



## About the Newsletter

The Oregon Trial Lawyers Association is a statewide nonprofit organization composed of more than 1,200 plaintiffs' lawyers and members. OTLA members represent the interests of consumers in negligence actions and the rights of employees in workers' compensation and employment cases. The Sidebar keeps members up-to-date on the latest news and events.

## Advertising Rates

	1x	3x	5x
<b>Back Cover</b> (½ page)	\$ 1,030	\$ 970	\$ 910
<b>Inside Covers - Full</b>	\$ 1,060	\$ 1,000	\$ 940
<b>Inside Cover - Half</b>	\$ 820	\$ 760	\$ 690
<b>½ Page Spread (2 ads)</b>	\$ 1,990	\$ 1,880	\$ 1,760
<b>Full Page</b>	\$ 690	\$ 620	\$ 570
<b>2/3 Page</b>	\$ 600	\$ 550	\$ 500
<b>1/2 Page</b>	\$ 570	\$ 520	\$ 460
<b>1/3 Page</b>	\$ 360	\$ 330	\$ 300
<b>1/6 Page</b>	\$ 250	\$ 230	\$ 200
<b>1/12 Page</b>	\$ 180	\$ 160	\$ 140

Although advertisements in the print edition of Sidebar are black and white, advertisers may submit a color (RGB) version of their ad to appear in the electronic version at no extra charge.

- All rates are net.
- Guaranteed placements (other than covers) are subject to a 15% premium.
- All advertising is subject to approval by the Oregon Trial Lawyers Association. OTLA reserves the right to reject advertising that does not meet the organization's or the publication's standards. OTLA reserves the right to limit space occupied by any one advertiser or advertisement.

### Inside Covers & Full Pages



7.5" w x 10" H

### Back Cover & Inside Half Page



7.5" w x 5" H

### 2/3 Page



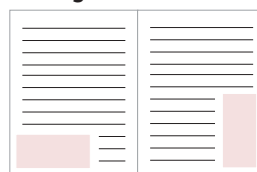
5" w x 10" H

### 1/3 Page



5" w x 5" H  
2.5" w x 10" H

### 1/6 Page



5" w x 2.5" H  
2.5" w x 5" H

### 1/12 Page



2.5" w x 2.5" H

## Ad Material

Upload files at [www.llmpubs.com](http://www.llmpubs.com) or email pdf to [ads@llmpubs.com](mailto:ads@llmpubs.com)

- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- Email [ads@llmpubs.com](mailto:ads@llmpubs.com) for more detailed specifications.

**Need help creating an ad?** (Free ad design up to 3 proofs.)

**We can help you! Contact your sales representative.**

## Deadlines

Jan/Feb	<b>January 1</b>
Mar/Apr	<b>March 5</b>
May/June	<b>May 7</b>
Sept/Oct	<b>August 13</b>
Nov/Dec	<b>October 29</b>

## Specifications

Ink	<b>Black &amp; White</b>
Trim Size	<b>8.5" x 11"</b>
Binding	<b>Saddle Stitch</b>
Published	<b>Bi-Monthly</b>
Circulation	<b>1,600 web</b> <b>1,200 print</b>

## Art Requirements

- A high resolution pdf is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (.125") bleed settings. No crop marks.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

For advertising inquiries please call or email:

503-445-2240

or [law@llmpubs.com](mailto:law@llmpubs.com)