

# Plaintiff

**Media Kit  
2015**

**ADVERTISING RATES (Effective January 1, 2015)**

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

| Size/Position                          | 1-2 Months* | 3-5 Months | 6-11 Months | 12 Months |
|--|-------------|------------|-------------|-----------|
| 2-Page Spread                          | \$2,520     | \$2,286    | \$2,079     | \$1,971   |
| Full page, back cover                  | 2,240       | 1,995      | 1,885       | 1,710     |
| Full page, inside covers + page 1      | 1,770       | 1,650      | 1,520       | 1,435     |
| Full page, Pages 2-21                  | 1,630       | 1,460      | 1,380       | 1,295     |
| Full page                              | 1,400       | 1,270      | 1,155       | 1,095     |
| 1/2 page (Horiz./Vertical), inside     | 920         | 890        | 820         | 730       |
| 1/3 page (Horiz./Vert./Square), inside | 595         | 560        | 530         | 460       |
| 1/6 page (Horiz./Vertical), inside     | N/A         | N/A        | 400         | 305       |

\*Open Rate (Non-Contract)

**Special Pricing Available for Joint Advocate and Plaintiff Advertising Campaigns**

The diagram illustrates various ad sizes and positions:

- 2-PAGE SPREAD:** 16.75" x 11" (measurements include .25" bleed per side)
- FULL Option 1:** 8.625" x 11" (with bleed)
- FULL Option 2:** 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"
- 1/3:** 5" x 4.7"
- 1/3 HORIZONTAL:** 7.5" x 3.1"
- 1/6 VERTICAL:** 2.4" x 4.875"
- 1/6 HORIZONTAL:** 5" x 2.4"

**Inserts:**

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

1. Preprinted inserts, inserted into magazine: **\$1,665** ea. (Inserts are loose, not glued, and specific page is not guaranteed.)
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:**

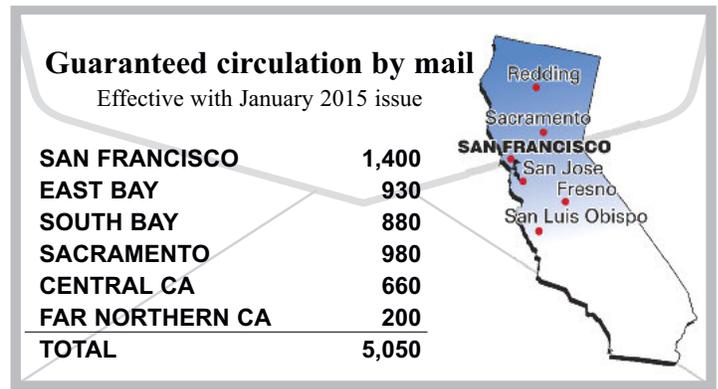
Design and typesetting is available at \$95 per hour from our in-house art department. Call for details and a quotation.

## Circulation

**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.



## 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:** Advertisements which disparage the legal profession or the judiciary are not acceptable.

## Mechanical Requirements

**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 bleed .25" 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:** *Plaintiff* magazine accepts both PC and MAC files (email 10MB limit). If necessary, compress your files (WinZip or Stuffit) and send to [artist@plaintiffmagazine.com](mailto:artist@plaintiffmagazine.com). We commonly work with file formats including Acrobat (.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.

# Plaintiff

The Magazine for Northern California Plaintiffs' Attorneys

**neubauer**  
& associates inc.  
Publishing • Advertising

**415.431.1117 • 866.838.2353 Fax**  
E-mail: [advertising@Plaintiffmagazine.com](mailto:advertising@Plaintiffmagazine.com)  
2229 Lombard Street • San Francisco, CA 94123-2703



# 2015

## Combined Rate Card

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

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



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

| PLAINTIFF       |              |
|-----------------|--------------|
| SAN FRANCISCO   | 1,700        |
| EAST BAY        | 1,030        |
| SOUTH BAY       | 980          |
| SACRAMENTO      | 1070         |
| CENTRAL CA      | 660          |
| FAR NORTHERN CA | 200          |
| <b>TOTAL</b>    | <b>5,640</b> |



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

**Advertising acceptability: Advocate** – 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. **Plaintiff** – Ads may state dollar amounts of verdicts and settlements, either individually or cumulatively. Ads that disparage attorneys or the judiciary are not acceptable. The final decision on the acceptability of any ad is made solely by the publisher, 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."

**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](mailto: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.

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