2013 Southern California Directory of Experts & Consultants

Lawyer-to-Lawyer (L2L) Referrals

ID #

Your listing will be alphabetized and indexed according to the first line in your listing. For an additional $10, you can **double index** under both your individual and company name.

A single line contains about 30 characters. If your listing exceeds the 25 lines (which includes 2 blank lines for formatting) you may purchase **additional lines** at $4.99 per line, per category.

Please note that a Basic Listing (standard format, 25 lines, one category) is $375. To **increase your exposure** and place your listing in more than one category, please add $105, per each additional category. Or, add $199 to have different text for each of your categories.

PLEASE SELECT YOUR CATEGORIES FROM THE ENCLOSED LIST ONLY

Basic Listing (print) $375 - First 25 Lines - Please type or print clearly

NAME (individual or company; will appear bold)

TITLE, INSTITUTION, FIRM OR CONTACT

STREET ADDRESS

CITY **STATE** **ZIP**

(_____) (_____)

TELEPHONE **FAX** **E-MAIL ADDRESS**

WEB SITE

DEGREES / LICENSES:

SPECIALTIES:

OPTIONAL Biographical Sketch - Additional Charges May Apply

Complete the ***OPTIONAL*** section below to provide additional information on your expertise. If you provide information on your organization or need more room to describe your expertise, please submit a typed copy with this form.

Please note, if you include more information about your expertise/organization AND exceed the standard 25 lines of information, *additional text will be charged $4.99 per line, per category*

BIRTHDATE **BIRTHPLACE**

EDUCATION (for each degree earned, list degree, field of study, institution and year conferred)

CERTIFICATIONS / LICENSES:

ORGANIZATIONS / SOCIETIES / BAR ACTIVITY:

PRIOR EXPERIENCE/EXTENDED BASIC LISTING/OTHER INFORMATION:

Published by the Los Angeles County Bar Association PO Box 55020, Los Angeles, CA 90055-2020
Phone: (213) 896-6470 Fax: (213) 833-6720 forensics@lacba.org http://www.expert4law.org

2013 Southern California Directory of Experts & Consultants

Registration Deadline: October 1

DISPLAY ADVERTISING: Ads appear in Black & White, but bound inserts & covers include four color

Display advertising is available in all sections in the Directory. Placement is based on a prepaid/priority basis. Please indicate size(s) and category(ies) in which you wish your ad(s) to appear. Your listing(s) will reference your display advertising. See additional sheet for further 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	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*	7" wide x 4 7/8" tall	$1,230
2/3 PAGE*	4 5/8" wide x 10" tall	$1,600
FULL PAGE**	7" wide x 10" tall (live area)	$2,100
BOUND INSERTS**	7" wide x 10" tall (live area)	$3,950
INSIDE BACK COVER**	7" wide x 10" tall (live area)	$2,500
INSIDE FRONT COVER**	7" wide x 10" tall (live area)	$4,000
BACK COVER**	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".

* Includes one FREE basic listing

** 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

WIN A FREE FULL PAGE DISPLAY AD!

When you pay in full for your listings or display ads in the *2013 Directory of Experts & Consultants by August 31,* you will be entered into our lottery to win a FREE Full Page Display Ad in the 2013 Directory or *Los Angeles Lawyer* Magazine!

See insert for details

YOU WILL RECEIVE ONE PROOF OF YOUR LISTING PRIOR TO PUBLICATION. IF YOU DO NOT RECEIVE YOUR PROOF BY NOVEMBER 15, PLEASE CALL US AT 213-896-6470.

The 2013 Directory will be distributed in early 2013.

FEE SCHEDULE:

ID #

BASIC LISTING (print), category: _____ **$375**
Standard format; 25 lines; one category

BASIC LISTING (online) **see insert for special pricing**
User Name:_____ Password_____

___ **ADDITIONAL CATEGORIES - TEXT REPEATED**: $105 each ____
_____
_____

___ **ADDITIONAL CATEGORIES - DIFFERENT TEXT**: $199 each ____
_____
_____

EXTENDED TEXT: $4.99 per line, per category: _____ ____
Text in excess of 25 formatted lines, per category

PHOTO: $50 per category ____
Max 1 inch wide by 1 inch tall

LOGO: $80 per category ____
Max 2 inches wide by 1-1/2 inches tall

FRAME: $50 per category ____
2 pt border around the listing

DOUBLE INDEX: $10 ____
Index under both my individual & company name

DISPLAY AD (ads appear in Black & White):
Size:_____ Category_____
Production fee: $75 ____

COPY OF PUBLICATION: **Free!**

TOTAL: $ _____

PAYMENT OPTIONS:

By Check: Please enclose a check payable to:
Los Angeles County Bar Association
Publications Department
PO Box 55020
Los Angeles, CA 90055-2020

By Credit Card: Please fill in your credit card information and fax this form to **(213) 833-6720**

❑ **VISA** ❑ **MASTERCARD** ❑ **AMERICAN EXPRESS**

Credit Card Number_____

Expiration Date_____

Cardholder Name_____

_____
Cardholder's Signature Date

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