V: 3.56" x 9.875"



1/3 H: 7.375" x 3.25"



Digital Ad Specifications

Laches is assembled digital direct-to-plate.

ASSEMBLY GUIDELINES

- Create ad at 100% of final print size.
- Preferred file format is a “press ready” PDF. When distilling PostScript Files, be sure all fonts are embedded and set your Distiller job options to the “press” setting. PDF files saved directly from InDesign should also use the “press” job option.
- If sending a flattened/locked file, such as a PDF, be aware that any changes are subject to additional production costs.
- We accept files created using Adobe InDesign, Illustrator, and Photoshop. Corel, Quark, Microsoft Office, or Publisher documents are not accepted. Include all fonts (screen & printer) and graphic files used in layouts.
- All graphics must be saved as CMYK. Acceptable graphic file formats are EPS, TIFF, or PDF. Flatten all layered Photoshop files and outline fonts on Illustrator files. Do not compress with LZW encoding.
- Cross platform CD-R/DVD are the only acceptable media formats.

MECHANICAL GUIDELINES

- Publications print at 150 lpi. Raster image resolution should be a minimum 300 dpi. Linework should be set to a minimum of 1200 dpi.
- TAC (Total Area Coverage) not to exceed 300%.
- Unless special ordering an additional color, all spot or Pantone specified colors should be converted to process (CMYK) color.

REQUIRED PROOFS

A contract color proof is required with every ad. If acceptable proof is not provided, color consistency will not be guaranteed. Acceptable contract proofs include Kodak Approvals, FUJI Pictro or Veris, Epson Stylus Pro, or Matchprint Digital Proof. For a list of additional SWOP certified proofs, please visit www.swop.org.

Files that do not follow these guidelines will be returned for correction. No exceptions.

SHIP MATERIALS TO

Laches Magazine

c/o HOUR Custom Publishing

Attn: Advertising Coordinator

5750 New King Drive, Ste. 100, Troy, MI 48098

OR EMAIL TO

jmoriarty@hour-media.com

SPECIFICATIONS

Live Area: 7.375" x 9.875"

Trim Size: 8.375" x 10.875"

Bleed Size: 8.625" x 11.125"

**Trim size plus .125" all the way around. Bleeds are accepted on full-page ads only.*

PRODUCTION CHARGES

Typesetting and Design: \$200/hour

Retouching: \$200/hour

Additions/Corrections after Due Date: \$50/charge

INSERTS/BIND-INS

Advertising inserts and special bind-ins are accepted pending approval. Please contact your sales representative.



2021-2022 Editorial Calendar

ISSUE 2021	THEME	SPACE CLOSE	MATERIAL DEADLINE
August 2021	Negligence & Malpractice	6/18/21	6/25/21
September 2021	Education, Family, Children's Rights	7/21/21	7/28/21
October 2021	Personal Protection	8/19/21	8/26/21
November/December 2021	Giving Back to the Community	9/21/21	9/28/21
ISSUE 2022	THEME	SPACE CLOSE	MATERIAL DEADLINE
January 2022	Probate & Estate	11/19/21	11/30/21
February 2022	Employment Law	12/22/21	12/30/21
March 2022	Business Court & In-House Counsel	1/21/22	1/28/22
April 2022	Intellectual Property, Transactional Law, Technology	2/18/22	2/25/22
May 2022	Housing & Real Estate	3/22/22	3/29/22
June/July 2022	Ethical Intersect with Other Practices	4/19/22	4/26/22
August 2022	Common Sense Criminal Justice Reform	6/20/22	6/27/22



2021 Advertising Contract

ADVERTISER INFORMATION

COMPANY/ORGANIZATION: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

CLIENT CONTACT: _____

PHONE: _____ FAX: _____

EMAIL: _____

AGENCY INFORMATION

AGENCY: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

CLIENT CONTACT: _____

PHONE: _____ FAX: _____

EMAIL: _____

August

Space Deadline:

6/18/21

Material Deadline:

6/25/21

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

- Bill To: Agency
- Client Direct

September

Space Deadline:

7/21/21

Material Deadline:

7/28/21

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

- Bill To: Agency
- Client Direct

October

Space Deadline:

8/19/21

Material Deadline:

8/26/21

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

- Bill To: Agency
- Client Direct

Nov/Dec

Space Deadline:

9/21/21

Material Deadline:

9/28/21

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

- Bill To: Agency
- Client Direct

ADDITION PRODUCTION CHARGES: _____ CONTRACT TOTAL: \$ _____

NOTES: _____

PRINT NAME: _____

SIGNATURE/DATE: _____



2022 Advertising Contract

ADVERTISER INFORMATION

COMPANY/ORGANIZATION: _____
 ADDRESS: _____
 CITY/STATE/ZIP: _____
 CLIENT CONTACT: _____
 PHONE: _____ FAX: _____
 EMAIL: _____

AGENCY INFORMATION

AGENCY: _____
 ADDRESS: _____
 CITY/STATE/ZIP: _____
 CLIENT CONTACT: _____
 PHONE: _____ FAX: _____
 EMAIL: _____

January

Space Deadline:
11/19/21

Material Deadline:
11/30/21

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

Bill To: Agency
 Client Direct

February

Space Deadline:
12/22/21

Material Deadline:
12/30/21

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

Bill To: Agency
 Client Direct

March

Space Deadline:
1/21/22

Material Deadline:
1/28/22

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

Bill To: Agency
 Client Direct

April

Space Deadline:
2/18/22

Material Deadline:
2/25/22

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

Bill To: Agency
 Client Direct

May

Space Deadline:
3/22/22

Material Deadline:
3/29/22

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

Bill To: Agency
 Client Direct

June/July

Space Deadline:
4/19/22

Material Deadline:
4/26/22

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

Bill To: Agency
 Client Direct

August

Space Deadline:
6/20/22

Material Deadline:
6/27/22

Please Select Size:

- Spread
- Full Page
- 1/2 Page:
- Horiz. Vert.
- 1/4 Page
- 1/3 Page:
- Horiz. Vert.
- 1/6 Page
- 1/8 Page

Net Cost: \$ _____

Bill To: Agency
 Client Direct

ADDITION PRODUCTION CHARGES: _____ CONTRACT TOTAL: \$ _____

NOTES: _____

PRINT NAME: _____

SIGNATURE/DATE: _____



Terms and Conditions

- A.** HOUR Media reserves the right at its absolute discretion and at any time to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by HOUR Media, advertising already run shall be paid for at the rate that would apply if the entire order were published. In addition, Publisher reserves the right to remove from selected copies of HOUR Media advertisements containing matter the subscribers have deemed objectionable. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, Advertiser and/or Agency must reimburse HOUR Media for the short-rate within 30 days of invoice therefore.
- B.** Orders that contain rates that vary from rates herein or not specified on a valid contract as deemed by HOUR Media shall not be binding and may be inserted and charged for at the actual schedule of rates.
- C.** Advertisements that simulate editorial content must be clearly defined and labeled ADVERTISEMENT, and HOUR Media may in its own discretion so label such copy.
- D.** Orders for advertising containing restrictions or specifying positions or other requirements may be accepted and inserted but such restrictions or specifications are at HOUR Media's sole discretion.
- E.** Inserts: (1) A copy of any furnished insert must be submitted to HOUR Media prior to printing of the insert. (2) HOUR Media is not responsible for errors or omissions in, or the production quality of, furnished inserts. (3) Advertiser and/or Agency shall be responsible for any additional charges incurred by HOUR Media arising out of Advertiser and/or Agency's failure to deliver furnished inserts pursuant to HOUR Media's specifications. (4) In the event that HOUR Media is unable to publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall remain liable for the space cost of such insert.
- F.** The Advertiser and its Agency, if there be one, each represents that it is fully authorized and licensed to use all materials within or related to advertising placed in HOUR Media. As part of the consideration and to induce HOUR Media to publish such advertisement, the Advertiser and/or Agency agrees to indemnify and save harmless HOUR Media and its employees and representatives against any and all claims, errors, omissions, liability, loss, damage and expense of any nature, including attorney's fees, arising out of the copying, printing, publishing, distribution or transmission of such advertisement.
- G.** If an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that the contract will be binding on both Advertiser and Agency.
- H.** The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment

of all bills and charges incurred. Advertiser authorizes HOUR Media, and its election, to tender any bill to the Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to HOUR Media. The rights of HOUR Media shall in no way be affected by any dispute or claim between Advertiser and Agency.

- I.** The Advertiser or Agency may only use the advertising space provided for the purpose for which that space was originally provided by HOUR Media.
- J.** Orders for cover and center spread positions are non-cancelable 15 days prior to the space closing date. Supplied inserts are non-cancelable 60 days prior to the space closing date.
- K.** Advertiser and/or Agency agrees to reimburse HOUR Media for its attorney fees and court costs in collecting any unpaid charge or portion of the charge for advertisement.
- L.** Advertiser and/or Agency agrees that any advertisement published in HOUR Media may, at the Publisher's option, be included in all media, whether now or in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed or transmitted, in whole or in part.
- M.** All payment is due with order unless credit is established with HOUR Media, in which case payment is due upon invoice. All advertisers that are required to supply a credit card to guarantee payment will have their credit card charged if payment is not received within 10 days of invoice date. If an Advertiser's account is 31 days or more delinquent, any contracted advertising will be put in a hold status until required payment is received. A finance charge of 1.5% per month will be charged to all invoice amounts not paid within 30 days of invoice date and collection procedures will occur.
- N.** The Advertiser/Agency is responsible for submitting complete advertising materials that conform to HOUR Media's proper specifications by the published materials deadline date, or HOUR Media reserves the right to publish the most recent in house advertising materials.
- O.** The foregoing terms and conditions shall govern the relationship between HOUR Media and the Advertiser and/or Agency. HOUR Media has not made any representations to Advertiser or Agency that are not contained herein. No waiver, alteration, modification or cancellation of any of the provisions of this Agreement shall be binding unless expressly agreed to by both parties in writing

HOUR CUSTOM PUBLISHING: 5750 NEW KING DRIVE, STE. 100 | TROY, MI 48098
telephone 248.691.1800 | facsimile 248.691.4531

ADVERTISER/AGENCY: _____

DATE: _____