



# Sacramento LAWYER

SACRAMENTO  
COUNTY BAR  
ASSOCIATION  
MAGAZINE

## EDITORIAL CALENDAR

### January/February 2012

Deadline: November 1, 2011  
(New SCBA President)

Advertising Deadline: November 15, 2011

### March/April 2012

Deadline: January 3, 2012  
(SCBA Annual Meeting)

Advertising Deadline: January 15, 2012

### May/June 2012

Deadline: March 2, 2012  
(Animal Law; Law Day)

Advertising Deadline: March 15, 2012

### July/August 2012

Deadline: May 1, 2012  
(Spotlight on Affiliates)

Advertising Deadline: May 15, 2012

### September/October 2012

Deadline: July 2, 2012  
(Judge of the Year; Bench-Bar)

Advertising Deadline: July 15, 2012

### November/December 2012

Deadline: September 3, 2012  
(Distinguished Attorney)

Advertising Deadline: September 15, 2012

#### Recurring Columns

- Sacramento Legal Events
- Civil Law & Motion Notes
- Library News
- Surfing from River City
- Courthouse Steps
- Messages from the President
- Editor's Column

- Barristers News
- Volunteers in Parole
- Center for Youth Citizenship
- Voluntary Legal Services Program

#### Upcoming Occasional Columns

- "After Hours"

- Ya Gotta Eat"
- "Tips from the Trenches"  
Inside information on local courts; Court News
- Section Reports
- Committee News
- Affiliate Updates
- Book Reviews

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## ADVERTISING RATES

### Color

Size	Annual 6x	Three issue	One issue
<b>Full Page</b> .....	<b>\$ 1,190.</b> per issue	<b>\$ 1,263.</b> per issue	<b>\$ 1,343.</b> per issue
<b>1/2 page</b> .....	<b>732.</b> per issue	<b>809.</b> per issue	<b>842.</b> per issue
<b>1/4 page</b> .....	<b>512.</b> per issue	<b>589.</b> per issue	<b>622.</b> per issue
<b>1/8 page</b> .....	<b>369.</b> per issue	<b>391.</b> per issue	<b>512.</b> per issue
<b>OBC</b> .....	<b>1,825.</b> per issue	<b>1,935.</b> per issue	<b>2,045.</b> per issue
<b>IFC/IBC</b> .....	<b>1,112.</b> per issue	<b>1,206.</b> per issue	<b>1,310.</b> per issue

### Black & White

Size	Annual 6x	Three issue	One issue
<b>Full Page</b> .....	<b>\$ 728.</b> per issue	<b>\$ 801.</b> per issue	<b>\$ 881.</b> per issue
<b>1/2 page</b> .....	<b>437.</b> per issue	<b>481.</b> per issue	<b>530.</b> per issue
<b>1/4 page</b> .....	<b>421.</b> per issue	<b>452.</b> per issue	<b>485.</b> per issue
<b>1/8 page</b> .....	<b>273.</b> per issue	<b>294.</b> per issue	<b>317.</b> per issue
<b>OBC</b> .....	<b>1,667.</b> per issue	<b>1,768.</b> per issue	<b>1,879.</b> per issue
<b>IFC/IBC</b> .....	<b>947.</b> per issue	<b>1,041.</b> per issue	<b>1,145.</b> per issue

Payments due after each month the ad runs. Terms are net 30 days and a late payment of 1.5% per month or more past due. Visa and Mastercard accepted. Please submit payment to:

SACRAMENTO COUNTY BAR ASSOCIATION

1329 Howe Ave., #100

Sacramento, CA 95825

Questions or concerns please contact Michelle Bender at (916) 564-3780 ext. 200.

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## MECHANICAL REQUIREMENTS

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Printed by sheetfed offset; 80# matte stock

Line screen: 150

Negatives: right reading, emulsion side down

Final trim size: 8 3/8" x 10 7/8"

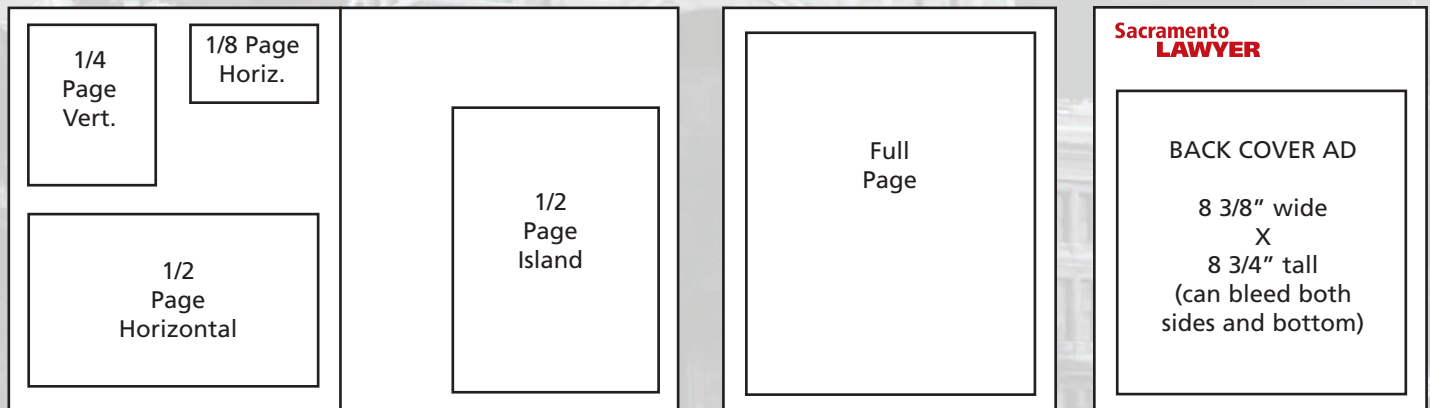
Bleed: add 1/8" on each side of trim

Binding method: saddle stitched

Advertisements must be prepared for high resolution four color process printing. Use CMYK images at 100% of reproducible size, 300dpi. Mac format Quark 8.0 (include all fonts and images) or EPS files with all type outlined. Adobe Acrobat PDF high resolution, Illustrator or In-Design CS4 all CMYK.

Send complete advertisements to:  
SACRAMENTO COUNTY BAR ASSOCIATION  
1329 Howe Ave., #100  
Sacramento, CA 95825  
reception@sacbar.org  
(916) 564-3780 ext. 200

AD SIZE MEASUREMENTS:	WIDTH	X	LENGTH
Full Page (BLEED SIZE)	8 5/8"	x	11 1/8"
Full Page (TRIM SIZE)	8 3/8"	x	10 7/8"
Full Page (NON BLEED)	7 1/4"	x	10"
1/2 Page Island	4 3/4"	x	7 7/16"
1/2 Page Horizontal	7 1/4"	x	4 7/8"
1/4 Page Vertical	3 1/2"	x	4 7/8"
1/8 Page Horizontal	3 1/2"	x	2 3/8"



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## ADVERTISING SPACE AGREEMENT INSERTION ORDER

ADVERTISER: \_\_\_\_\_

AD SIZE:      \_\_\_ Full Page      \_\_\_ 1/2 Page      \_\_\_ 1/4 Page      \_\_\_ 1/8 Page  
                 \_\_\_ Inside Front Cover      \_\_\_ Inside Back Cover      \_\_\_ Back Cover

AD SHAPE (IF APPLICABLE): \_\_\_\_\_

ISSUE(S) OF INSERTION:      Jan/Feb \_\_\_      Mar/Apr \_\_\_      May/Jun \_\_\_      Jul/Aug \_\_\_      Sept/Oct \_\_\_      Nov/Dec \_\_\_

GUARANTEED POSITION (ADD 10%):    \_YES    \_NO    Notes: \_\_\_\_\_    Price: \_\_\_\_\_

SPACE RESERVATION DEADLINE: \_\_\_\_\_

ART DEADLINE: \_\_\_\_\_      Format: \_\_\_\_\_

PRODUCTION COST: \_\_\_\_\_      \_\_\_ Included

TOTAL PRICE: \_\_\_\_\_      Terms: \_\_\_\_\_

Credit Card:    \_\_\_ Visa    \_\_\_ MC    Card # \_\_\_\_\_    Exp. Date \_\_\_\_\_

### COMPLETE BILLING ADDRESS

Signature \_\_\_\_\_

Name of company \_\_\_\_\_      Contact \_\_\_\_\_

Address \_\_\_\_\_      Email \_\_\_\_\_

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

Telephone (    ) \_\_\_\_\_      Fax (    ) \_\_\_\_\_

Telephone (    ) \_\_\_\_\_

It is hereby agreed that the undersigned will promptly pay all advertising fees when invoiced. Pre-payment of the first ad is required for first-time advertisers. Afterwards, all bills are due 30 days from invoice, unless terms are arranged. The undersigned agrees to pay service charges at the rate of 1.5% per month commencing the first day after 30 days of receipt of bill on any outstanding charges pursuant to this agreement. In the event of nonpayment, the undersigned does hereby agree and guarantee to pay in addition to the principal amounts due, all collection charges incurred by Sacramento Lawyer Magazine, including charges made by collection and/or attorney's fees and costs. Orders are non-cancelable after the space reservation deadline. In the event that this order is cancelled by advertiser prior to the expiration of this contract, the price for all advertising already published under this agreement shall revert to the non-contract rate of the current Sacramento Lawyer Magazine rate card. Recognized advertising agencies shall receive 15% off gross only if camera-ready art and/or files are provided by the art deadline and if payment is made within 30 days of invoice. Both the advertiser and/or agency are liable for payment of ad. Sacramento Lawyer Magazine's liability for any errors is limited to the cost of that portion of space occupied by such error and Sacramento Lawyer Magazine shall elect to credit or reprint at Sacramento Lawyer Magazine's sole discretion. The advertiser assumes all responsibility for the content of any ad copy submitted, printed and published under this agreement. Sacramento Lawyer Magazine reserves the right to refuse any advertising, which in the publisher's sole opinion is not deemed to be in keeping with the standards of this publication.

Person Authorizing Ad \_\_\_\_\_

SL Representative \_\_\_\_\_

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_