

# VALLEY LAWYER

## 2020 Media Kit

### Display Advertising Rates Per Issue

Advertising must be inserted within one year of the first insertion to earn the frequency discounts. All ads are full color.

Size	1x	3x	6x	12x
Full Page	\$795	\$730	\$665	\$635
2/3 Page	\$530	\$490	\$450	\$425
1/2 Page	\$430	\$395	\$360	\$345
1/3 Page	\$280	\$260	\$235	\$225
1/4 Page	\$245	\$230	\$220	\$210
1/6 Page	\$155	\$145	\$130	\$125

### Full Page Ad Premium Placements

Call for availability. Requires consecutive 12-month contract.

Back cover	\$1270
Inside front cover	\$935
Inside back cover	\$935
Page 3	\$860
Page 4	\$860
2-page centerfold	\$1270
MCLE article sponsor	\$1035

### Additional Advertising Opportunities

#### INSERTS

Inserts are accepted into *Valley Lawyer*. Price is determined by size, weight and method of insertion. A sample of the insert must be submitted before a final price can be quoted.

Minimum price is \$800.

#### AD SPECS

All ads are full color. Ads may be sent via email to [rosie@sfvba.org](mailto:rosie@sfvba.org). *Valley Lawyer* requests its advertisers to provide **ready to print artwork\*** in one of the following digital formats:

- PDF (Fonts must be embedded. Cropmarks are not necessary.)
- Photoshop TIFF, PNG or JPEG (300 dpi)

All files must be high resolution (300 dpi). Web graphics are very low resolution and are not recommended.

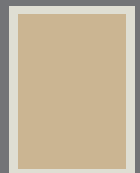
\* Additional graphic design services are available. Extra charges will apply.

### Classified Advertising Per Issue

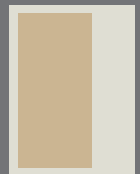
	Member	Non-Member
25 words or less	\$45	\$90
Each additional word	\$1.80	\$3.60
Add logo	\$30	\$55

### Ad Layouts

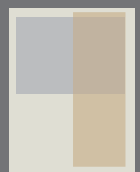
**Full Page**  
no bleed 7.375" x 9.875"  
bleed 8.625" x 11.125"



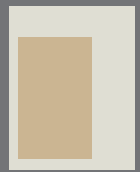
**2/3 Page trim** 4.85" x 9.875"



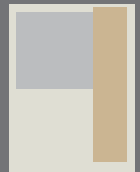
**1/2 Page vertical** 3.65" x 9.875"  
**horizontal** 7.375" x 5"



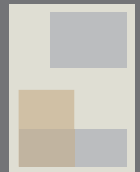
**1/2 Page Island trim** 4.85" x 7.5"



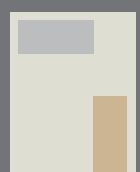
**1/3 Page vertical** 2.385" x 9.875"  
**square** 4.85" x 4.85"



**1/4 Page vertical** 3.65" x 5"  
**horizontal** 5" x 3.65"  
**horizontal wide** 7.375" x 2.5"



**1/6 Page vertical** 2.375" x 4.85"  
**horizontal** 4.85" x 2.375"



## Valley Lawyer 2020 Editorial Calendar

2020 ISSUE	COVER STORY	MCLE ARTICLE/SPECIAL FEATURES
January	New 2020 Employment Laws	Inverse Condemnation LACBA Leadership
February	Judge of the Year	What You Owe Your Employees Preparing and Appraiser for Trial
March	The Law School Experience	Contract Terms Section 31: Meaning & Implications
April	Homelessness: Crime or Condition	High-Profile Defense Take a Knee: Freedom of Expression
May	Elder Abuse: Is the System Working?	Data Privacy Compliance Diversion Programs
June	Cybersecurity	Ethics in Law Firm Advertising SB208: Fair Pay for Fair Play
July	Trustee Candidates	Class Action Lawsuits Effective Negotiating Skills
August	SFVBA Lawyer Hobbyists	Elimination of Bias Crafting Government Contracts
September	Meet the New Bar President	Issues of Competence Estate Planning in the Internet Age
October	Hiring a New Attorney: What to Look For	Filing New Trial Motions Maintaining Client Confidentiality
November	Review of California Supreme Court Decisions	Civil Asset Forfeiture 2020 Tax Overview
December	Cover Auction	Preparing Evidence for Trial Dealing with the Media

Calendar is subject to change. *Valley Lawyer* seeks articles covering all areas of law, plus articles focusing on the courts and judiciary, lifestyle, law practice management, social media and legal marketing, as well as humorous commentary about the practice of law. Submit articles and ideas to [editor@sfvba.org](mailto:editor@sfvba.org). Word count for feature article is 1,500-3,000 words; word count for MCLE article is 3,000-4,000 words, including 20 true and false questions for MCLE test.



### Advertising Policies

- All material must be submitted by the first business day of the month preceding the month of publication.
- The SFVBA reserves the right to refuse any advertisement.
- All cancellations must be submitted in writing and received by the first day of the month prior to date of publication. Cancellation may void frequency discounts. If advertiser has not used the full amount of advertising contracted for, a short rate will be charged.
- If advertiser places more advertisements within contract year than originally contracted and advertiser is eligible for lower rate, advertiser will receive eligible frequency discount on the new contract.
- All advertisers must pay for the first issue in advance before the ad is run.
- The SFVBA may stop inserting the advertiser's ad in *Valley Lawyer* if the payment of any bill is past due.
- The SFVBA is authorized to repeat previous advertisement if new copy is not received by deadline.
- Position of advertisements will be guaranteed only when premium is paid. Special requests will be acknowledged and courtesy extended when possible.
- If a multiple schedule of advertising is placed by an insertion order, and issue months for advertising are not indicated, the SFVBA will assume ads will run consecutively unless notified in writing before closing date.

For more information or to insert an ad, contact (818) 227-0494 or [rosie@sfvba.org](mailto:rosie@sfvba.org).  
To submit an article or idea, contact [editor@sfvba.org](mailto:editor@sfvba.org) or (818) 227-0493.



San Fernando Valley  
Bar Association



sfvbar



San Fernando Valley  
Bar Association



@sfvba

San Fernando Valley Bar Association

20750 Ventura Boulevard, Suite 140 • Woodland Hills, CA 91364

Tel (818) 227-0490 • Fax (818) 227-0499 • [info@sfvba.org](mailto:info@sfvba.org) • [www.sfvba.org](http://www.sfvba.org)



## Advertising Insertion Order and Contract

The San Fernando Valley Bar Association is hereby authorized to publish the advertisement of:

Firm/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Advertising Agency (if applicable):

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Ad Specifications

Size  Full Page  2/3  1/2  1/3  1/4  1/6  
 Horizontal  Vertical  Square  Island  
 Classified  Insert

Frequency  1x  2-5x  6-11x  12 or more times  
 Consecutive, beginning with \_\_\_\_\_ issue and concluding with \_\_\_\_\_ issue OR  
 Specific months: \_\_\_\_\_

Premium Placement  Back cover  Inside front  Inside back  Page 3 or 4  
 2-page centerfold  MCLE article

Rate \$ \_\_\_\_\_ Add-ons \$ \_\_\_\_\_ **Total amount** \$ \_\_\_\_\_

Payment by check or credit card for one issue must accompany contract. As a courtesy to our advertisers, the SFVBA will invoice additional issues with all bills payable by check or credit card within 15 days of release of publication. The SFVBA may stop inserting advertiser's advertisement in *Valley Lawyer* if the payment of any bill is past due.

I have read the SFVBA's advertising policy and agree to advertise in *Valley Lawyer* according to, and in agreement with, the specifics listed in the Advertising Policies.

Advertiser signature: \_\_\_\_\_ Date: \_\_\_\_\_

SFVBA representative: \_\_\_\_\_

Credit card no.: \_\_\_\_\_ CVV code \_\_\_\_\_ Expiration date: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

As a convenience to advertisers, the SFVBA will set up automatic bill pay for the duration of a contract.

I authorize the SFVBA to charge my credit card above on the first of each month of my ad's publication. Initials: \_\_\_\_\_