

## ADVERTISING SPECIFICATIONS



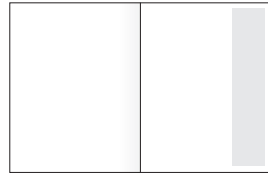
**Full Page, Trim to Bleed**  
**Bleed Size** 8.875" w x 11.375" h  
**Trim Size** 8.375" w x 10.875" h  
**Live Area** 7.5" w x 10" h



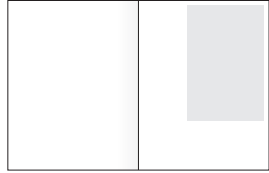
**1/3 Page, Square**  
 4.875" w x 4.875" h



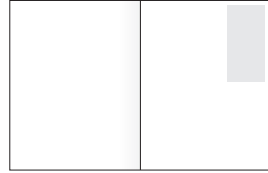
**2/3 Page, Vertical**  
 4.875" w x 10" h



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



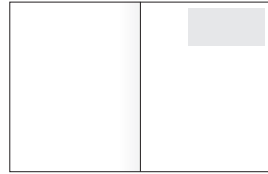
**1/2 Page, Vertical**  
 4.875" w x 7.375" h



**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, 2020	1x	3x	6x	12x
Full Page	\$1,715	\$1,580	\$1,445	\$1,300
2/3 Page	\$1,175	\$1,080	\$985	\$890
1/2 Page	\$975	\$890	\$795	\$710
1/3 Page	\$705	\$635	\$575	\$505
1/6 Page	\$595	\$535	\$480	\$425

OCBA Attorney Members receive a 15% discount  
 Guaranteed premium placements within first fifteen pages (subject to availability) are billed at rate card plus 25%

## PREMIUM PLACEMENTS

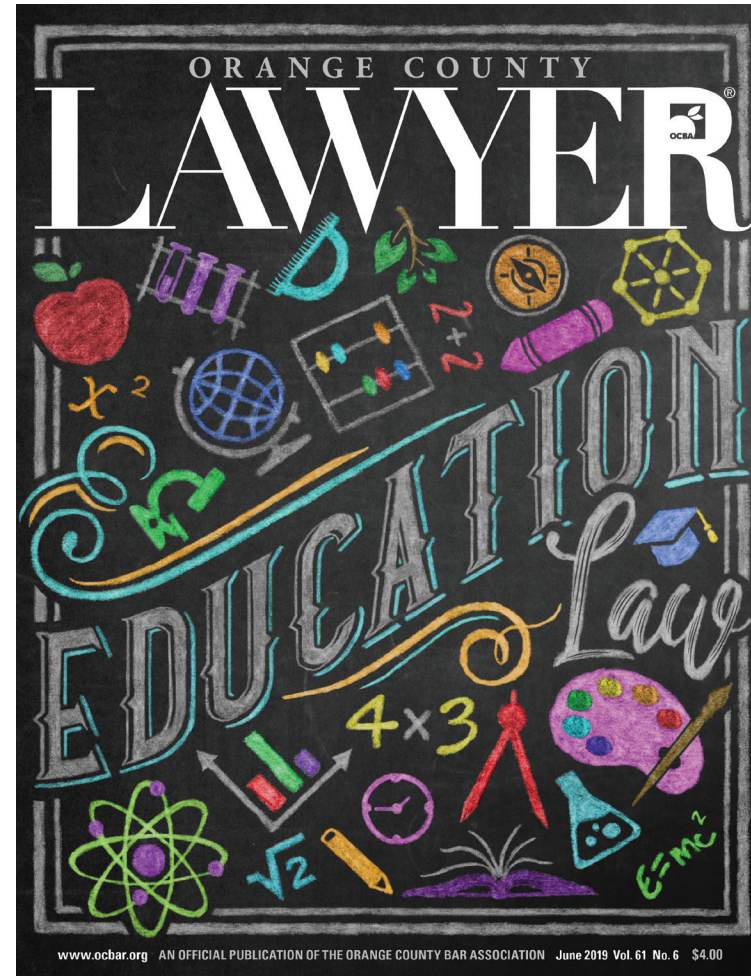
(Call for Availability)	1x	3x	6x	12x
Inside Front Cover	\$2,120	\$2,065	\$2,005	\$1,875
Back Cover	\$2,080	\$2,025	\$1,965	\$1,830
Inside Back Cover	\$2,030	\$1,975	\$1,915	\$1,780
First Five Pages	\$2,000	\$1,945	\$1,885	\$1,750

## CONTACT

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# 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.

## PUBLICATION PERFORMANCE

- *Orange County Lawyer* readership is roughly 55% male and 45% female
- 1,250+ digital readers reached per month
- More than 8,000 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.

## 2020 EDITORIAL CALENDAR

	COVER STORY/ISSUE THEME*	RESERVATION DEADLINE	AD ARTWORK DEADLINE
JANUARY	Incoming 2019 OCBA President	November 29, 2019	December 5, 2019
FEBRUARY	Lifetime Achievement Award Recipient	January 1, 2020	January 5, 2020
MARCH	Annual Charitable Fund Golf Tournament	January 31, 2020	February 5, 2020
APRIL	Who's Who in the OCBA	February 28, 2020	March 5, 2020
MAY	Who's Who in the OCBA: The Affiliate Bars	April 1, 2020	April 6, 2020
JUNE	Current Trends in the Legal Community	May 1, 2020	May 5, 2020
JULY	OCBA Young Lawyers Division	June 1, 2020	June 5, 2020
AUGUST	Charitable Fund Annual Benefit	July 1, 2020	July 6, 2020
SEPTEMBER	OCBA Leadership Election	July 31, 2020	August 5, 2020
OCTOBER	Focus on the Courts	September 1, 2020	September 7, 2020
NOVEMBER	Community Service Honoree	October 1, 2020	October 5, 2020
DECEMBER	Special Feature	October 30, 2020	November 5, 2020

\*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

