



# THE ADVOCATES' JOURNAL

## 2019 Media Kit



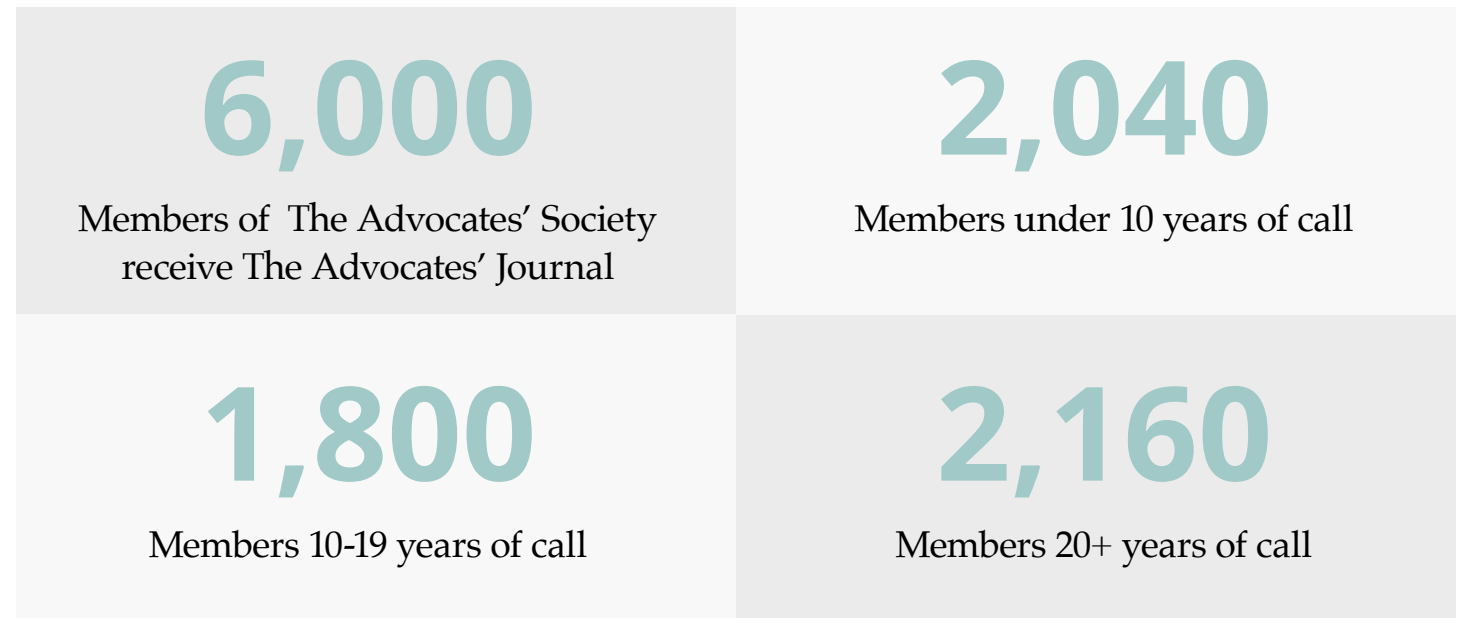
**The Advocates' Journal** is a quarterly print and online publication distributed to members of The Advocates' Society, a professional association of 6,000 litigators and judges, across Canada. Our readers practice in the courts, administrative tribunals, arbitrations, and other forums for dispute resolution in all practice areas. Readers come from firms of all sizes, as well as, the courts, government, and industry. The Advocates' Journal is a testament to our influential membership and their commitment to the art and craft of advocacy. A much anticipated read, the Journal plays an important role in the Society's 55 year history.

### What does advertising in The Advocates' Journal offer?

**Brand Building:** Benefit from enhanced credibility and brand recognition through your relationship with The Advocates' Society.

**Legendary Longevity:** The Journal is more than a magazine – it's a periodical our members keep in their libraries for future use. The Advocates' Journal features commentaries from Canada's leading legal professionals, addressing substantive law and practice issues, comments on reform, book reviews, case reports, and advice on trial advocacy techniques.

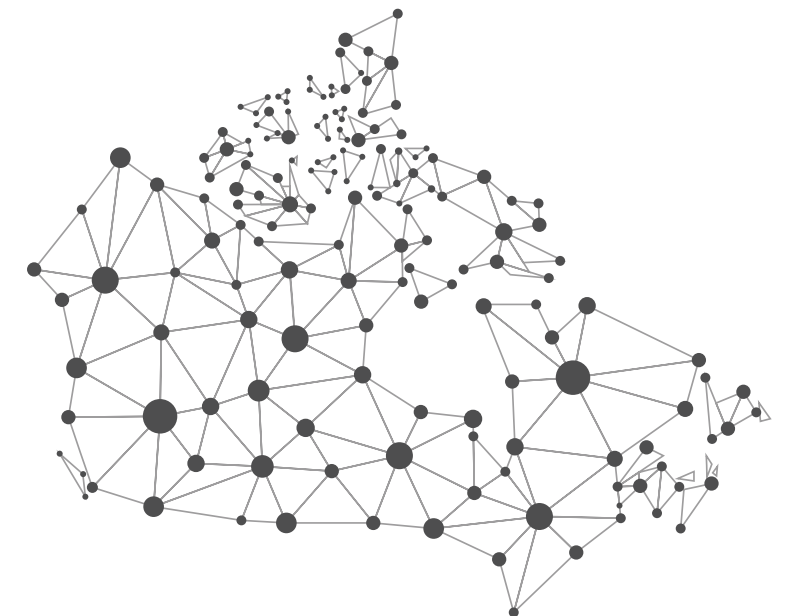
**An Exclusive Target Market:** Whether your company services the litigation community or you are a lawyer looking for referral work, the Journal showcases your name in front of nearly 6,000 Canadian advocates, as well as courts and law libraries four times a year.



### Interest areas of our readers

-  Art & theater aficionados
-  Avid investors
-  Health & fitness buffs
-  Green living enthusiasts
-  Political news junkies
-  Book lovers
-  Movie lovers
-  Travel buffs

### Our readers live in...



Vancouver - 4%	Toronto - 62%	Montreal - 4%
Calgary - 5%	Ottawa - 6%	Halifax - 2%



**Inside Front Cover With Bleed..... x1: \$3,710 | x2: \$3,575 | x4: \$3,300**

Trim Size: 8.5" W x 11" H  
Image Area: 8" W x 10.5" H  
Bleed Size: 9" W x 11.5" H



**Inside Back Cover With Bleed..... x1: \$3,425 | x2: \$3,300 | x4: \$3,050**

Trim Size: 8.5" W x 11" H  
Image Area: 8" W x 10.5" H  
Bleed Size: 9" W x 11.5" H



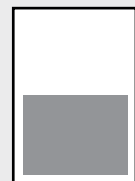
**Outside Back Cover With Bleed..... x1: \$3,930 | x2: \$3,780 | x4: \$3,495**

Trim Size: 8.5" W x 11" H  
Image Area: 8" W x 10.5" H  
Bleed Size: 9" W x 11.5" H



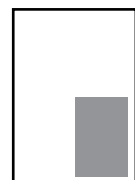
**Full Page Ad With Bleed..... x1: \$3,200 | x2: \$3,090 | x4: \$2,875**

Trim Size: 8.5" W x 11" H  
Image Area: 8" W x 10.5" H  
Bleed Size: 9" W x 11.5" H



**Half Page Horizontal Ad..... x1: \$2,150 | x2: \$2,075 | x4: \$1,925**

7.5" W x 4.9167" H



**Quarter Page Ad..... x1: \$1,350 | x2: \$1,295 | x4: \$1,190**

3.6667" W x 4.9167" H



## Deadlines:

### Spring

Commitment & Material Deadline:  
January 18, 2019

Issue Landing Date: March 4, 2019\*

### Summer:

Commitment & Material Deadline:  
April 22, 2019

Issue Landing Date: June 3, 2019\*

### Fall:

Commitment & Material Deadline:  
July 15, 2019

Issue Landing Date: September 3, 2019\*

### Winter:

Commitment & Deadline:  
October 18, 2019

Issue Landing Date: December 2, 2019\*

*\*Issue Landing Date is Approximate*

## Print Requirements

All print files for The Advocates' Journal must meet the following criteria:

- A press quality, high-resolution PDF
- Print 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.

## Digital Publication

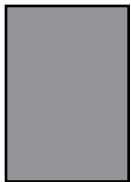
All online files for The Advocates' Journal must meet the following criteria:

- A press quality, high-resolution PDF
- Digital ads will only be accepted in full colour (RGB).
- Files must be created and saved at 300 dpi quality or higher.
- Add 0.25" bleed allowance on each side for ads with bleed.
- A link to your website (optional).

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



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



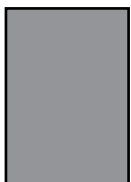
Inside Back Cover  
8.5"W x 11"H  
+ 0.25" bleed

x1: \$3,425  
x2: \$3,300  
x4: \$3,050



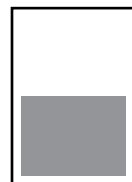
Outside Back Cover  
8.5"W x 11"H  
+ 0.25" bleed

x1: \$3,930  
x2: \$3,780  
x4: \$3,495



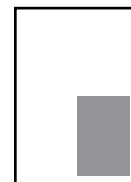
Full Page  
8.5"W x 11"H  
+ 0.25" bleed

x1: \$3,200  
x2: \$3,090  
x4: \$2,875



Half Page 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 1/2 x 11)

**In the middle (3 available)**  
\$.75 per  
one page double sided (8 1/2 x 11)

**At the back (1 available)**  
\$.50 per  
one page double sided (8 1/2 x 11)

**Advertising Time Request:**

Spring 2019                      Summer 2019                      Fall 2019                      Winter 2019

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 Dana Beechey, Marketing and Communications Coordinator, at dana@advocates.ca or by fax at 416-597-1588.



## The Advocates' Society

2700 – 250 Yonge St., P.O. Box 55

Toronto, ON, M5B 2L7

T: 416-597-0243

Toll Free: 1-888-597-0243

F: 416-597-1588

[www.advocates.ca](http://www.advocates.ca)

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

**Robin Black**

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

**Dana Beechey**

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

For questions about ad specifications, please contact:

**Jessica Lim**

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