

ORANGE COUNTY

LAWYER

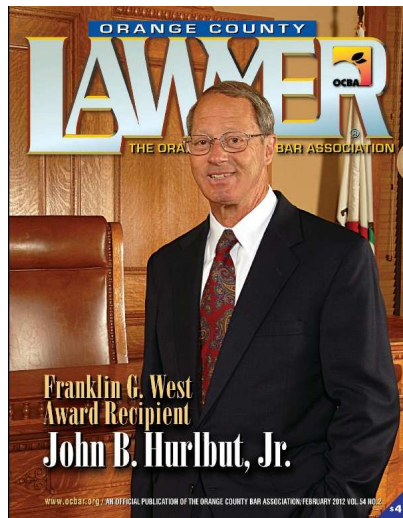
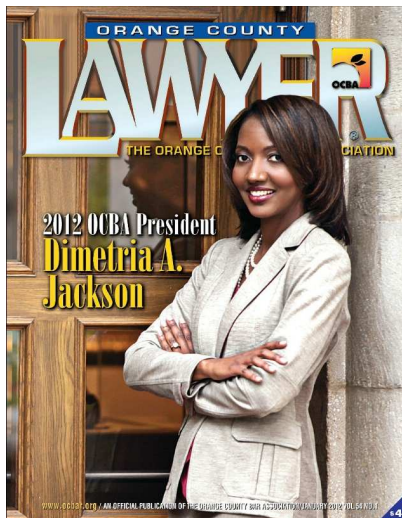


The Orange County Bar Association



2012 Media Kit

As the official publication of the Orange County Bar Association, *Orange County Lawyer* enables you to reach a targeted audience of members from the bench and bar throughout Orange County.



Available as a fully web-enabled digital edition, with a glossy print version mailed directly to over 7,000 OCBA members each month, no other publication so effectively conveys your message to the Orange County legal community.

Placing a display ad in *Orange County Lawyer* is as easy as ...

1 **Complete the Insertion Order**, indicating the size of your ad, your rate, and the number of times you'd like to run the ad. Mail or fax it to the OCBA. Remember, the deadline is always the first of the month prior to publication (i.e. July 1 for the August issue).

2 **Pay for the Ad.** First-time advertisers need only pre-pay for the 1st month of display advertising (checks, Visa, MC, AMEX, and Discover accepted). After that, we will invoice you each month and send you a complimentary copy of the magazine so that you may see your ad in print.

3 **Provide us with Digital Artwork.** We need to have high-resolution (**300 dpi**) artwork of your display ad. It must be the correct size to be placed in the magazine (see the enclosed ad specifications). If you need someone to design your ad, you may call us for a recommendation. Artwork must arrive within a day or two of the insertion order.

ORANGE COUNTY LAWYER ADVERTISING INQUIRIES

949.440.6700 ext 123 • oclawyer@ocbar.org

Lisa Brown, Publications & Social Media Manager

949.440.6700 ext 123 • lbrown@ocbar.org

MAILING ADDRESS: P.O. Box 6130, Newport Beach, CA 92658-6130

Tel: 949.440.6700 • **Fax:** 949.440.6710 • **Email:** oclawyer@ocbar.org

Web: www.ocbar.org/OCLawyer.aspx

DISPLAY ADVERTISING RATES

Effective January 1, 2012

	1x	3x	6x	12x
Full Page	\$1,095	\$995	\$910	\$835
2/3 Page	\$745	\$675	\$610	\$570
1/2 Page	\$615	\$550	\$495	\$460
1/3 Page	\$455	\$380	\$350	\$325
1/6 Page	\$355	\$300	\$275	\$235

- OCBA Attorney Members and Advertising Agencies receive a 15% discount off the black & white rate
- Color rates (run of book) are billed at rate card plus 35%
- Guaranteed premium placement within first five pages (subject to availability) are billed at rate card plus 25%

COLOR PREMIUM PLACEMENTS (Call for Availability)

	1x	3x	6x	12x
Inside Front Cover	\$1,940	\$1,875	\$1,770	\$1,560
Back Cover	\$1,930	\$1,790	\$1,710	\$1,550
Inside Back Cover	\$1,930	\$1,790	\$1,710	\$1,550

CLASSIFIED ADVERTISING (35 words or less)

	1x	3x	6x
OCBA Members	\$80	\$65/mo	\$55/mo
Non-Members	\$105	\$90/mo	\$75/mo
Each Add'l Word	\$0.75	\$0.65	\$0.50

All classified ads must be submitted typed and must be pre-paid in full. Submit with credit card payment information via fax to 949.440.6710 or by mail with check to OC Lawyer Classified Advertising, P.O. Box 6130, Newport Beach, CA 92658.
Deadline: First day of the month prior to publication (i.e. August 1 for September issue).

Questions? 949.440.6700 ext 123 // oclawyer@ocbar.org

ADVERTISING SPECIFICATIONS

Full Page, Non-Bleed 7.5"w x 10"h

Full Page, Trim to Bleed

Bleed Size 8.625"w x 11.25"h

Trim Size 8.375"w x 10.875"h

Live Area 7.5"w x 10"h

2/3-Page, Vertical 4.875"w x 10"h

1/2-Page, Vertical 4.875"w x 7.375"h

1/2-Page, Horizontal 7.5"w x 4.875"h

1/3-Page, Square 4.875"w x 4.875"h

1/3-Page, Vertical 2.375"w x 10"h

1/6-Page, Vertical 2.375"w x 4.875"h

1/6-Page, Horizontal 4.875"w x 2.375"h

Back Cover

Non-Bleed Size 7.5"w x 7.75"h

Bleed Size 8.625"w x 8.5"h

Trim Size 8.375"w x 8.25"h

Live Area 7.5"w x 7.25"h

-
- All Artwork Must Be Submitted Digitally, in CMYK, at 300 dpi
 - Preferred File Formats [with Fonts Embedded]: .jpg, .tiff, .eps
 - Large areas of **solid black, including backgrounds**, should be comprised of 50% cyan, 40% magenta, 40% yellow, and 100% black

Please Note: Any ad received that is not produced to these specifications may be returned to the advertiser for correction.

Magazine Trim Size 8.375"w x 10.875"h

Magazine Bleed Size 8.625"w x 11.25"h

Deadline: All ads must be submitted to oclawyer@ocbar.org by the first business day of the month prior to publication.



Advertising Insertion Order

P.O. Box 6130, Newport Beach, CA 92658

Phone 949.440.6700 ext. 123

Fax 949.440.6710

www.ocbar.org

CV ID#: _____

The Orange County Bar Association is hereby authorized to publish the advertisement of:

ADVERTISER:

Name _____
 Address _____
 City _____ ZIP _____
 Contact _____
 Phone _____ Fax _____
 Email _____

ADVERTISING AGENCY:

AD SPECIFICATIONS:

Size: Full Page 2/3 Page 1/2 Page 1/3 Page 1/6 Page
 Frequency: 1x 3x 6x 12x _____x

Premium Placement: (Call for Availability)

Back Cover Inside Back Cover Inside Front First 5 Pages

Consecutively, beginning with _____ issue, or

Specific Months (please list): _____

RATE:

Base Rate: \$ _____
 Less Agency/Member Discount: \$(_____)
 Color Premium: \$ _____
 Total Amount Per Insertion: \$ _____

Agency Advertiser

CONDITIONS FOR ADVERTISING:

Advertiser and/or the Advertising Agency and the Orange County Bar Association agree as follows:

All classified ads and all first-time display ads must be pre-paid in full.

All advertisements for Orange County Lawyer magazine are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject matter therein.

The OCBA and/or the publisher reserve the right to reject any advertiser or advertising copy for any reason.

The OCBA and/or the publisher shall not be liable for damages if for any reason an advertisement is not published.

The advertiser and/or the advertising agency will defend, indemnify, and hold the OCBA, publisher, producer, and/or the publication harmless from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of rights of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement. The advertiser and/or the advertising agency further guarantees to reimburse the OCBA and/or publisher for all attorneys' fees and costs resulting from the advertiser's and/or advertising agency's failure to timely pay the total amount due for the advertising space.

In the case of advertising placed by an agency, the agency and the client in whose name the agency is placing the ad are jointly and severally liable for the price of the advertising space.

Payment for advertising space is due within 15 days of the date of the invoice unless otherwise noted. Finance charges on overdue accounts will be charged at the rate of 1-1/2% per month or the maximum legal rate, whichever is less. The OCBA and/or publisher may stop inserting the advertiser's advertisements in the publication if the payment of any bill is not made when due.

Cancellation by the advertiser or the advertising agency must be made by the first day of the month preceding the month of publication, subject to payment or losses already incurred. Early cancellations will be subject to prorated billing. Failure to acknowledge or return ad proof will not alter contract payments terms or obligations. The publisher will not be liable for any oral agreements or specific arrangement contrary to or in addition to the terms of this contract.

All advertising artwork must meet required specifications. Any production charges (i.e. lay-out, typesetting, etc.) incurred by OCBA will be billed additionally to the advertiser and/or the advertising agency.

This Agreement is not binding on the OCBA until signed by an authorized OCBA representative.

_____ Name (Advertiser)	_____ Signature	_____ Title	_____ Date
_____ Name (Advertising Agency)	_____ Signature	_____ Title	_____ Date
_____ Name (OCBA Representative)	_____ Signature	_____ Title	_____ Date

*Note: If an ad is placed by an advertising agency, both the advertiser and the advertising agency must sign this Agreement.



Classified Ad Insertion Order

P.O Box 6130, Newport Beach, CA 92658
Phone 949.440.6700 ext. 123
Fax 949.440.6710
www.ocbar.org

CV ID#: _____

The Orange County Bar Association is hereby authorized to publish the classified advertisement of:

ADVERTISER:

Company Name _____
Address _____ City/State _____ ZIP _____
Contact Name _____
Phone _____ Fax _____ Email _____

AD SPECIFICATIONS:

Frequency: 1x 3x 6x 12x _____x
 Consecutively, beginning with _____ issue, or
 Specific Months (please list): _____

ADVERTISING RATES:

35 Words or Less	1x	3x	6x
OCBA Members	\$80	\$65 (per month)	\$55 (per month)
Non-Members	\$105	\$90 (per month)	\$75 (per month)
Each Add'l Word	\$0.75	\$0.65	\$0.50

TOTAL AMOUNT DUE: \$ _____

*All classified ads must be pre-paid in full. Please mail a check payable to Orange County Bar Association to Orange County Lawyer, P.O Box 6130, Newport Beach, CA 92658, or provide your credit card information below and return by fax to 949.440.6710. Please DO NOT return credit card information by email.

VISA/MC/AMEX/DISCOVER Card Number: _____ Amt: \$ _____
Cardholder's Name: _____
Cardholder's Signature: _____ Date: _____
Expiration Date: _____

CLASSIFIED AD COPY:

Name (Advertiser) Signature Title Date



Orange County Bar Association

Advertise in the OCBA online directory

RATE SCHEDULE & RESERVATION AGREEMENT

www.ocbar.org/services/home.asp

The Bar Association's Official Online Directory

ADVERTISING RATES – Effective March 1, 2011

\$ 300/year () Includes listing in Online Directory under up to 5 categories, a link to your website, a link to your email address, and up to 100 words about your business.

- () ADD a Rotating Banner in the horizontal "featured ads" section that links to my website \$300
- () ADD a Rotating Banner in the vertical "advertisers section" that links to my website \$200
- () ADD a link to my CV/resume as a PDF \$35
- () ADD a logo or photo to my listing \$50
- () ADD additional categories to my listing () QTY \$25 each

BILLING INFORMATION

COMPANY NAME

STREET ADDRESS

CITY STATE ZIP

PHONE FAX

Contact Name Contact Phone Number

LISTING INFORMATION

COMPANY NAME

STREET ADDRESS

CITY STATE ZIP

PHONE FAX

WEBSITE EMAIL

***All online directory ads must be pre-paid in full. Please mail a check payable to Orange County Bar Association, P.O. Box 6130, Newport Beach, CA 92658, or provide your credit card information below and return by fax to 949.440.6710. Please DO NOT return credit card information by email.**

VISA/MC/AMEX/DISCOVER Card Number: _____ Amt: \$ _____

Cardholder's Name: _____

Cardholder's Signature: _____ Date: _____

Expiration Date: _____

Send ads via email to directory@ocbar.org
 .PDF or .JPG file formats preferred

FOR OCBA INTERNAL USE ONLY

Date Received by Accounting: _____ By: _____

Date Listing Entered: _____ By: _____