



LOS ANGELES LAWYER

The magazine of the Los Angeles County Bar Association

DISPLAY ADVERTISING RATES AND MECHANICAL REQUIREMENTS

If you have any questions or would like further information, please contact **Linda Bekas, Advertising Director**, at 213. 896.6504 or lbekas@lacba.org

RATES EFFECTIVE WITH THE JANUARY 2018 ISSUE

	ONE PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/6 PAGE	1/12 PAGE
1x	\$2,767	\$2,063	\$1,590	\$1,078	\$611	\$413
3x	\$2,530	\$1,826	\$1,392	\$1,001	\$556	\$380
6x	\$2,294	\$1,650	\$1,298	\$ 869	\$506	\$330
12x	\$2,118	\$1,529	\$1,172	\$ 765	\$446	\$297
24x	\$2,002	\$1,353	\$1,056	\$ 721	\$402	\$270

COLOR PREMIUMS

(In addition to space cost)

Two Color:

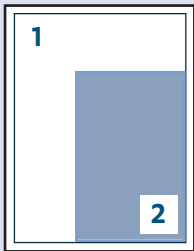
Black and one process color (either cyan, magenta or yellow) \$550

Four Color:

Black and two or three process colors \$900

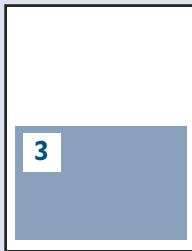
Lower rates may apply for fractional ads.

INSERTS: Please call for rates. Cost is determined by size, weight, and method of insertion. A sample of the insert must be submitted in advance for a specific estimate.

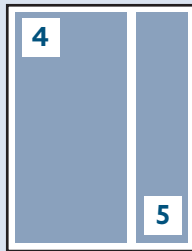


1 Full Page
7" x 10" live area

2 1/2 Page Island
4 5/8" wide x 7 1/4" tall

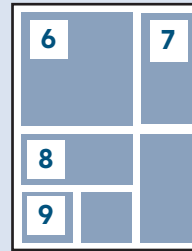


3 1/2 Page Horizontal
7" wide x 4 7/8" tall



4 2/3 Page
4 3/8" wide x 10" tall

5 1/3 Page Vertical
2 1/4" wide x 10" tall



6 1/3 Page Square
4 3/8" wide x 4 7/8" tall

7 1/6 Page Vertical
2 1/4" wide x 4 7/8" tall

Borders are required on all ads less than full page

(Ad dimensions include border)

8 1/6 Page Horizontal
4 3/8" wide x 2 1/4" tall

9 1/12 Page
2 1/4" wide x 2 1/4" tall

MECHANICAL REQUIREMENTS:

Printing: Web offset via computer-to-plate

Binding: Saddle stitched

Magazine trim size: 8 3/8" x 10 7/8"

Full-page ad live matter area: 7" x 10"

Full-page bleed ad size: Include additional 1/8" on all sides (i.e. 8 5/8" x 11 1/8") No extra charge for bleeds.

Spreads: Trim is 16 3/4" x 10 7/8". Please add 1/8" for bleed ads and keep all live matter 1/2" from trim.

Line screen: 150

Maximum density for four-color ads: 300

INSERTS: Stitch in and tip-in inserts are accepted in LOS ANGELES LAWYER magazine. Please call for specifications.

Ads are accepted in one of the following digital formats:

1) **PDF** Distilled as PDF/X-1a. Save with preview enabled. Embed fonts. Save files as grayscale or CMYK.

2) **EPS** (all fonts converted to outlines)

3) **Photoshop TIFF** (300 dpi)

Please submit ads via e-mail to: Matty Jallow Baby at mjallow@lacba.org. Production charges may apply should artwork be received past the material due date and/or in the incorrect format.