

2018 ADVERTISING RATES

LAWYERS CLUB NEWS – A MONTHLY NEWSLETTER

ADS – FULL COLOR (PDF/WEB ISSUE) AND BLACK AND WHITE (PRINT ISSUE)

- Published monthly 11 times per year (July/August issue is a combined issue) with circulation of approx. 1600 by mail and electronically combined to members and others in the legal community; posted on the Lawyers Club website www.lawyersclubsandiego.com under the “News” tab.
- Deadline for ad copy submission is the first of the month before the publication date (e.g., January 1 for February newsletter; February 1 for March newsletter, etc.), except September, the deadline for which is July 15.
- Ad copy must be submitted by deadline and as per specifications below.
- Lawyers Club Diamond, Platinum, Gold and Silver Annual Sponsors receive 50% discount on prices listed below.
- All ad content subject to approval by Lawyers Club of San Diego.

	FULL PAGE	HALF PAGE
PRICE PER INSERTION	\$1,000	\$750
TRIM	8.5” W X 11” H	7.5” W X 4.75” H
BLEED	0.125”	NO
MARGINS	0.125”	NO

ANNUAL DINNER EVENT PROGRAM

ADS – FULL COLOR

- Deadline for ad submission is March 31.
- Discounted ad size upgrades available to Lawyers Club Diamond, Platinum, Gold and Silver Annual Sponsors, as well as Annual Dinner Bronze Sponsors: Quarter - Half (\$100) or Quarter - Full (\$300); Half - Full (\$200).
- Ad copy must be submitted by deadline and as per specifications below.
- All ad content subject to approval by Lawyers Club of San Diego.

	FULL PAGE	HALF PAGE
PRICE PER INSERTION	\$750	\$500
TRIM	8.5” W X 11” H	7.5” W X 4.75” H
BLEED	0.125”	NO
MARGINS	0.125”	NO

GOLF TOURNAMENT PROGRAM

ADS – BLACK & WHITE (PRINT ISSUE ONLY)

- Deadline for ad submission is April 30.
- Ad copy should be submitted in JPG format only
- Discounted ad size upgrades available to Lawyers Club Platinum, and Gold Annual Sponsors - Half - Full (\$200).
- Ad copy must be submitted by deadline and as per specifications below.

	FULL PAGE	HALF PAGE
PRICE PER AD	\$200	\$125
TRIM	5" W X 8" H SUBMIT JPG FORMAT ONLY	5" W X 4" H SUBMIT JPG FORMAT ONLY

IMPORTANT INFORMATION FOR AD SUBMISSIONS

Delivery

- Email ads to Elaine Lawrence, elaine@lawyersclubsandiego.com no later than the given deadline.
- Ads submitted after the deadline cannot be guaranteed to be included in the publication.

Document

- Create your document to the exact size ad you want printed per our ad specifications.
- On full-page ads, bleeds must extend a minimum of 1/8" past the trim; allow a 1/4" margin from the trim for text and images.

Images

- All images should have a minimum resolution of 300 dpi at 100%.
- All images should be converted to CMYK.
- All image files should be TIF, JPG or PNG. (PICT and GIF files are low-resolution web files not suitable for printing.)

Accepted File Formats

- PDF – Press-ready (include bleeds with all fonts embedded.)
- JPG – 300 dpi, CMYK.

Definitions

- Bleed: This is the printable area outside the trim line that will be trimmed away during the cutting process (bindery) to ensure a background color or graphic will run off of the edge with no visible margin.
- Trim: This is the size of the completed piece from edge to edge.
- Margins: Margins denote the area inside the trim line where no text or critical graphic should be. This ensures they will not be trimmed off during the cutting process. Any graphic that extends outside the margins should extend all the way to the bleed.

Copy Marks

