



2018

Combined Rate Card

www.advocatemagazine.com
www.plaintiffmagazine.com



Size/Position	1-2 Months No Contract*			3-5 Months with Contract		
	ADVOCATE	PLAINTIFF	COMBINED	ADVOCATE	PLAINTIFF	COMBINED
Two-pg spread	2,998	2,671	5,102	2,712	2,423	4,622
Full pg Back Cover	2,665	2,374	4,535	2,368	2,115	4,034
Full pg Inside Covers & Pg 1	2,096	1,876	3,575	1,960	1,749	3,338
Full pg (Premium Placement)	1,937	1,728	3,299	1,733	1,548	2,953
Full pg inside	1,666	1,484	2,835	1,507	1,346	2,568
1/2 pg (Horiz./Vertical), inside	1094	975	1,863	1,058	943	1,801
1/3 pg (Horiz./Vert./Square), inside	708	631	1,205	667	594	1,134
Preprinted Inserts	1,748 SPOT-GLUED TO PG	1,395 LOOSE INSERT	2,829			

*Open Rate

Size/Position	6-11 Months with Contract			12 Months with Contract		
	ADVOCATE	PLAINTIFF	COMBINED	ADVOCATE	PLAINTIFF	COMBINED
Two-pg spread	2,468	2,204	4,204	2,345	2,089	3,991
Full pg Back Cover	2,243	1,998	3,817	2,034	1,813	3,462
Full pg Inside Covers & Pg 1	1,808	1,611	3,078	1,700	1,521	2,899
Full pg (Premium)	1,642	1,463	2,794	1,530	1,373	2,612
Full pg inside	1,371	1,224	2,336	1,303	1,161	2,217
1/2 pg (Horiz./Vertical), inside	974	869	1,659	884	774	1,492
1/3 pg (Horiz./Vert./Square), inside	623	562	1,066	561	488	944

2-PAGE SPREAD 16.75" x 11"	FULL 8.625" x 11" (with bleed) OR 7.5" x 9.6" (no bleed)	1/2 HORIZONTAL 7.5" x 4.7"	1/2 VERTICAL 5" x 7"	1/3 VERTICAL 2.4" x 9.6" VERT	1/3 SQUARE 5" x 4.7"	1/3 HORIZONTAL 7.5" x 3.1" HORIZ
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COLOR:

Advocate Magazine is 4-color, (CMYK) printed on coated stock. Bleeds available on full page ads.

IN BRIEF:

Advocate Frequency: Monthly

Readership: *Advocate* is mailed to 3,000 members of Consumer Attorneys Association of Los Angeles and the Orange County Trial Lawyers Association (OCTLA) and to 7,000 additional attorneys who represent plaintiffs in Southern California from Santa Barbara to San Diego.

Editorial: Practical, timely articles written by practicing trial attorneys. Each issue has an editorial theme (see **Editorial Calendar**) on such topics as class actions, damages and experts, trial techniques, employment, insurance coverage and bad faith, ADR, vehicle accidents, and products liability. The content also includes the activities of the consumer attorney associations in Southern California.

Plaintiff Frequency: Monthly

Readership: The proven, tightly focused mailing list reaches 5,000-plus plaintiffs' attorneys. With *Plaintiff*, you reach the lawyers who are the decision makers in their small firms. They go to trial and mediation on a regular basis and need a multitude of litigation services. While *Plaintiff* is an independent magazine, our mailing list includes practically every member of the various Bay Area and Northern California trial lawyer associations. One media buy reaches them all and the list is updated monthly by our research staff.

Editorial: Sharp, focused pieces written and edited by practicing attorneys. Our content offers practical advice on handling personal injury, employment, professional negligence and other tort cases, both individual and class action. See **Editorial Calendar**

CIRCULATION:

Actual Pieces Mailed December 2017 issue
USPS Audited



SAN FRANCISCO	1,424
EAST BAY SAN FRANCISCO	1,022
SOUTH BAY/SAN JOSE	825
SACRAMENTO	980
CENTRAL VALLEY/COAST	470
FAR NORTHERN CA & OTHER	314
LOS ANGELES	5,710
ORANGE	1,880
SAN DIEGO	1,008
VENTURA/SANTA BARBARA	610
INLAND EMPIRE	790
OTHER SO. CAL.	378
TOTAL	15,411

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: Any advertisement that states the actual dollar amounts of verdicts or settlements, or offers MCLE credits, will not be accepted. Ads that disparage attorneys or the judiciary are not acceptable. The final decision on the acceptability of any ad is made solely by the editorial board of Advocate and not by Neubauer & Associates.

MECHANICALS:

Page size & paper: Coated stock. Trim size: 8.125" x 10.5". There are two options for full page ads: 7.5" x 9.6" **OR** bleed off the page at 8.625" x 11" (Minimum .25" bleed per side. LIVE AREA: 7.63" x 10". Placing important images or text in-between LIVE AREA and TRIM is not recommended. (See template)

Ad preparation & file specs: Our magazine is output from high-resolution PDFs at 1200dpi/175 lpi to produce as high quality an image as possible. The setting "PDF/X-1a:2001" is an acceptable high resolution output preset for PDF. When providing your own designs, be cautious of small digital images taken from the Web. While acceptable for on-screen viewing, these graphics are often too low quality for printing. If you are sending us logos or photographs, please provide us with high resolution files (300dpi at 100% for photos; 800/1200dpi for monochrome). For ads smaller than a full page and designed ENTIRELY in Photoshop, 300dpi is the minimum image quality but 600dpi or higher resolution is recommended (You can use this option for ads other than full page OR use InDesign or Illustrator for headlines and text and import high resolution photos for your artwork. Either option will keep file sizes manageable).

Ink Density or dMax: During printing, overly high concentrations of the four printing inks (**C**yan, **M**agenta, **Y**ellow and **B**lack aka **CMYK**) may bleed through with undesirable results. To prevent this, the sum of these four inks added together should not total more than 280. If using InDesign, refer to "Separation Preview" to determine these values. For Quark, create a PDF and check "Output Preview." To adjust color outside the acceptable range, from Adobe Acrobat's TOOLS palette, select CONTENT and then EDIT OBJECT. This function will open either Photoshop or Illustrator where levels can be independently adjusted.

Electronic copy: *Advocate* magazine accepts common file formats like press-ready Acrobat files (.pdf), .ai, .eps, .qud, .psd, .jpg, .tif and .bmp. Email your files or questions to artist@advocatemagazine.com. For further instructions on how to transfer files too large to attach, please notify us. Color proofs are strongly suggested to accompany 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.

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