

ADVERTISING OPPORTUNITY

**Reach over a thousand
Trial Attorneys
with your Message ...**



**Openings are now
available for new
display ads in our
next issue of
The Gavel ...**

**“THE GAVEL is an
indispensable
resource for anyone
litigating cases in
Orange County.”**

Wylie Aitken, ESQ.
Aitken, Aitken & Cohn

Orange County Trial Lawyers Association publishes a quarterly magazine, *The Gavel*, that is distributed to all OCTLA members, as well as the Orange County Judiciary, in January, April, July and October each year.

Openings are now available for new display ads for our next issue. See inside for advertising specifications.

Other opportunities are also available to you, such as sponsorships of our meetings and events, links to our web site, and Affiliate Membership in the Association.

If you are interested in promoting your products or services in *The Gavel* or any other advertising opportunities mentioned, or wish to join our Association, please contact our Executive Director at 949.916.9577.



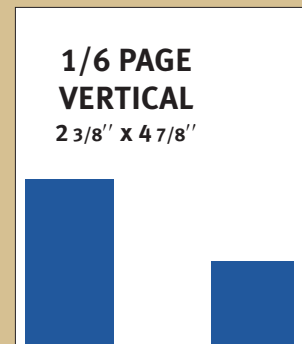
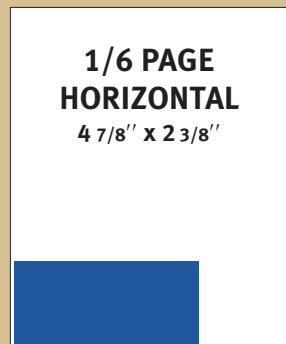
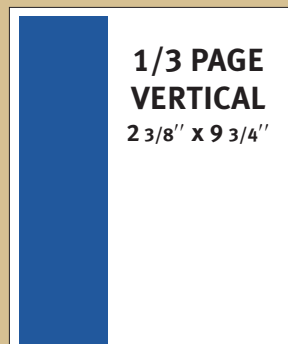
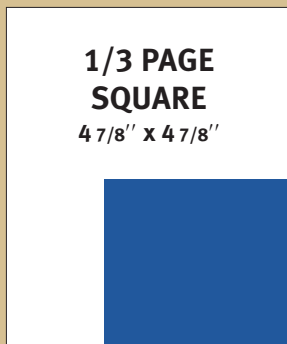
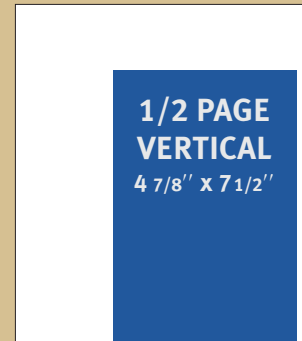
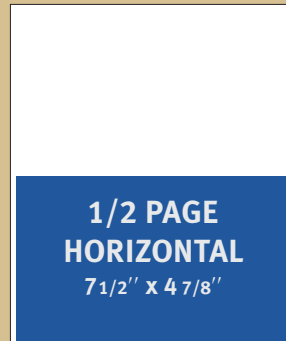
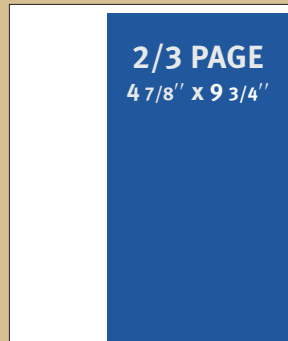
Orange County Trial Lawyers Association
25602 Alicia Parkway #403
Laguna Hills, CA 92653

949.916.9577 PHONE
949.215.2222 FAX
www.OCTLA.org

RATE CARD

Ad Size	COST PER ISSUE							
	1X		2X		4X		8X	
	COLOR	B/W	COLOR	B/W	COLOR	B/W	COLOR	B/W
Full Cover—Inside Front/Back	\$750	NA	\$725	NA	\$700	NA	\$675	NA
Half Cover—Inside Front/Back	\$500	NA	\$475	NA	450	NA	\$425	NA
Full Page	\$750	\$625	\$720	\$600	\$690	\$575	\$660	\$550
2/3 Page	\$540	\$450	\$510	\$425	\$480	\$400	\$450	\$375
1/2 Page	\$480	\$400	\$450	\$375	\$420	\$350	\$390	\$325
1/3 Page	\$355	\$295	\$325	\$270	\$295	\$245	\$265	\$220
1/6 Page	\$235	\$195	\$205	\$170	\$175	\$145	\$145	\$120
1/12 Page	\$180	\$150	\$150	\$125	\$120	\$100	\$100	\$ 85

REPRESENTATIVE AD SIZES



ALSO AVAILABLE:
1/12 PAGE SQUARE
2 3/8" x 2 3/8"

TERMS & CONDITIONS

■ ADVERTISING SPECIFICATIONS

Size: Final trim size is 8 1/2 x 11.

No Bleeds.

■ MECHANICAL REQUIREMENTS

Correctly sized art required for all advertisements. Minimum 300ppi resolution required for all images. Digital ads preferred, may be sent via email or CD, according to these specifications:

- 1) High-resolution .pdf files with all fonts embedded.
- 2) Mac QuarkXpress files including all artwork and fonts.
- 3) 4-color [CMYK] ads and black & white ads accepted.

■ POSITION POLICY

Publisher does not guarantee position except for covers. Special requests for preferred placement will be acknowledged and courtesy extended whenever possible. First priority for preferred placement will be granted to multiple-issue contract advertisers. In general, 1/6 and 1/12 page ads will be placed in the Legal Resources Directory section.

■ DISCOUNTS

10% discount on advertising is available for current OCTLA Affiliate and Attorney members.

■ CONDITIONS & REGULATIONS

1. All advertising is accepted subject to the approval of the publisher, and the publisher reserves the right to reject or cancel any advertisement at any time without penalty to either party.
2. Payment is required in advance for all first-time ads.

ISSUE	PUBLISHED	CLOSING DATES	
		AD SPACE	AD MATERIALS
Winter	January	December 5	December 10
Spring	April	March 5	March 10
Summer	July	June 5	June 10
Fall	October	September 5	September 10

3. Payment is due within 14 days of receipt of invoice for second and subsequent ad placements.

4. A service fee of \$10 per month will be applied to any charges which are not paid within 60 days of invoicing.

5. All invoices 60 days or more past due which reflect a discount will automatically lose the discount in addition to incurring a \$10 monthly service fee.

6. Any account more than 90 days past due will be pulled from future issues until such time as all invoices are paid current.

7. Credits and Short Rates: If advertiser places more advertisements within contract year than originally contracted for and advertiser is eligible for lower rate, credit will be applied. If, by the end of the contract year, advertiser has not used the full amount of advertising space contracted for, a short rate will be applied.

8. Cancellations are not accepted after the closing date. Cancellation requests must be submitted in writing. If space is reserved and materials do not arrive before press time, advertiser will be billed for space.

9. Publisher is authorized to repeat previous advertisement if new copy is not received by printing date.

10. If a multiple schedule of advertising is placed by an insertion order, and issue months for advertising are not indicated, publisher will assume ads will run consecutively unless notified in writing before closing date.

11. A signed, dated insertion order must be received by the closing date before ads will run.

12. Publisher will not be bound by any conditions printed or otherwise appearing on any insertion order or contract when they conflict with the terms and conditions of the Orange County Trial Lawyers Association's policies for accepting advertising.

13. Rates are subject to change at any time. In consideration of the publisher's acceptance of any advertising, the agency and/or advertiser stipulate that either has the authority to place the aforementioned advertising and agrees to assume liability for the contract of the published ad(s). Moreover, agency/advertiser will indemnify and save the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees, should any claim against the publisher arise out of publishing the ad. This *Gavel* Advertising Specifications and Conditions sheet supersedes all previous sheets.

ADVERTISING INSERTION ORDER

■ ADVERTISER

FIRM/COMPANY NAME		AUTHORIZED CONTACT	
STREET ADDRESS	CITY	STATE	ZIP
PHONE	FAX	EMAIL	
BILLING ADDRESS (IF DIFFERENT)			

ADVERTISING AGENCY (IF APPLICABLE)

COMPANY NAME		AUTHORIZED CONTACT	
PHONE	FAX	EMAIL	

■ SERVICE OR PRODUCT BEING ADVERTISED _____

■ AUTHORIZATION

I hereby authorize advertising to be placed in the Orange County Trial Lawyers Association's *The Gavel* magazine for _____ (#) issues as specified below:

ISSUE(S) OF INSERTION	AD SIZE	AD COLOR	COST PER ISSUE
Winter/January Year _____	_____	<input type="checkbox"/> color <input type="checkbox"/> black/white	\$ _____
Spring/April Year _____	_____	<input type="checkbox"/> color <input type="checkbox"/> black/white	\$ _____
Summer/July Year _____	_____	<input type="checkbox"/> color <input type="checkbox"/> black/white	\$ _____
Fall/October Year _____	_____	<input type="checkbox"/> color <input type="checkbox"/> black/white	\$ _____
Winter/January Year _____	_____	<input type="checkbox"/> color <input type="checkbox"/> black/white	\$ _____
Spring/April Year _____	_____	<input type="checkbox"/> color <input type="checkbox"/> black/white	\$ _____
Summer/July Year _____	_____	<input type="checkbox"/> color <input type="checkbox"/> black/white	\$ _____
Fall/October Year _____	_____	<input type="checkbox"/> color <input type="checkbox"/> black/white	\$ _____

GROSS RATE TOTAL \$ _____

LESS 10% DISCOUNT FOR CURRENT OCTLA MEMBERS \$ _____

LESS 5% DISCOUNT FOR PRE-PAYMENT FOR 4 OR MORE ISSUES \$ _____

TOTAL COST \$ _____

SPECIAL REQUESTS? _____

 [PLACEMENT REQUESTS CANNOT BE GUARANTEED]

PAYMENT AUTHORIZATION

CHECK ENCLOSED CREDIT CARD AUTHORIZATION FOR EACH ISSUE UPON PUBLICATION

CREDIT CARD AUTHORIZATION FOR ALL ISSUES IN ADVANCE

CARD # _____

EXPIRATION _____ CODE _____

SIGNATURE _____

SIGNATURE

TITLE

DATE

Mail completed form, payment and artwork to: OCTLA—*The Gavel*, 25602 Alicia Parkway #403, Laguna Hills, CA 92653

Artwork may be emailed to janet@octla.org