

# 2017 Combined Rate Card

[www.theadvocatemagazine.com](http://www.theadvocatemagazine.com)

[www.plaintiffmagazine.com](http://www.plaintiffmagazine.com)



Size/Position	1-2 Months No Contract*			3-5 Months with Contract		
	ADVOCATE	PLAINTIFF	COMBINED	ADVOCATE	PLAINTIFF	COMBINED
Two-pg spread	2,725	2,520	4,721	2,466	2,286	4,277
Full pg Back Cover	2,423	2,240	4,196	2,153	1,995	3,733
Full pg Inside Covers & Pg 1	1,906	1,770	3,308	1,782	1,650	3,089
Full pg (Premium Placement)	1,761	1,630	3,052	1,576	1,460	2,732
Full pg inside	1,514	1,400	2,623	1,370	1,270	2,376
1/2 pg (Horiz./Vertical), inside	995	920	1,723	962	890	1,667
1/3 pg (Horiz./Vert./Square), inside	644	595	1,115	606	560	1,049

\*Open Rate

Size/Position	6-11 Months with Contract			12 Months with Contract		
	ADVOCATE	PLAINTIFF	COMBINED	ADVOCATE	PLAINTIFF	COMBINED
Two-pg spread	2,243	2,079	3,890	2,132	1,971	3,693
Full pg Back Cover	2,039	1,885	3,532	1,849	1,710	3,203
Full pg Inside Covers & Pg 1	1,644	1,520	2,847	1,545	1,435	2,682
Full pg (Premium)	1,492	1,380	2,585	1,391	1,295	2,417
Full pg inside	1,246	1,155	2,161	1,185	1,095	2,052
1/2 pg (Horiz./Vertical), inside	886	820	1,535	803	730	1,380
1/3 pg (Horiz./Vert./Square), inside	567	530	987	510	460	873

Preprinted Inserts: Advocate \$1,665 each - Spot-glued to page.

Plaintiff \$1,395 each - Loose insert, not glued to page.

## Advertising:

**Christopher Neubauer**, Neubauer & Associates, Inc.

SO. CAL (760) 721-2500 f. (760) 721-0294 NOR CAL (415) 431-1117 f. 866-838-2353  
[advertising@theadvocatemagazine.com](mailto:advertising@theadvocatemagazine.com) or [advertising@plaintiffmagazine.com](mailto:advertising@plaintiffmagazine.com)

## IN BRIEF:

**Advocate 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 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 5,600 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 2016 issue



ADVOCATE CALIFORNIA COUNTIES	
LOS ANGELES	5,732
ORANGE	1,877
SAN DIEGO	1,050
VENTURA/SANTA BARBARA	635
INLAND EMPIRE	634
OTHER	425
<b>TOTAL</b>	<b>10,353</b>

PLAINTIFF CALIFORNIA COUNTIES	
SAN FRANCISCO	1,514
EAST BAY	1,040
SOUTH BAY	840
SACRAMENTO	988
CENTRAL VALLEY/COAST	489
FAR NORTHERN CA & OTHER	315
<b>TOTAL</b>	<b>5,186</b>



## 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:

**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** bleed off the page at 8.625" x 11" (Minimum .25" bleed per side. LIVE AREA: 7.63" x 10". Placing images or text in-between LIVE AREA and TRIM 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 smaller ads designed ENTIRELY in Photoshop, 300dpi is the minimum image quality but 600dpi or higher resolution is recommended (**Note:** use this option for ads other than full page **OR** use InDesign or Illustrator for ad copy and import high resolution photos into the program. 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, .qxd, .psd, .jpg, .tif and .bmp. Email your files or questions to [artist@theadvocatemagazine.com](mailto:artist@theadvocatemagazine.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.

**Neubauer & Associates, Inc.**  
Publisher of *Advocate* and *Plaintiff*,  
the magazines for California trial lawyers

760.721.2500 503 Vista Bella, Ste. 216, Oceanside, CA 92057  
415.431.1117 2229 Lombard Street • San Francisco, CA 94123

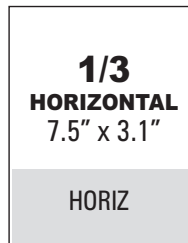
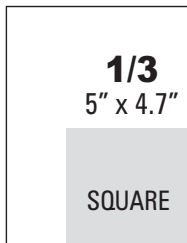
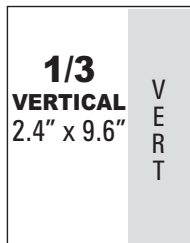
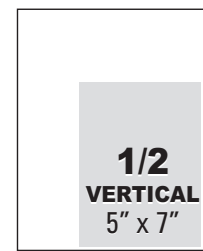
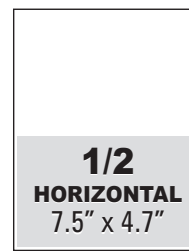
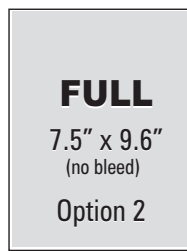
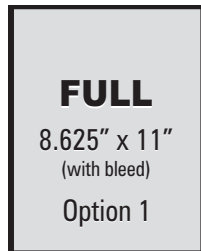
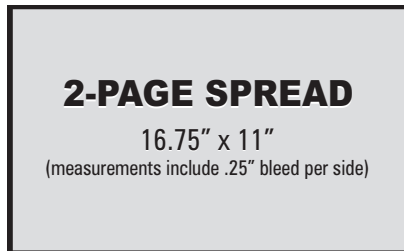
## RATE CARD

Rates Effective Jan. 1, 2017

Size/Position	1-2 Months No Contract*	3-5 Months With Contract	6-11 Months With Contract	12 Months With Contract
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Full page, Pages 2-35	1,761	1,576	1,492	1,391
Full page, inside	1,514	1,370	1,246	1,185
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\*Open Rate

**Special pricing available for joint *Advocate* and *Plaintiff* advertising campaigns**



### COLOR:

*Advocate* Magazine is 4-color, (CMYK) 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:

1. **\$1,665** per insert (*The price is for inserts spot-glued to an inside facing page*).
2. The number of inserts in each issue is strictly limited. Reserve early.
3. The advertiser can provide pre-printed pieces or we can provide a separate quote for printing.
4. We must receive a copy of the piece to be inserted before the final price can be quoted.
5. Prices quoted are for inserts weighing 1 ounce or less. Heavier pieces quoted on request.
6. Inserts must fit completely inside magazine.

### DESIGN & TYPESETTING:

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

## CIRCULATION:

### Guaranteed circulation by mail

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CALIFORNIA COUNTIES

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# ADVOCATE

(760) 721-2500 • (760) 721-0294 Fax

E-mail: [advertising@theadvocatemagazine.com](mailto:advertising@theadvocatemagazine.com)

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& associates inc.  
Publishing • Advertising

P.O. Box 2239  
Oceanside, CA 92051-2239

Packages &  
Express Mail to: 503 Vista Bella, Suite 216  
Oceanside, CA 92057