

# ADVERTISING SPECIFICATIONS



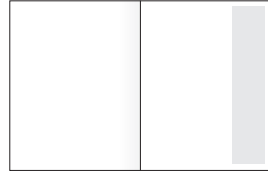
**Full Page, Trim to Bleed**  
**Bleed Size** 8.875”w x 11.375”h  
**Trim Size** 8.375”w x 10.875”h  
**Live Area** 7.5”w x 10”h



**1/3 Page, Square**  
 4.875”w x 4.875”h



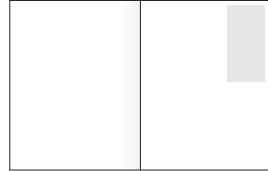
**2/3 Page, Vertical**  
 4.875”w x 10”h



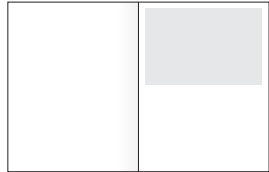
**1/3 Page, Vertical**  
 2.375”w x 10”h



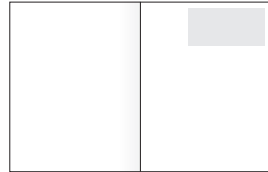
**1/2 Page, Vertical**  
 4.875”w x 7.375”h



**1/6 Page, Vertical**  
 2.375”w x 4.875”h



**1/2 Page, Horizontal**  
 7.5”w x 4.875”h



**1/6 Page, Horizontal**  
 4.875”w x 2.375”h

# DISPLAY ADVERTISING RATES

Effective January 1, 2024	1x	3x	6x	12x
Full Page	\$1,770	\$1,627	\$1,490	\$1,342
2/3 Page	\$1,214	\$1,112	\$1,015	\$918
1/2 Page	\$1,005	\$918	\$822	\$735
1/3 Page	\$730	\$658	\$592	\$521
1/6 Page	\$612	\$551	\$495	\$439

OCBA Attorney Members receive a 15% discount on Display Advertising Rates  
 Guaranteed page placements (subject to availability) are billed at rate card plus 25%

# PREMIUM PLACEMENTS

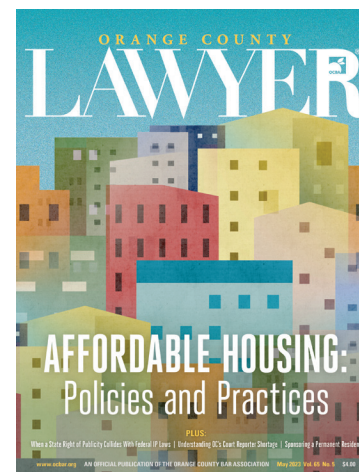
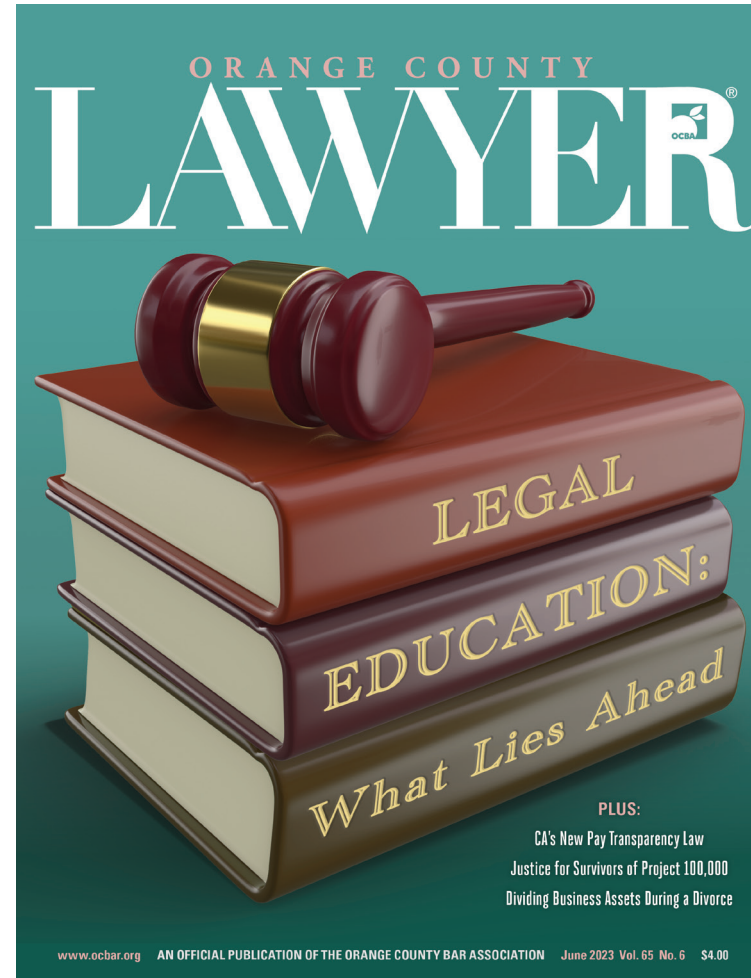
(Call for Availability)	1x	3x	6x	12x
Inside Front Cover	\$2,183	\$2,127	\$2,066	\$1,933
Back Cover	\$2,142	\$2,086	\$2,025	\$1,887
Inside Back Cover	\$2,091	\$2,035	\$1,974	\$1,836
First Five Pages	\$2,061	\$2,005	\$1,944	\$1,806

# CONTACT

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**Email:** oclawyer@ocbar.org  
**Website:** ocbar.org/OCLawyer







# GROW YOUR BRAND & BUSINESS

The *Orange County Lawyer* has played a leading role in the Orange County legal community for years – even digitally. The award-winning magazine presents a multifaceted range of topics in a thought-provoking way. *Orange County Lawyer* features writers, who are the principal legal minds and represent the highest level of legal knowledge, and combines them with great visuality and exclusivity for Orange County Bar Association members.

## ORANGE COUNTY LAWYER IS REACHING MORE THAN 40% OF ATTORNEYS IN ORANGE COUNTY

*Orange County Lawyer* was first published in 1988, making it one of the longest running legal-based magazines in the state of California.

A vehicle for delivering engaging editorial content written by lawyers for lawyers, *Orange County Lawyer* features articles authored by legal professionals, attorneys, and judges. Content provides analysis, discussion, and advice on everything from evolving statutes and laws to emerging changes in legal business practices, making *Orange County Lawyer* a go-to resource for anyone in the practice of law.

Today, *Orange County Lawyer* is the #1 legal publication in Orange County, distributed monthly in both print and a fully web-enabled digital edition to an audience of more than 7,000 readers.

## PUBLICATION PERFORMANCE

- *Orange County Lawyer* readership is roughly 55% male and 45% female
- 6,000+ digital readers reached per month
- More than 7,000 readers have digital access to *Orange County Lawyer* on a smartphone or tablet

## ORANGE COUNTY LAWYER READERS

Advertise your brand and business in *Orange County Lawyer*, and connect with a powerful demographic of influential professionals in one of the wealthiest counties in the United States. Our demographic reach ranges from several of Southern California's American Bar Association accredited law schools to members of the most established law firms in the state, as well as local and state judiciary.

## 2024 EDITORIAL CALENDAR

	COVER STORY/ISSUE THEME*	RESERVATION DEADLINE	AD ARTWORK DEADLINE
JANUARY	Incoming 2024 OCBA President	November 30, 2023	December 4, 2023
FEBRUARY	Franklin G. West Award Honoree	December 29, 2023	January 3, 2024
MARCH	Who's Who in the OCBA	January 31, 2024	February 5, 2024
APRIL	Annual Charitable Fund Golf Tournament	February 29, 2024	March 4, 2024
MAY	Special Feature	March 29, 2024	April 3, 2024
JUNE	Who's Who in the OCBA: The Affiliate Bars	April 30, 2024	May 3, 2024
JULY	Special Feature	May 31, 2024	June 3, 2024
AUGUST	Charitable Fund Annual Benefit	June 28, 2024	July 3, 2024
SEPTEMBER	OCBA Leadership Election	July 31, 2024	August 5, 2024
OCTOBER	Special Feature	August 30, 2024	September 3, 2024
NOVEMBER	Harmon G. Scoville Honoree	September 30, 2024	October 3, 2024
DECEMBER	Special Feature	October 31, 2024	November 4, 2024

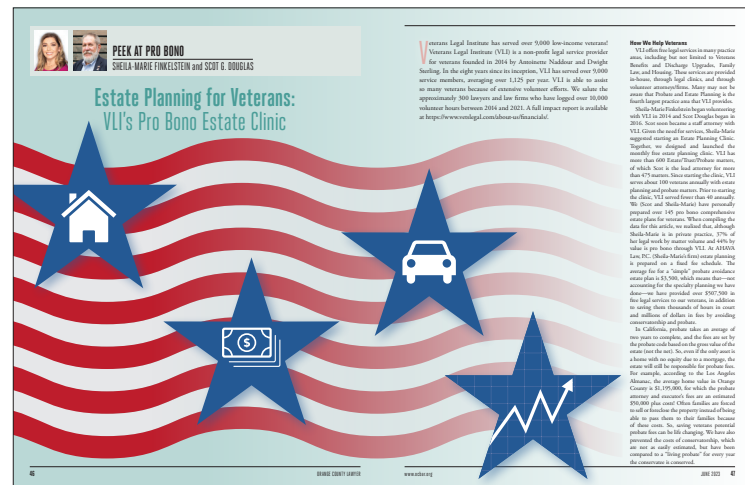
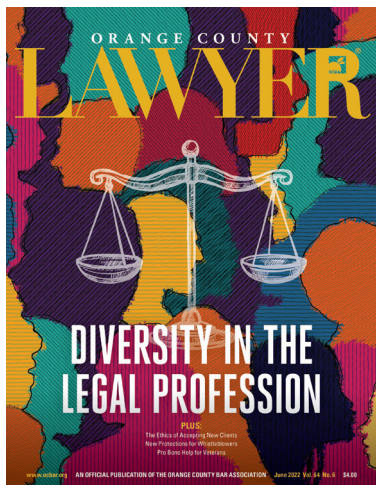
\*Subject to change

*“Advertising in Orange County Lawyer has been phenomenal for my business. As a service provider to other attorneys, Orange County Lawyer has given me unparalleled access to my target market via a reputable, engaging, thought-provoking, and stylish publication. For those looking to grow their business, I would absolutely recommend advertising in Orange County Lawyer.”*

~Meghan Dohoney, Esq.  
Freelance Attorney

*“I found the Orange County Lawyer and OCBA staff a pleasure to work with. They helped with the layout, timing of my advertising placements, and their rates were reasonable.”*

~Dean Steward  
Federal Criminal Defense



**ORANGE COUNTY LAWYER**  
THE U.S. SUPREME COURT RESHAPES PUBLIC POLICY

**DEAN'S CORNER**  
ALLEN K. GIBBY

**Legal Education: What Lies Ahead**

**ORANGE COUNTY LAWYER**

**DIVERSITY IN THE LEGAL PROFESSION**

**PEEK AT PRO BONO**  
SHEILA MARIE FINELSTEIN and SCOTT E. BOURLAS

**Estate Planning for Veterans: VLI's Pro Bono Estate Clinic**

**RETIREMENT EXEMPTION PLANNING FOR CALIFORNIA RESIDENTS USING THE PRIVATE RETIREMENT TRUST**