

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

ADVOCATE

Media Kit **2015**

Rate Card

Rates Effective Jan. 1, 2015

www.theadvocatemagazine.com

Size/Position	1-2 Months*	3-5 Months	6-11 Months	12 Months
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 2-35	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

*Open Rate (Non-Contract)

Special Pricing Available for Joint Advocate and Plaintiff Advertising Campaigns

2-PAGE SPREAD 16.75" x 11" <small>(measurements include .25" bleed per side)</small>	FULL 8.625" x 11" <small>(with bleed)</small> Option 1	FULL 7.5" x 9.6" <small>(no bleed)</small> Option 2	1/2 HORIZONTAL 7.5" x 4.7"	1/2 VERTICAL 5" x 7"
1/3 VERTICAL 2.4" x 9.6"	1/3 5" x 4.7"	1/3 HORIZONTAL 7.5" x 3.1" HORIZ	1/6 2.4" x 4.875" VERT	1/6 5" x 2.4" HORIZ

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:

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. Additional ounces can be priced upon request.
6. Inserts must fit inside magazine completely.

Misc: 4-page Centerfold \$1,885

Band Wrap \$2,200

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 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 So. California.

Circulation

Guaranteed circulation by mail

Effective with November 2014 issue

CALIFORNIA COUNTIES

LOS ANGELES	5,592
ORANGE	1,825
SAN DIEGO	1,019
VENTURA/SANTA BARBARA	669
INLAND EMPIRE	533
OTHER	387
TOTAL	10,025



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).

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.

Electronic copy: *Advocate* magazine accepts both PC and MAC files (email 10MB limit). If necessary, compress 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 native 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.

Journal of Consumer Attorneys Associations for So. California
ADVOCATE

(760) 721-2500 • (760) 721-0294 Fax

E-mail: advertising@theadvocatemagazine.com

neubauer

& associates inc.

Publishing • Advertising

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

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



2015

Combined Rate Card

www.theadvocatemagazine.com

www.plaintiffmagazine.com



Size/Position	Open Rate/1-2 Months*			3-5 Months		
	ADVOCATE	PLAINTIFF	COMBINED	ADVOCATE	PLAINTIFF	COMBINED
Two-pg spread	2,646	2,520	4,650	2,394	2,286	4,212
Full pg Back Cover	2,352	2,240	3,938	2,090	1,995	3,506
Full pg Inside Covers & Pg 1	1,850	1,770	3,110	1,730	1,650	2,898
Full pg (Premium)	1,710	1,630	2,862	1,530	1,460	2,565
Full pg inside	1,470	1,400	2,457	1,330	1,270	2,223
1/2 pg (Horiz./Vertical), inside	966	920	1,598	934	890	1,535
1/3 pg (Horiz./Vert./Square), inside	625	595	1,026	588	560	968
1/6 pg (Horiz./Vertical), inside	N/A	N/A	N/A	N/A	N/A	N/A

*Non-Contract Rates

Size/Position	6-11 Months			12 Months		
	ADVOCATE	PLAINTIFF	COMBINED	ADVOCATE	PLAINTIFF	COMBINED
Two-pg spread	2,178	2,079	3,832	2,070	1,971	3,637
Full pg Back Cover	1,980	1,885	3,308	1,795	1,710	3,006
Full pg Inside Covers & Pg 1	1,596	1,520	2,669	1,500	1,435	2,520
Full pg (Premium)	1,449	1,380	2,421	1,350	1,295	2,273
Full pg inside	1,210	1,155	2,025	1,150	1,095	1,926
1/2 pg (Horiz./Vertical), inside	860	820	1,422	780	730	1,301
1/3 pg (Horiz./Vert./Square), inside	550	530	909	495	460	828
1/6 pg (Horiz./Vertical), inside	420	400	635	320	305	536

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

Plaintiff \$1,665 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 or 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 So. 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**

Guaranteed Circulation by Mail

Effective with November 2014 issue



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OTHER	387
TOTAL	10,025

PLAINTIFF	
SAN FRANCISCO	1,700
EAST BAY	1,030
SOUTH BAY	980
SACRAMENTO	1070
CENTRAL CA	660
FAR NORTHERN CA	200
TOTAL	5,640



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