

# The Briefs Magazine

## Orange County Bar Association

### ADVERTISING RATES

The flagship publication of the OCBA, The Briefs is distributed to 3,400 OCBA member attorneys, judges, other legal professionals, and city and county officials. The four-color publication features a variety of articles and columns our members look forward to reading each month, including news about colleagues,

journal-quality articles about recent trends in the law, commentaries by prominent members of judiciary, and a calendar of upcoming social events and seminars.

The Briefs is a staple in virtually every law office in the tri-county area and beyond. It's a perfect way to reach an influential group of leaders who need the products and services you provide!



| Type of Ad                      | Size w x h      | Per Insertion | 10% Discount 3-mo. Contract | 15% Discount 6-mo. Contract | 20% Discount 11-Insertion Contract |
|---------------------------------|-----------------|---------------|-----------------------------|-----------------------------|------------------------------------|
| Full Page - Inside Front Cover* | 8.5" x 11"      | \$1200        | \$1080                      | \$1020                      | \$960                              |
| Full Page - Inside Back Cover*  | 8.5" x 11"      | \$1200        | \$1080                      | \$1020                      | \$960                              |
| 2/3 Page- Outside Back Cover    | 8.5" x 7"       | \$1800        | \$1620                      | \$1530                      | \$1440                             |
| Full Page                       | 7.5" x 10"      | \$1000        | \$900                       | \$850                       | \$800                              |
| 1/2 Page                        | 7.5" x 5"       | \$650         | \$585                       | \$552.50                    | \$520                              |
| 1/4 Page                        | 3.75" x 4.9375" | \$475         | NA                          | NA                          | NA                                 |

(\*Add 1/8" bleed off all 4 sides for full bleed, full color inside front and inside back covers.

\*\* Outside back cover = 8.635" x 8.125" includes 1/8" bleed off left and bottom edges and abutting spine.)

### Black / White Display

| Type of Ad        | Size w x h       | Per Insertion | 10% Discount 3-mo. contract | 15% Discount 6-mo. Contract | 20% Discount 11-Insertion Contract |
|-------------------|------------------|---------------|-----------------------------|-----------------------------|------------------------------------|
| Full Page, Page 1 | 7.5" x 10"       | \$1100        | \$990                       | \$935                       | \$880                              |
| Full Page         | 7.5" x 10"       | \$800         | \$720                       | \$680                       | \$640                              |
| 1/2 Page H        | 7.5" x 5"        | \$450         | \$405                       | \$382.50                    | \$360                              |
| 1/2 Page V        | 3.75" x 10"      | \$450         | \$405                       | \$382.50                    | \$360                              |
| 1/3 Page H        | 7.5" x 3.25"     | \$290         | NA                          | NA                          | NA                                 |
| 1/3 Page V        | 3.25" x 7.5"     | \$290         | NA                          | NA                          | NA                                 |
| 1/4 Page H        | 4.9375" x 3.75"  | \$275         | NA                          | NA                          | NA                                 |
| 1/4 Page V        | 3.75" x 4.9375"  | \$275         | NA                          | NA                          | NA                                 |
| 1/6 Page H        | 4.9375" x 2.375" | \$175         | NA                          | NA                          | NA                                 |
| 1/6 Page V        | 2.4375" x 4.875" | \$175         | NA                          | NA                          | NA                                 |
| 1/12 Page H       | 3.75" x 1.5"     | \$ 95         | NA                          | NA                          | NA                                 |
| 1/12 Page V       | 2.4375" x 2.5"   | \$ 95         | NA                          | NA                          | NA                                 |

### Display Ad Specifications: The Briefs

**Approval of Advertising:** Subject matter, form, size, wording, illustration and typography are subject to the approval of the OCBA. No ads will be changed by the OCBA without advertiser consent. Attorneys Only: Ads must comply with the rules and regulations of The Florida Bar.

**Submission Guidelines: For display ads, we accept camera-ready only.** Submit ad file via email to [toamandan@ocbanet.org](mailto:toamandan@ocbanet.org). Orders also may be submitted by mail on CD. Include sample printout of the art file. For all submissions, include all instructions and full billing information including email address and phone. Preview file prior to submission. **Files not properly prepared, or having missing elements or other problems, will be returned to advertiser.**

**File Specifications:** Prepare file at 100% size. Turn off compression for all images and graphics. No bleeds except as

noted above. **Acceptable File Types:** pdf, eps, tif, psd or jpg; 300 dpi to 1200 dpi. **We cannot guarantee production results if less than 300 dpi. We cannot accept Microsoft Publisher files or ads formatted in Microsoft Word.** Please call about other file types to verify compatibility. Convert all fonts to outlines/curves/paths or provide all printer and screen fonts. Embed all images and graphics or submit images as a separate file.

**Design Service:** We can create your ad for you to comply with our ad specifications. Rate: \$65/hr. Email Cathy Hebert at: [trinitycathy@yahoo.com](mailto:trinitycathy@yahoo.com).

**Classified Ad Specifications:** Submit in Microsoft Word or in the body of an email. Send advertiser's full billing information including email address and phone. Indicate month(s) of publication. Text will be published as received.

Rates subject to change.

### DEADLINES:

January Issue: Nov. 15

February Issue: Jan. 10

March Issue: Feb. 10

May Issue: April 10

June Issue: May 10

July Issue: June 10

August Issue: July 10

October Issue: Sept. 10

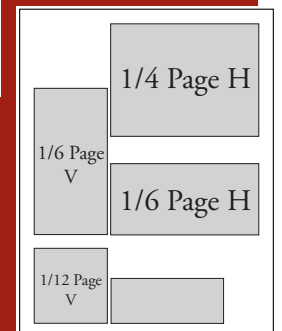
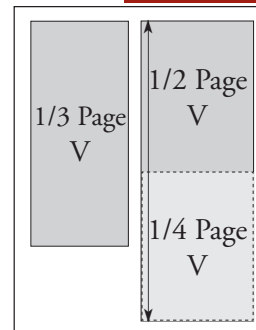
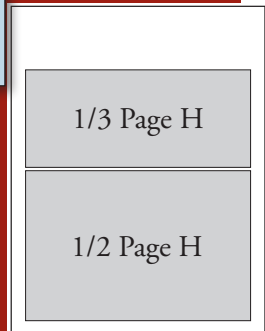
November Issue: Oct. 10

### Classifieds:

OCBA Member Rate: \$1.50/word

Non-Member Rate: \$2.00/word

Website: \$.50/word, additional



For additional information, please contact:

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