

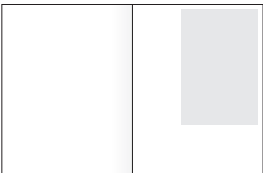
ADVERTISING SPECIFICATIONS



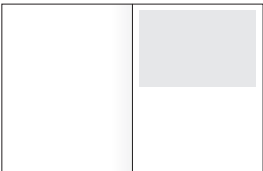
Full Page, Trim to Bleed  
Bleed Size 8.875”w x 11.375”h  
Trim Size 8.375”w x 10.875”h  
Live Area 7.5”w x 10”h



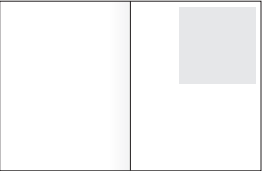
2/3 Page, Vertical  
4.875”w x 10”h



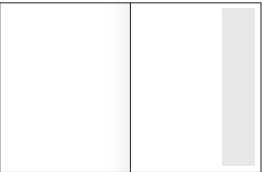
1/2 Page, Vertical  
4.875”w x 7.375”



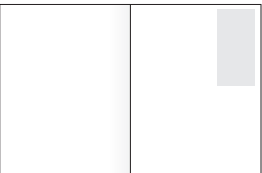
1/2 Page, Horizontal  
7.5”w x 4.875”h



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

DISPLAY ADVERTISING RATES

Effective January 1, 2018	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 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

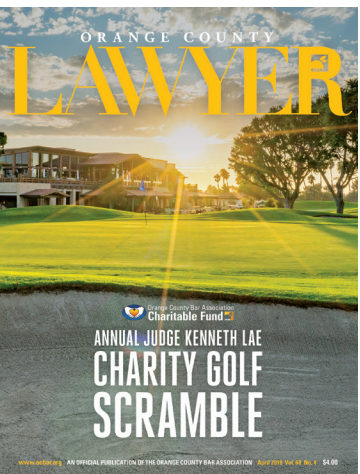
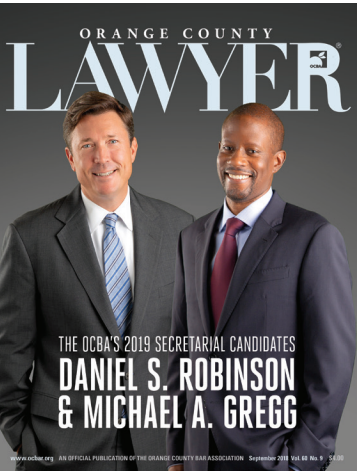
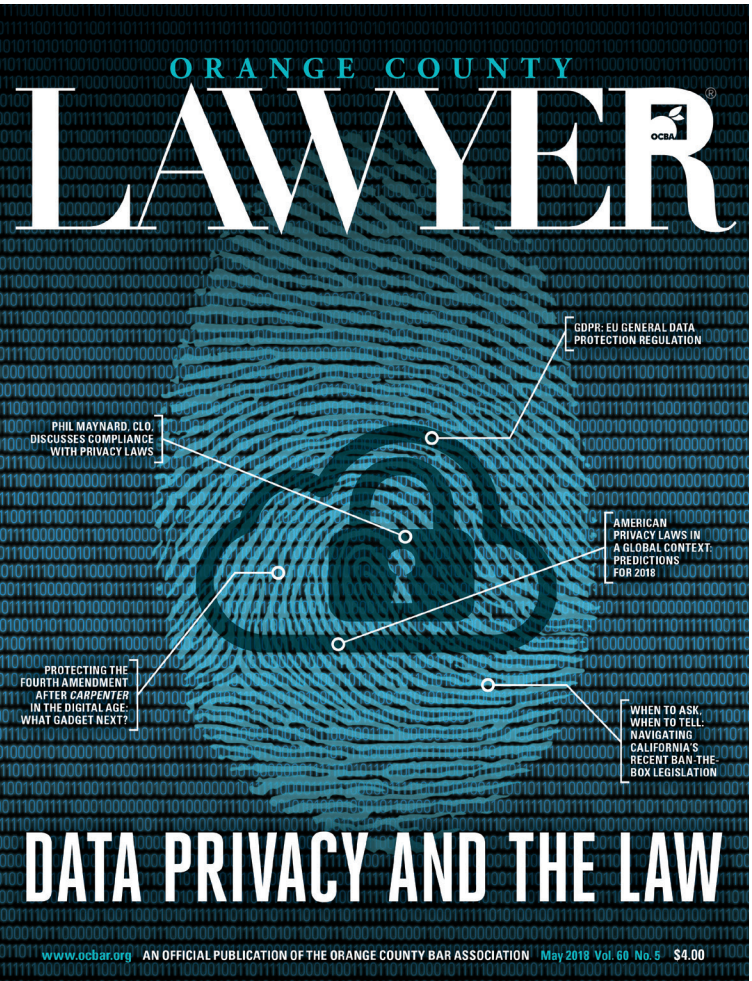
(Call for Availability)	1x	3x	6x	12x
Inside Front Cover	\$2,120	\$2,065	\$2,005	\$1,875
Back Cover	\$2,080	\$2,025	\$1,965	\$1,830
Inside Back Cover	\$2,030	\$1,975	\$1,915	\$1,780
First Five Pages	\$2,000	\$1,945	\$1,885	\$1,750

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.

### 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.

## 2019 EDITORIAL CALENDAR

	COVER STORY/ISSUE THEME*	RESERVATION DEADLINE	AD ARTWORK DEADLINE
JANUARY	Incoming 2019 OCBA President	November 30, 2018	December 5, 2018
FEBRUARY	Lifetime Achievement Award Recipient	December 31, 2018	January 7, 2019
MARCH	Annual Charitable Fund Golf Tournament	February 1, 2019	February 5, 2019
APRIL	Who’s Who in the OCBA	March 1, 2019	March 5, 2019
MAY	Who’s Who in the OCBA: The Affiliate Bars	April 1, 2019	April 5, 2019
JUNE	Current Trends in the Legal Community	May 1, 2019	May 6, 2019
JULY	OCBA Young Lawyers Division	May 30, 2019	June 5, 2019
AUGUST	Charitable Fund Annual Benefit	July 1, 2019	July 5, 2019
SEPTEMBER	OCBA Leadership Election	August 1, 2019	August 5, 2019
OCTOBER	Focus on the Courts	August 30, 2019	September 5, 2019
NOVEMBER	Community Service Honoree	October 1, 2019	October 7, 2019
DECEMBER	Special Feature	November 1, 2019	November 5, 2019

\*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

