THE ADVOCATES' JOURNAL

2018 Media Kit



The Advocates' Journal



The Advocates' Journal is a print and online publication that is distributed and read by members of The Advocates' Society, a professional association of over 5,200 lawyers practicing in the areas of litigation, counsel work and trial procedure across Canada. The Advocates' Society members practice as advocates in the courts, administrative tribunals, government bodies, arbitrations, and other forums for dispute resolution. They are members of large and small legal firms or are sole practitioners. They work in government and industry and represent every area of litigation.

What does advertising in The Advocates' Journal offer?

- Enhanced credibility and image through your relationship with The Advocates' Society.
- Read by over 5,200 advocates and judges across the country, The Advocates' Journal is distributed to all Society members, as well as 31 Law Libraries and 100 Superior Court Judges.
- The Advocates' Journal features articles from some of Canada's leading legal professionals, addressing substantive law and practice issues, comments on reform, book reviews, case reports and advice on trial advocacy techniques.
- Competitive rates with a variety of options to meet your marketing budget.

Rates & Sizes



| Inside Front Cover With Bleed |
|--|
| Inside Back Cover With Bleed |
| Outside Back Cover With Bleed |
| Full Page Ad With Bleed |
| Half Page Vertical Ad x1: \$2,150 x2: \$2,075 x4: \$1,925 3.6667" W x 10" H |
| Half Page Horizontal Ad x1: \$2,150 x2: \$2,075 x4: \$1,925 7.5" W x 4.9167" H |
| Quarter Page Ad |



Commitment & Material Deadlines

Spring

Commitment & Material Deadline: January 19, 2018

Issue Landing Date: March 5-9, 2018*

Summer:

Commitment & Material Deadline: April 20, 2018

Issue Landing Date: June 4-8, 2018*

Fall:

Commitment & Material Deadline: July 20, 2018

Issue Landing Date: September 4-7, 2018*

Winter:

Commitment & Deadline: October 19, 2018

Issue Landing Date: December 3-7, 2018*

*Issue Landing Date is Approximate



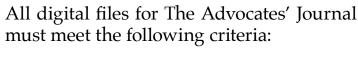




Digital Requirements







- A press quality, high-resolution PDF is required.
- Ads will only be accepted in full colour (CMYK) with no spot colours.
- Files must be created and saved at 300 dpi quality or higher.
- Add 0.25" bleed allowance on each side for ads with bleed.

Please Note: We recommend that all files be created in Adobe Photoshop, Adobe InDesign, and/or Adobe Illustrator.





Uploading Info.

For FTP information contact: Jessica Lim at jessical@advocates.ca or 416.597.0243



Advertising Request Form

Name: Tel: Fax:

Company/ Organization:

Address:

City: Province: Postal Code:

Email:

Advertising Space Request:

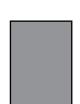


Inside Front Cover 8.5"W x 11"H + 0.25" bleed

x1: \$3,710

x2: \$3,575

x4: \$3,300

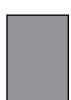


Inside Back Cover 8.5"W x 11"H + 0.25" bleed

x1: \$3,425

x2: \$3,300

x4: \$3,050



Outside Back Cover 8.5"W x 11"H + 0.25" bleed

x1: \$3,930

x2: \$3,780

x4: \$3,495

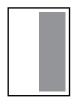


Full Page 8.5"W x 11"H + 0.25" bleed

x1: \$3,200

x2: \$3,090

x4: \$2,875



Half Page Vertical 3.6667"W x 10"H

x1: \$2,150

x2: \$2,075

x4: \$1,925



Half Page Horizontal 7.5"W x 4.9167"H

x1: \$2,150

x2: \$2,075

x4: \$1,925



Quarter Page 3.6667"W x 4.9167"H

x1: \$1,350

x2: \$1,295

x4: \$1,190

Promotional Inserts - A limited number of spaces are available for promotional inserts (inserts to be supplied by advertiser). Promotional inserts will be placed ahead of any of The Advocates' Society program or events fliers.

Front of the Pack (1 available)

\$1.25 per

one page double sided (8 ½ x 11)

In the middle (3 available)

\$.75 per

one page double sided (8 $\frac{1}{2}$ x 11)

At the back (1 available)

5.50 per

one page double sided (8 ½ x 11)

Advertising Time Request:

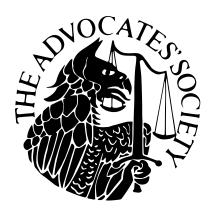
Spring 2018

Summer 2018

Fall 2018

Winter 2018

Thank you for your interest in advertising with The Advocates' Journal. We will be in contact with you, regarding your request, within 1-2 business days. Please email or fax this form to Lauren McVittie, Marketing and Communications Coordinator, at lauren@advocates.ca or by fax at 416-597-1588.



The Advocates' Society

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Interested in advertising in The Advocates' Journal? To reserve your advertising space or for subscription information, please contact:

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Director, Marketing & Membership T: 416-597-0243 or 1-888-597-0243 ext. 108 E: robin@advocates.ca

Lauren McVittie

Marketing and Communications Coordinator T: 416-597-0243 or 1-888-597-0243 ext. 115 E: lauren@advocates.ca

For questions about ad specifications, please contact:

Jessica Lim

Creative Director, Marketing & Communications E: jessical@advocates.ca