

VALLEY LAWYER

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 info@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.

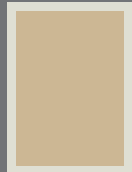
* Additional graphic design services are available. Extra charges will apply.

Classified Advertising Per Issue

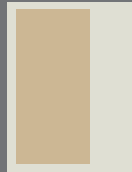
	Member	Non-Member
25 words or less	\$45	\$90
Each additional word	\$1.80	\$3.60
Add logo	\$30	\$55

Ad Layouts

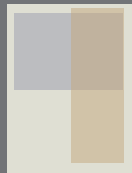
Full Page
no bleed 7.375" x 9.875"
bleed 8.625" x 11.125"



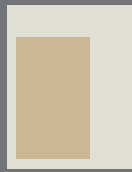
2/3 Page trim
4.85" x 9.875"



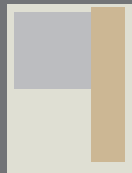
1/2 Page vertical 3.65" x 9.875"
horizontal 7.375" x 5"



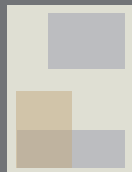
1/2 Page Island trim
4.85" x 7.5"



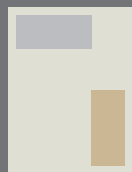
1/3 Page vertical 2.385" x 9.875"
square 4.85" x 4.85"



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"





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: _____



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 info@sfvba.org.

To submit an article or idea, contact rachel@sfvba.org.



San Fernando Valley
Bar Association



sfvbar



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@sfvba

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