

San Francisco Trial Lawyers Association Trial Lawyer Magazine Advertising Rates

311 California Street # 620 ♦ San Francisco, CA 94104
415-956-6401 ♦ 415-956-6680 (FAX)

**horizontal X vertical

Cost per insertion	1 to 3	4 or more
Back Cover, 1/2 pg. (7 1/2. X 4 7/8.)	XX	\$ 550.00(not available currently)
Full Page (7 1/2. X 10.)	\$ 425.00	\$ 350.00
Two-Thirds Page (4 7/8. X 10.)	\$ 350.00	\$ 275.00
Half-Page (7 1/2. X 4 7/8.)	\$ 250.00	\$ 190.00
One-Third Page (2 5/16. X 10.)	\$ 190.00	\$ 140.00

Color included in pricing!

ADVERTISING DEADLINES

Issue Ads Due

Spring (April) March 2

Summer (July) June 2

Fall (October) September 2

Winter (January) December 2

**Please note that publication months are targets and are subject to change without notice.

Conditions & Regulations

- ♦ All ads must be Digital EPS or Tiff Format or camera ready laser print. Art that does not meet these specifications will not be used and will be returned.
- ♦ All advertising is accepted subject to the approval of the publisher and the publisher reserves the right to reject or cancel any advertisement at any time without penalty to either party.
- ♦ Payment is required in advance for all first-time ads and must be made with a check. For subsequent ads, payment is due upon receipt of invoice. A service fee of \$25.00 will be applied for accounts not paid within 30 days.
- ♦ Cancellation request must be submitted in writing. Cancellations are not accepted after the advertising deadline date. If space is reserved and artwork does not arrive by press time, advertiser will be billed for space.
- ♦ Rates are subject to change at any time.

Company Name _____

Authorized Representative _____

Address _____

Phone _____ Fax _____ Email _____

I would like to run my ad in *The Trial Lawyer* only in the issues I have circled below. I understand that I will be billed for each insertion at the indicated insertion rate.

Winter Spring Summer Fall Ad Size _____ Cost per insertion: \$ _____

Signature _____ Title _____

Date _____