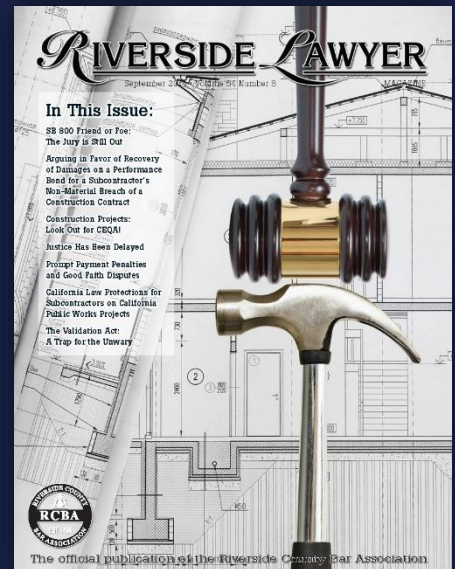
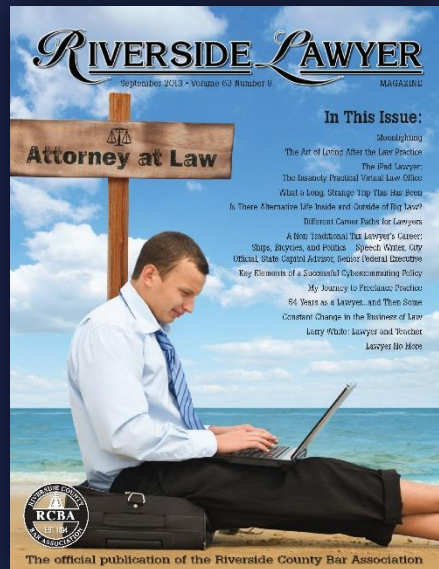
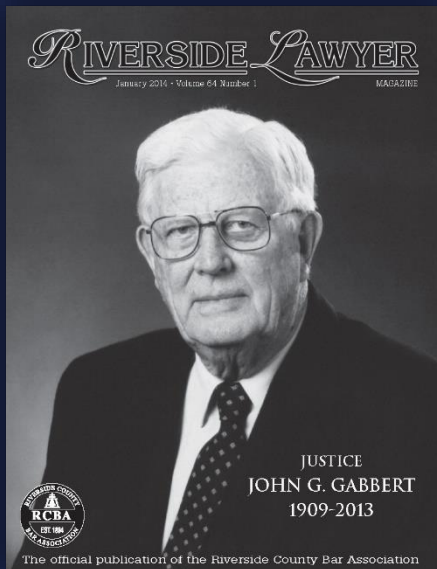
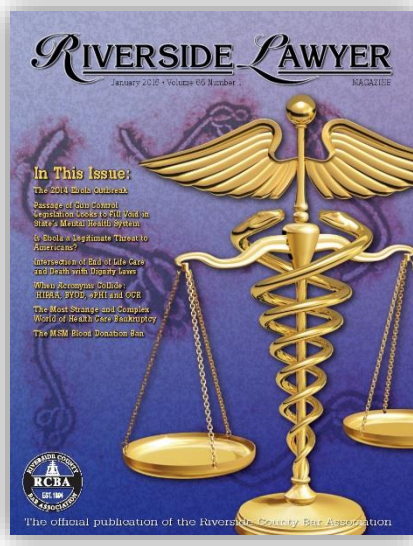


RIVERSIDE LAWYER MAGAZINE

MEDIA KIT





RIVERSIDE LAWYER

MAGAZINE

Our mission at the Riverside County Bar Association (RCBA) is to serve our members, our community, and our legal system. The *Riverside Lawyer* is a magazine published 11 times a year by the RCBA and is the official publication of the association. Our magazine is distributed in print and electronic formats to RCBA members, affiliates, Riverside County judicial and administrative officers of the court, community leaders, and others interested in the advancement of the law and justice. The RCBA is proud to produce a publication complete with insightful articles, valuable information, educational opportunities, attorney and judicial profiles, and other relevant legal topics that keep our readers on the forefront of the legal field on a local, state, and national level.

The *Riverside Lawyer* is a 32-page monthly magazine (July/August is combined) reaching 1,200 members of the legal community via print and electronic mail. RCBA members and affiliates receive an automatic subscription to this publication. An annual independent subscription to the *Riverside Lawyer* is \$25.00, and single copies are \$3.50 each.

Advertising and announcements are due by the fifth of the month preceding the publication date (e.g. October 5 for the November issue). Articles are due no later than 45 days preceding publication. All articles are subject to editing. Submission of articles and photographs to the *Riverside Lawyer* will be deemed as authorized and licensed by the author to publish the material in the *Riverside Lawyer*.

The material printed in the *Riverside Lawyer* does not necessarily reflect the opinions of the RCBA, the editorial staff, the RCBA Publications Committee, or other columnists. Legal issues are not discussed for the purpose of answering specific questions. Independent research of all issues is strongly encouraged.

CIRCULATION

1,200 PRINT
WEB ARCHIVED WITH PUBLIC ACCESS

FREQUENCY

MONTHLY (COMBINED JULY/AUG)

EDITORIAL CALENDAR

SUBJECT TO CHANGE,
PLEASE CONTACT THE RCBA FOR
CURRENT INFORMATION

SPECIFICATIONS

32 PGS
COLOR COVER, B&W INSIDE

ADVERTISING RATES

ENCLOSED

PUBLISHER

RIVERSIDE COUNTY BAR ASSOCIATION

DESIGN & PRINT PRODUCTION

PIP PRINTING RIVERSIDE

EDITOR

JACQUELINE CAREY-WILSON, ESQ.

EXECUTIVE DIRECTOR

CHARLENE NELSON

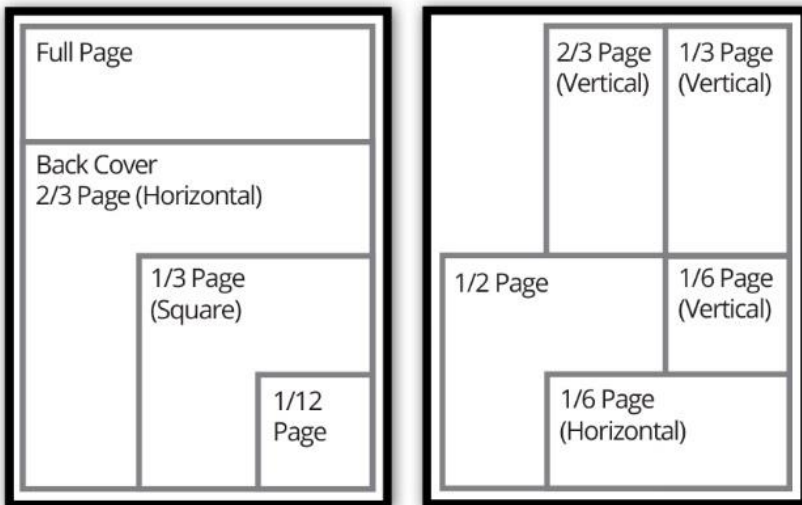
AD SALES

(951) 682-1015
LISA@RIVERSIDECOUNTYBAR.COM

DISPLAY ADVERTISING RATES

AD SIZE	1x	3x	6x	11x
Back Cover (color)	\$900	\$870	\$845	\$820
Front Inside Cover (color)	\$835	\$805	\$780	\$755
Back Inside Cover (color)	\$735	\$705	\$680	\$655
Full Page	\$565	\$535	\$510	\$480
2/3 Page	\$510	\$480	\$460	\$430
1/2 Page	\$405	\$375	\$355	\$330
1/3 Page (square)	\$315	\$285	\$265	\$240
1/3 Page (vertical)	\$300	\$270	\$250	\$225
1/6 Page	\$195	\$180	\$165	\$150
1/12 Page	\$135	\$120	\$105	\$90
Classified	\$60	\$50	\$50	\$50

DISPLAY ADVERTISING DIMENSIONS



AD SIZE	DIMENSIONS (W X H)
Back Outside Cover	7.50 x 7.50 in
Full Page & Inside Cover	7.50 x 10.00 in
Inside Cover (full bleed)	8.75 x 11.50 in
2/3 Page (vertical)	4.50 x 10.0 in
2/3 Page (horizontal)	7.50 x 7.50 in
1/2 Page (horizontal)	7.50 x 4.50 in
1/3 Page (square)	4.50 x 4.50 in
1/3 Page (vertical)	2.25 x 10.00 in
1/6 Page (horizontal)	4.50 x 2.25 in
1/6 Page (vertical)	2.25 x 4.50 in
1/12 Page	2.25 x 2.25 in
Classified	Up to 50 words

DISPLAY ADVERTISING DIGITAL REQUIREMENTS



The *Riverside Lawyer* is printed offset from advertiser-supplied digital art, scaled to the advertisement size pursuant to our advertising dimensions.

Minimum resolution for black & white photos is 300 dpi and for color photos, minimum is 600 dpi.

Ads may be submitted via e-mail to Lisa@RiversideCountyBar.com or on CD/flash drive. To upload a large file, or for an FTP address, please contact the Publisher.

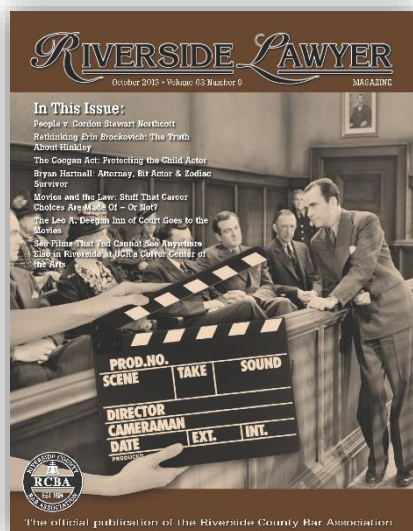
The preferred format for artwork is press-ready PDF scaled to size. Other acceptable formats include: INDD (Adobe InDesign), AI (Adobe Illustrator), PSD (Adobe Photoshop), and EPS (vector). Files submitted in native program formats must contain the fonts converted to paths or curves, or included with the document. (If your artwork is not submitted as a PDF, a copy of your advertisement should be provided via fax or mail so that we can identify what graphics to expect and that the text placement and layout are correct.)

DISPLAY ADVERTISING PRODUCTION SERVICES



For your convenience, we can arrange for the production of artwork for your advertisement in the *Riverside Lawyer*. For more information, please call (951) 682-1015 and ask for the advertising coordinator, or send e-mail to Lisa@RiversideCountyBar.com.

ISSUANCE AND CLOSING DEADLINES



The *Riverside Lawyer* is published 11 times a year (with a combined July/August issue). We make every effort to distribute within the first week of the publication month. However, occasional unforeseen circumstances will delay distribution. Space reservations are secured by insertion contracts and are due the 5th day of the month preceding publication. Materials and payment may follow the contract and must arrive by the 10th day of the preceding month. (For example, for advertising in the June issue, the space must be secured by May 5, and all artwork delivered by May 10.) The Publisher reserves the right to repeat the last insertion if new material is not received by deadline.

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE
January	DEC 5	DEC 10
February	JAN 5	JAN 10
March	FEB 5	FEB 10
April	MAR 5	MAR 10
May	APR 5	APR 10
June	MAY 5	MAY 10
July/August	JUN 5	JUN 10
September	AUG 5	AUG 10
October	SEPT 5	SEPT 10
November	OCT 5	OCT 10
December	NOV 5	NOV 10

CONTRACT/INSERTION FORM

ADVERTISER

NAME _____

FIRM _____

ADDRESS _____

PHONE _____

FAX _____

E-MAIL _____

DISPLAY AD SPECIFICATIONS

SIZE _____

FREQUENCY _____

PLEASE CIRCLE (OR CHECK) WHICH MONTH(S) YOU
WISH TO PUBLISH YOUR ADVERTISEMENT:

JAN	FEB	MAR
APR	MAY	JUNE
JUL/AUG	SEPT	OCT
NOV	DEC	

RATE PER
INSERTION _____

CLASSIFIED ADVERTISING

PLEASE E-MAIL US OR TYPE YOUR CLASSIFIED AD HERE
(UP TO 50 WORDS)

The Riverside County Bar Association (Publisher) reserves the right to reject advertising copy which it deems inappropriate for the publication for any reason. All advertisements for the *Riverside Lawyer* are published on the representation that the advertiser and/or agency are authorized to publish the entire content and subject matter thereon. The Publisher shall not be responsible for the accuracy or reliability of any information provided by the advertiser. Payment for new advertisements is due at time of placement. Renewals are due upon receipt of invoice. Publisher reserves the right to stop inserting the advertisement in the publication if the payment is not received when due. In case of advertising placed by an agency, the agency and the client in whose name the agency is placing the ad are jointly liable for the payment. The Publisher shall not be liable for damages if for any reason it fails to publish an advertisement. Any production charges incurred by the Publisher to correct a submitted advertisement will be billed additionally to the advertiser.

SIGNATURE OF ADVERTISER _____ DATE _____

COPY THIS FORM AS NEEDED. PLEASE MAIL THIS FORM
AND YOUR CHECK/PAYMENT AUTHORIZATION (SEE
BELOW) TO:

RIVERSIDE COUNTY BAR ASSOCIATION
4129 MAIN STREET, SUITE 100
RIVERSIDE, CA 92501

ARTWORK SHOULD BE SUBMITTED TO:

LISA@RIVERSIDECOUNTYBAR.COM

I AUTHORIZE THE RIVERSIDE COUNTY BAR
ASSOCIATION TO CHARGE \$ _____ TO MY
MASTERCARD OR **VISA** ACCOUNT.
(No other credit cards will be accepted.)

ACCOUNT NO.: _____

EXPIRATION DATE: _____

CARDHOLDER'S NAME (PRINT AS IT APPEARS ON CARD)

CARDHOLDER'S SIGNATURE