



2021

Combined Rate Card

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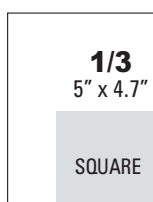
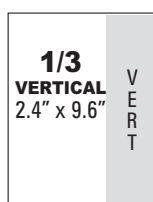
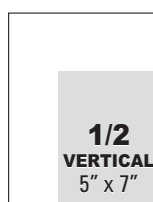
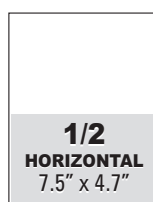
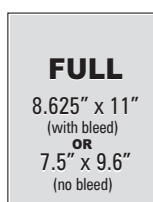
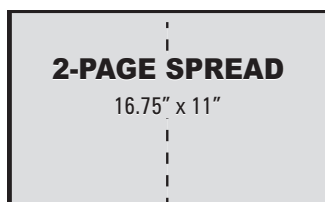
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Size/Position	1-2 Mos. No Ad Agreement*			3-5 Mos. with Ad Agreement		
	ADVOCATE	PLAINTIFF	COMBINED	ADVOCATE	PLAINTIFF	COMBINED
Two-pg spread	3,298	2,831	5,516	2,984	2,665	5,084
Full pg Back Cover	2,931	2,517	4,903	2,605	2,326	4,438
Full pg Inside Covers & Pg 1	2,306	1,989	3,865	2,156	1,924	3,672
Full pg (Premium Placement)	2,131	1,831	3,566	1,907	1,702	3,248
Full pg inside	1,832	1,573	3,065	1,658	1,481	2,825
1/2 pg (Horiz./Vertical), inside	1,204	1,034	2,014	1,164	1,038	1,982
1/3 pg (Horiz./Vert./Square), inside	779	669	1,303	733	653	1,247
Preprinted Inserts	1,748 <small>SPOT-GLUED TO PG</small>	1,395 <small>LOOSE INSERT</small>	2,829			

*Open Rate

Size/Position	6-11 Mos. with Ad Agreement			12 Mos. with Ad Agreement		
	ADVOCATE	PLAINTIFF	COMBINED	ADVOCATE	PLAINTIFF	COMBINED
Two-pg spread	2,714	2,336	4,545	2,463	2,194	4,191
Full pg Back Cover	2,468	2,118	4,127	2,135	1,903	3,635
Full pg Inside Covers & Pg 1	1,989	1,708	3,327	1,784	1,597	3,043
Full pg (Premium Placement)	1,806	1,551	3,021	1,606	1,441	2,743
Full pg inside	1,508	1,298	2,525	1,368	1,219	2,328
1/2 pg (Horiz./Vertical), inside	1,072	921	1,794	928	812	1,566
1/3 pg (Horiz./Vert./Square), inside	685	596	1,153	589	512	991



COLOR:

Advocate Magazine is 4-color, (CMYK) printed on coated stock. Bleeds available on full page ads.

IN BRIEF:

Advocate Frequency: Monthly by Mail

Readership: *Advocate* is mailed to 10,000+ trial lawyers; All members of Consumer Attorneys Association of Los Angeles and the Orange County Trial Lawyers Association (OCTLA) and to 7,000 additional attorneys who represent plaintiffs in Southern California from Santa Barbara to San Diego.

Editorial: Practical, timely articles written by practicing trial attorneys. Each issue has an editorial theme (see Editorial Calendar) on such topics as class actions, damages and experts, trial techniques, employment, insurance coverage and bad faith, ADR, vehicle accidents, and products liability. The content also includes the activities of the consumer attorney associations in Southern California.

Plaintiff Frequency: Monthly by Mail

Readership: The proven, tightly focused mailing list reaches 5,000-plus plaintiffs' attorneys. With *Plaintiff*, you reach the lawyers who are the decision makers in their small firms. They go to trial and mediation on a regular basis and need a multitude of litigation services. While *Plaintiff* is an independent magazine, our mailing list includes practically every member of the various Bay Area, Northern and Central California trial-lawyer associations. One easy media buy reaches them all.

Editorial: Sharp, focused pieces written and edited by practicing attorneys. Our content offers practical advice on handling personal injury, employment, professional negligence and other tort cases, both individual and class action. See Editorial Calendar.

CIRCULATION:

Actual Pieces Mailed December 2020 issue
USPS Audited



SAN FRANCISCO	1,416
EAST BAY SAN FRANCISCO	1,014
SOUTH BAY/SAN JOSE	825
SACRAMENTO	980
CENTRAL VALLEY/COAST	470
FAR NORTHERN CA & OTHER	314
LOS ANGELES	5,635
ORANGE	1,750
SAN DIEGO	990
VENTURA/SANTA BARBARA	610
INLAND EMPIRE	690
OTHER SO. CAL.	378
TOTAL	15,072

TERMS:

Closing Dates/Deadlines: Closing date is the 10th of the month prior to 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 an agreement for multiple insertions.

Advertising acceptability: Any advertisement that states the actual dollar amounts of verdicts or settlements, or offers MCLE credits, will not be accepted (applies only to *Advocate*). Ads that disparage attorneys or the judiciary are not acceptable.

MECHANICALS:

Page size & paper: Coated stock. Trim size: 8.125" x 10.5." There are two options for full page ads: 7.5" x 9.6" OR bleed off the page at 8.625" x 11" (Minimum .25" bleed per side. LIVE AREA: 7.63" x 10". Placing important images or text in-between LIVE AREA and TRIM is not recommended. (See template)

Ad preparation & file specs: Our magazine is output from high-resolution PDFs at 1200dpi/175 lpi to produce as high quality an image as possible. The setting "PDF/X-1a:2001" is an acceptable high resolution output preset for PDF. When providing your own designs, be cautious of small digital images taken from the Web. While acceptable for on-screen viewing, these graphics are often too low quality for printing. If you are sending us logos or photographs, please provide us with high resolution files (300dpi at 100% for photos; 800/1200dpi for monochrome). For ads smaller than a full page and designed ENTIRELY in Photoshop, 300dpi is the minimum image quality but 600dpi or higher resolution is recommended (You can use this option for ads other than full page OR use InDesign or Illustrator for headlines and text and import high resolution photos for your artwork. Either option will keep file sizes manageable).

Ink Density or dMax: During printing, overly high concentrations of the four printing inks (Cyan, Magenta, Yellow and Black aka CMYK) may bleed through with undesirable results. To prevent this, the sum of these four inks added together should not total more than 280. If using InDesign, refer to "Separation Preview" to determine these values. For Quark, create a PDF and check "Output Preview." To adjust color outside the acceptable range, from Adobe Acrobat's TOOLS palette, select CONTENT and then EDIT OBJECT. This function will open either Photoshop or Illustrator where levels can be independently adjusted.

Electronic copy: Advocate magazine accepts common file formats including press-ready Acrobat files (.pdf), .ai, .eps, .qxd, .psd, .jpg, .tif and .bmp. Email your files or questions to artist@theadvocatemagazine.com. For further instructions on how to transfer files too large to email, please notify us. Color proofs are strongly suggested to accompany 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.

Chris Neubauer

Sales Director

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