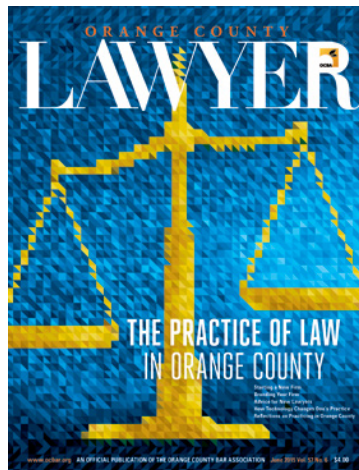


ORANGE COUNTY LAWYER

2018 MEDIA KIT THE OFFICIAL PUBLICATION OF THE ORANGE COUNTY BAR ASSOCIATION





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.

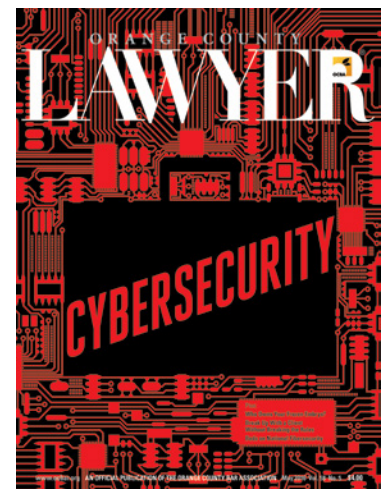
Today, *Orange County Lawyer* is the #1 legal publication in Orange County, distributed monthly in both print and a fully web-enabled digital edition to an audience of more than 8,500 readers.

DIGITAL PERFORMANCE

- 400+ digital readers per month
- More than 100 digital readers access *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.



2018 EDITORIAL CALENDAR

	COVER STORY/ISSUE THEME*	RESERVATION DEADLINE	AD ARTWORK DEADLINE
JANUARY	Incoming 2018 OCBA President	December 1, 2017	December 5, 2017
FEBRUARY	Lifetime Achievement Award Recipient	January 2, 2018	January 5, 2018
MARCH	Annual Charitable Fund Golf Tournament	February 1, 2018	February 5, 2018
APRIL	Who's Who in the OCBA	March 1, 2018	March 5, 2018
MAY	Who's Who in the OCBA: The Affiliate Bars	April 2, 2018	April 5, 2018
JUNE	Current Trends in the Legal Community	May 1, 2018	May 7, 2018
JULY	OCBA Young Lawyers Division	June 1, 2018	June 5, 2018
AUGUST	Charitable Fund Annual Benefit	July 2, 2018	July 6, 2018
SEPTEMBER	OCBA Leadership Election	August 1, 2018	August 6, 2018
OCTOBER	Focus on the Courts	September 4, 2018	September 5, 2018
NOVEMBER	Community Service Honoree	October 1, 2018	October 5, 2018
DECEMBER	Special Feature	November 1, 2018	November 5, 2018

*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. As a result of my ads in *Orange County Lawyer*, I have more clients than I can handle and my business is flourishing. For those looking to grow their business, I would absolutely recommend advertising in *Orange County Lawyer*. I regularly get between two and four new clients a month from my ads and have benefitted from great word of mouth within this community.”

~Meghan Dohoney, Esq.
Freelance Attorney

2017 NEW STATE AND FEDERAL LAWS

By James S. Azavedo and Eric G. Saltzer

In 2017, the California State Legislature passed 199 bills that were signed into law, and the US Congress helped pass 227 new laws. At the same time, both have also signed new versions of California's legal system. These announcements and changes affect many aspects of California's legal system and will certainly affect many individuals and businesses. This new book provides a comprehensive overview of these laws and offers readers a clear understanding of the state of California's legal system, and the consequences. This book is a must-read for anyone who is interested in California's legal system and provides a clear understanding of the state of California's legal system, and the consequences. This book is a must-read for anyone who is interested in California's legal system and provides a clear understanding of the state of California's legal system, and the consequences. This book is a must-read for anyone who is interested in California's legal system and provides a clear understanding of the state of California's legal system, and the consequences.

AFTER BREXIT: THE BUTTERFLY WINGS OF ECONOMIC AND POLITICAL GLOBALIZATION

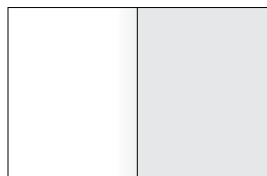
By William Eskridge

Old-style nationalism may reemerge at campaign time in the United States, the United Kingdom, or Germany, but the waves of economic globalization continue to wash all these shores.

Major announcements indicate that the British vote to withdraw from the EU will have little practical effect on American business or politics. These commentators also suggest that the vote does not reflect the popular sentiment in the United Kingdom, it is an exercise to rally the vote. "We now would agree that Brexit is the wrong time for the European Union, and we would like to see the United Kingdom remain in the EU. The United Kingdom's departure from the EU will have little practical effect on American business or politics. These commentators also suggest that the vote does not reflect the popular sentiment in the United Kingdom, it is an exercise to rally the vote. "We now would agree that Brexit is the wrong time for the European Union, and we would like to see the United Kingdom remain in the EU."

A graphic illustration featuring a map of Europe. A red rectangular box highlights the United Kingdom. The background is a stylized representation of butterfly wings, with colors transitioning from blue and purple to yellow and orange.

ADVERTISING SPECIFICATIONS

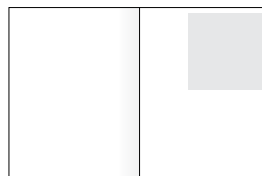


Full Page, Trim to Bleed

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



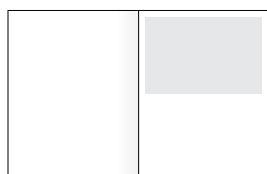
1/2 Page, Vertical

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, 2018

	1x	3x	6x	12x
Full Page	\$1,700	\$1,565	\$1,430	\$1,290
2/3 Page	\$1,165	\$1,070	\$975	\$880
1/2 Page	\$965	\$880	\$790	\$705
1/3 Page	\$700	\$630	\$570	\$500
1/6 Page	\$590	\$530	\$475	\$420

OCBA Attorney Members and Advertising Agencies receive a 15% discount

Guaranteed premium placements within first fifteen pages (subject to availability) are billed at rate card plus 25%

PREMIUM PLACEMENTS

(Call for Availability)

	1x	3x	6x	12x
Inside Front Cover	\$2,100	\$2,045	\$1,985	\$1,855
Back Cover	\$2,060	\$2,005	\$1,945	\$1,815
Inside Back Cover	\$2,010	\$1,955	\$1,895	\$1,765
First Five Pages	\$1,980	\$1,925	\$1,865	\$1,735

CONTACT

Orange County Lawyer Advertising Inquiries:

Jane Kim
 Publications & Social Media Manager
 949.440.6700, ext. 123
 jkim@ocbar.org

Mailing Address: P.O. Box 6130, Newport Beach, CA 92658
Telephone: 949.440.6700
Fax: 949.440.6710
Email: oclawyer@ocbar.org
Website: ocbar.org/OCLawyer