

Published continuously by the Consumer Attorneys Association of Los Angeles (CAALA) since 1973.

ADVOCATE

Media Kit **2012**

Rate Card

Rates Effective Jan. 1, 2012

www.theadvocatemagazine.com

Size/Position	Open/1-2x	3-5x	6-11x	12x
Two-page spread	2,646	2,394	2,178	2,070
Full page, Back Cover	2,352	2,090	1,980	1,795
Full page, Inside Covers & Page 1	1,850	1,730	1,596	1,500
Full page, Pages 2-21	1,710	1,530	1,449	1,350
Full page, inside	1,470	1,330	1,210	1,150
1/2 page (Horiz./Vertical), inside	966	934	860	780
1/3 page (Horiz./Vert./Square), inside	625	588	550	495
1/6 page (Horiz./Vertical), inside	N/A	N/A	420	320

Special Pricing Available for Joint Advocate/Plaintiff Advertising Campaigns

Color:
Advocate Magazine is 4-color, printed on coated stock. Bleeds available on full page ads.

Inserts:

We will accept preprinted inserts to *Advocate* magazine under the following rates, terms and conditions:

1x \$1,665

2x \$1,600

3x \$1,465

4-page Centerfold \$1,885

Band Wrap \$2,200

The price is for inserts spot-glued to an inside facing page.

1. The number of inserts in each issue is strictly limited. Reserve early.
2. The advertiser can provide pre-printed pieces or we can provide a separate quote for printing.
3. We must receive a copy of the piece to be inserted before the final price can be quoted.
4. Prices quoted are for inserts weighing 1 ounce or less. Additional ounces can be priced upon request.
5. Inserts must fit inside magazine completely.

Design & Typesetting:

Design and typesetting is available at \$95 per hour from our in-house art department. Call for details and a quotation.

In Brief

Frequency: Monthly

Readership: *Advocate* is mailed to members of Consumer Attorneys Association of Los Angeles and the Orange County Trial Lawyers Association (OCTLA) and to additional attorneys who represent plaintiffs in Southern California from Santa Barbara to San Diego.

Editorial: Content is dedicated primarily to practical, instructive articles on the representation of plaintiffs (trial law) and, to a lesser extent, law office management and the activities of the consumer attorney associations.

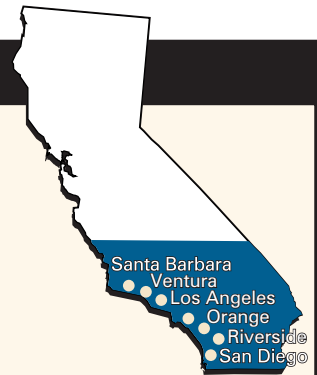
Circulation

Guaranteed circulation by mail

Effective with December 2011 issue

CALIFORNIA COUNTIES

LOS ANGELES	5,392
ORANGE	1,750
SAN DIEGO	920
VENTURA/SANTA BARBARA	569
INLAND EMPIRE	513
OTHER	256
TOTAL	9,400



Terms

Closing Dates/deadlines: Closing date is the 5th of the month prior to publication. This is the deadline for all ad changes and cancellations. The publication is normally scheduled to be mailed the first week of each calendar month. Exact mailing dates are not guaranteed.

Billing: All advertisers will be billed at the open rate unless there is a signed contract or insertion order for multiple insertions.

Advertising acceptability: The final decision on the acceptability of an ad for publication is made by the editorial board of *Advocate* and not by its agent, Neubauer & Associates, Inc. In general, any advertisement by an attorney or legal services provider that is boastful about or states the dollar amounts of verdicts or settlements will not be accepted. Advertisements which disparage the legal profession or a particular attorney are not acceptable. Most advertising offering MCLE credits is not accepted.

Mechanicals

Format & paper: Coated stock. Trim size: 8.125" x 10.5." There are two options for full page ads: 7.5" x 9.6" **OR** for no additional cost bleed off the page for which the dimensions are 8.375" x 10.75."

Ad preparation & file specs: Our magazine is output from hi-res pdfs at 1200 dpi/175 lpi to produce as high quality an image as possible. When providing your own artwork, be cautious of small digital images taken from Web sites. While acceptable for on-screen viewing, these graphics are often undesirable for printing. We have a high-quality scanner, or, if you are sending us digitized logos or photographs, please provide us with high resolution files (300 dpi at 100% for photos; 600/1200 dpi for line art). For ads created in Photoshop, 300 dpi is the suggested minimum image quality. Lower than that is not recommended.

Electronic copy: *Advocate* magazine accepts both PC and MAC files on removable media, by email (10MB limit) or via FTP (please contact us for username and password to upload your artwork). If you plan to e-mail, we recommend compressing your files (WinZip or Stuffit) and send to artist@theadvocatemagazine.com. We commonly work with file formats like press-ready Acrobat files (.pdf), .ai, .eps, .qxd, .psd, .jpg, .tif and .bmp. If your ad requires specific fonts you must include them with your files, otherwise similar fonts may be substituted. **Color proofs** should be sent along with your digital artwork. This is very important as on-screen colors may look very different once printed. The publisher cannot be held responsible for inaccurate color printing if no color proof is provided.

Use of solids or "reverses" in ads: As a general rule, we feel reverses (white type on solid background) tend to "shout" at the reader. No more than 50% of the ad should be a solid color or use reverse type. Screens above 40% are considered a solid. This rule does not apply to full page ads.

Journal of Consumer Attorneys Associations for So. California
ADVOCATE

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