

## ADVERTISING SPECIFICS

*For the Record (FTR)* is the SDCBA's publication for attorneys in their first few years of law practice. With articles on topics such as legal ethics, tips from seasoned practitioners, career advisors and more, *For the Record* provides invaluable insight for newer lawyers as well as all attorneys interested in continuing to develop their careers. See the latest issue at [www.sdcba.org/fortherecord](http://www.sdcba.org/fortherecord).

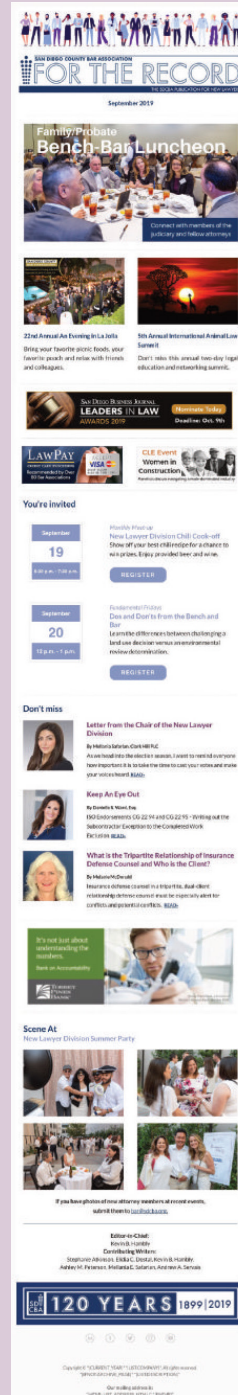
## AUDIENCE & DISTRIBUTION

*For the Record (FTR)* is distributed via e-mail to all SDCBA attorney members within their first seven years of practice, all law student members, the SDCBA Board of Directors, and all SDCBA members who opt to receive the publication. It is published on the third Thursday of every month.

The SDCBA promotes each issue of *FTR* on the SDCBA's social media outlets, and all *FTR* issues remain on the SDCBA website after each issue is published.

2020 DEADLINES		
Issue	Distribution Date	Ad Deadline
JAN	January 16	January 2
FEB	February 20	January 29
MAR	March 19	February 26
APR	April 16	April 2
MAY	May 21	April 30
JUN	June 18	June 4
JUL	July 16	July 2
AUG	August 20	July 30
SEP	September 17	September 3
OCT	October 15	October 1
NOV	November 19	October 29
DEC	December 17	December 3

## SIZES & RATES



**Large Banner**

540 x 200 px  
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6x - \$475

**Banner**

540 x 100 px  
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4x - \$305  
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**Square**

260 x 200px  
1x - \$260  
4x - \$248  
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**Rectangle**

160 x 100px  
1x - \$140  
4x - \$133  
6x - \$127

*Premium positions may be secured for an additional 25% of the standard price of an ad. Please ask about availability.*

For questions and SDCBA advertising package proposals contact Ron Marcus, SDCBA Director of Marketing at, (619) 321-4116 or [rmarcus@sdcba.org](mailto:rmarcus@sdcba.org).

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