Annual Southern California Directory of Experts & Consultants

Display Advertising (Black & White, unless noted otherwise)

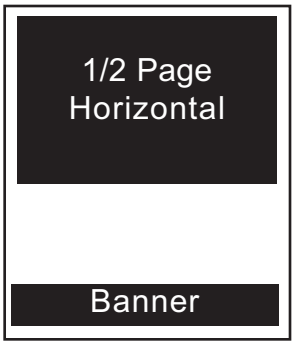
RATES & SPECIFICATIONS:

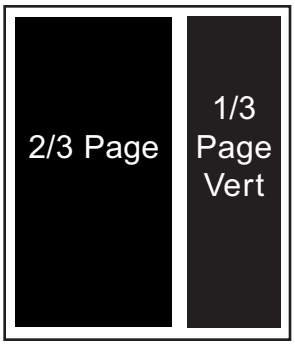
1/6 PAGE vertical	2 1/4" wide x 4 7/8" tall	$ 500
1/6 PAGE horizontal	4 5/8" wide x 2 1/4" tall	$ 500
BANNER AD (category positioning not guaranteed)	7" wide x 1 3/4" tall	$ 525
1/3 PAGE square	4 5/8" wide x 4 7/8" tall	$ 775
1/3 PAGE vertical	2 1/4" wide x 10" tall	$ 775
1/2 PAGE horizontal (includes one free basic listing)	7" wide x 4 7/8" tall	$1,230
2/3 PAGE (includes one free basic listing)	4 5/8" wide x 10" tall	$1,600
FULL PAGE (includes two free basic listings)*	7" wide x 10" tall (live area)	$2,100
BOUND INSERTS - 4 color (includes two free basic listings)*	7" wide x 10" tall (live area)	$3,950
INSIDE BACK COVER - 4 color (includes two free basic listings)*	7" wide x 10" tall (live area)	$2,500
INSIDE FRONT COVER - 4 color (includes two free basic listings)*	7" wide x 10" tall (live area)	$4,000
BACK COVER - 4 color (includes two free basic listings)*	7" wide x 10" tall (live area)	$5,500

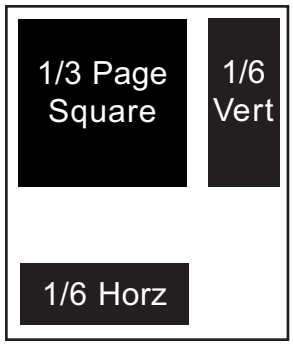
For Full Pages, Bound Inserts and Covers: Trim Size 8 3/8" x 10 7/8", Full-page bleed size, additional 1/8" on all sides or 8 5/8" x 11 1/8.

* free listings include either two in the Directory or one in the Directory and one in the Los Angeles Lawyer Magazine guide of your choice

PLEASE ASK YOUR ACCOUNT REPRESENTATIVE FOR OTHER SPECIAL PACKAGES







Place your display ad in the following sections:

- **Expert Witnesses & Consultants**
- **Lawyer-to-Lawyer Referrals (L2L)**
- **Dispute Resolution Professionals**
- **Litigation Support**
- **Expert Witness Referral Services**

On the registration form, please specify the section(s) and their inclusive categories in which you wish your display advertising to appear. Placement is based on a prepaid/priority basis. Category/subcategory placement on banners is not guaranteed, we will try to fulfill your request as closely as possible.

MECHANICAL REQUIREMENTS:

- Black and White ads can be submitted as "camera-ready" art, *i.e.* a high-resolution laser print, negative, or a stat that will be scanned. Please remember to include a positive when negatives are supplied.
- Borders are required on all ads less than a full page.
- We can accept ads in certain electronic formats, please call your Account Representative for specifications.
- Production charges will apply if artwork is received past the material due date and/or in the incorrect format.