

# Los Angeles Lawyer 2020 Editorial Calendar



For additional information, contact Advertising Director Linda Bekas at 213.896.6504 / LBekas@lacba.org

## ■ JANUARY

Ad space reservation: 11/29  
Materials due: 12/5

## ■ FEBRUARY

Ad space reservation: 1/2  
Materials due: 1/8

## ■ MARCH

Ad space reservation: 1/31  
Materials due: 2/6

## ■ APRIL

### Semiannual Guide to Expert Witnesses

Ad space reservation: 2/25  
Materials due: 3/6

## ■ MAY

### Annual Entertainment Law Issue

Ad space reservation: 3/3  
Materials due: 4/6

## ■ JUNE

### Annual Lawyer-to-Lawyer Referral Guide

Ad space reservation: 4/30  
Materials due: 5/5

## ■ JULY/AUGUST

### Annual Guide to Investigative Services

Ad space reservation: 6/7  
Materials due: 6/18

## ■ SEPTEMBER

### SPECIAL PULLOUT: Corporate Counsel's Guide to California Law Firms and Attorneys

Ad space reservation: 7/31  
Materials due: 8/6

## ■ OCTOBER

### SPECIAL PULLOUT: LACBA Membership Directory

Ad space reservation: 8/30  
Materials due: 9/9

## ■ NOVEMBER

### Semiannual Guide to Expert Witnesses

Ad space reservation: 9/27  
Materials due: 10/5

## ■ DECEMBER

Ad space reservation: 10/30  
Materials due: 11/5

# 2020

## OTHER ADVERTISING OPPORTUNITIES WITH THE LOS ANGELES COUNTY BAR ASSOCIATION:

- The Los Angeles County Bar Association's monthly e-newsletter, **LACBA Update**, is sent to 90,000 plus California attorneys. This informative newsletter accepts tower advertising. Rates start at \$250 per month.

- The annual **Southern California Directory of Experts & Consultants** is the most comprehensive registry of legal expertise in the region, containing more than 1,500 listings of medical, technical, scientific, and forensic expert witnesses; litigation consultants; dispute resolution professionals; and Lawyer-to-Lawyer referrals. Distributed each year to more than 18,000 attorneys and legal professionals.

- A very popular member benefit is the **LACBA Daily eBriefs**—summaries of published decisions that have been issued by appellate courts in the previous 24 hours. The eBriefs reach more than 17,000 LACBA members via e-mail each day. LACBA offers just one banner on the top of the eBriefs. Rates start at \$375 per day.



- **expert4law.org—The Legal Marketplace** website offers you more opportunities than ever to reach the legal profession. LACBA's online directory provides information on expert witnesses, legal consultants, litigation support, ADR providers, and other vital resources for the legal profession. New enhancements will assist lawyers with their trial support needs even more. Annual listings start at \$380. Tower ads may be available.

- The annual **LACBA membership directory** is referred to year-round by members of the Los Angeles County Bar Association. Sponsorships are available in the form of a full-page ad and credit on the cover.

- **LACBA This Week** is sent by e-mail each week to 90,000 plus practicing attorneys in California. It lists all programs that will take place in the coming week as well as a second section that lists all programs for the following three weeks. Banner and tower advertising opportunities are available. Rates start at \$250 per week.