

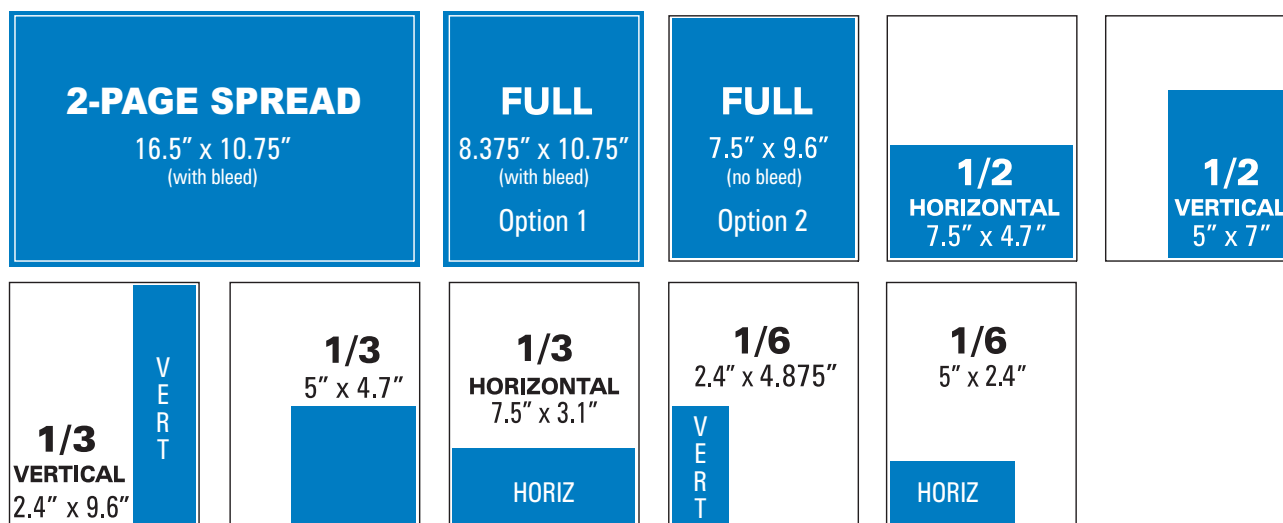
# Plaintiff

**Media Kit**  
**2012**

**ADVERTISING RATES (Effective January 1, 2012)**

[www.PlaintiffMagazine.com](http://www.PlaintiffMagazine.com)

Size/Position	Open/1-2x	3-5x	6-11x	12x
2-Page Spread	2,520	2,286	2,079	1,971
Full page, back cover	2,240	1,995	1,885	1,710
Full page, inside covers + page 1	1,770	1,650	1,520	1,435
Full page, Pages 2-21	1,630	1,460	1,380	1,295
Full page	1,400	1,270	1,155	1,095
1/2 page (Horiz./Vertical), inside	920	890	820	730
1/3 page (Horiz./Vert./Square), inside	595	560	530	460
1/6 page (Horiz./Vertical), inside	N/A	N/A	400	305



### Inserts:

We will accept preprinted inserts to *Plaintiff* magazine under the following rates, terms and conditions:

**1x \$1,665**

**2x \$1,600**

**3x \$1,465**

**4-page Centerfold \$1,885**

**Band Wrap \$2,200**

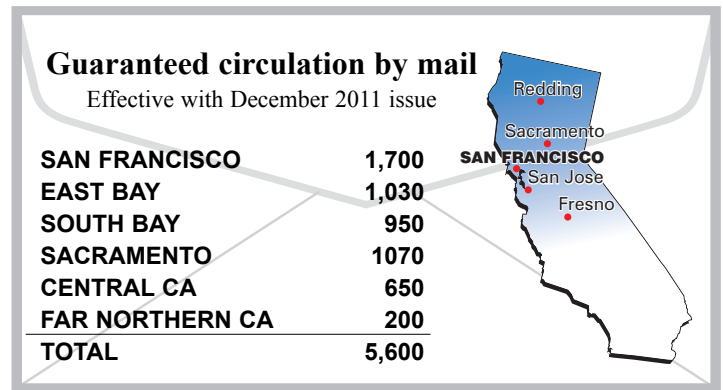
1. The number of inserts in each issue is strictly limited. Reserve early.
2. The advertiser can provide pre-printed pieces or we can provide a separate quote for printing.
3. We must receive a copy of the piece to be inserted before the final price can be quoted.
4. Prices quoted are for inserts weighing 1 ounce or less. Additional ounces can be priced upon request.
5. Inserts must fit inside magazine completely.

### Design & Typesetting:

Design and typesetting is available at \$95 per hour from our in-house art department. Call for details and a quotation.

## Circulation

The proven, tightly focused list reaches over 5,000 of the lawyers using your services most frequently. They are the decision makers in their firms. Other publications may offer a larger market, but there isn't any focus. With Plaintiff Magazine, you will reach the lawyers most likely to use your services on a regular basis and get a high response rate. Our mailing list is updated monthly by our research staff.



## Terms

**Closing Dates/deadlines:** Closing date is the 5th of the month of publication. This is the deadline for all ad changes and cancellations. The publication is normally scheduled to be mailed the first week of each calendar month. Exact mailing dates are not guaranteed.

**Billing:** All advertisers will be billed at the open rate unless there is a signed contract or insertion order for multiple insertions.

**Advertising acceptability:** Advertisements which disparage the legal profession or the judiciary are not acceptable.

## Mechanical Requirements

**Format & paper:** Coated stock. Trim size: 8.125" x 10.5." There are two options for full page ads: 7.5" x 9.6" **OR** for no additional cost bleed off the page for which the dimensions are 8.375" x 10.75."

**Ad preparation & file specs:** Our magazine is output from hi-res pdfs at 1200 dpi/175 lpi to produce as high quality an image as possible. When providing your own artwork, be cautious of small digital images taken from Web sites. While acceptable for on-screen viewing, these graphics are often undesirable for printing. We have a high-quality scanner, or, if you are sending us digitized logos or photographs, please provide us with high resolution files (300 dpi at 100% for photos; 600/1200 dpi for line art). For ads created in Photoshop, 300 dpi is the suggested minimum image quality. Lower than that is not recommended.

**Electronic copy:** *Plaintiff* magazine accepts both PC and MAC files on removable media, by email (10MB limit) or via FTP (please contact us for username and password to upload your artwork). If you plan to e-mail, we recommend compressing your files (WinZip or Stuffit) and send to [artist@plaintiffmagazine.com](mailto:artist@plaintiffmagazine.com). We commonly work with file formats like press-ready Acrobat files (.pdf), .ai, .eps, .qxd, .psd, .jpg, .tif and .bmp. If your ad requires specific fonts, you must include them with your files, otherwise similar fonts may be substituted. **Color proofs** should be sent along with your digital artwork. This is very important as on-screen colors may look very different once printed. The publisher cannot be held responsible for inaccurate color printing if no color proof is provided.

**Use of solids or "reverses" in ads:** As a general rule, we feel reverses (white type on solid background) tend to "shout" at the reader. No more than 50% of the ad should be a solid color or use reverse type. Screens above 40% are considered a solid. This rule does not apply to full page ads.

# Plaintiff

The Magazine for Northern California Plaintiffs' Attorneys

**neubauer**  
& associates inc.  
Publishing • Advertising

415.431.1117 • 866.838.2353 Fax  
E-mail: [advertising@Plaintiffmagazine.com](mailto:advertising@Plaintiffmagazine.com)  
211 Sutter Street, Ste. 801, San Francisco, CA 94108