



Serving members of the legal profession and the community in Southern California since 1929.

VENTURA COUNTY BAR ASSOCIATION



CITATIONS

2014 Advertising Media Kit

VCBA MISSION STATEMENT

To promote legal excellence, high ethical standards and professional conduct in the practice of law; to improve access to legal services for all people in Ventura County; and to work to improve the administration of justice.

ISSUANCE & CLOSING DATES

CITATIONS is published monthly and is issued the first business day of each month. Space reservations and ad copy must be received by the 4th day of the month preceding publication. For example, when advertising in the July issue, the space must be secured and ad copy received, by June 4th. Publisher reserves the right to repeat last insertion if new material is not received by deadline. If you have any questions, please call (805) 650-7599 or e-mail bar@vcba.org

MECHANICAL REQUIREMENTS

The VCBA CITATIONS is printed offset. The printed quality of the ad depends on the artwork supplied by the advertiser. We strongly recommend submitting digital files (PDF recommended). Normal screen use is 300 lpi. Please submit the artwork along with a signed agreement to bar@vcba.org. For your convenience, our production company is available to design your advertisement for CITATIONS.

For more information and design pricing please contact the Ventura County Bar Association

CITATIONS IS THE OFFICIAL PUBLICATION OF THE VENTURA COUNTY BAR ASSOCIATION. THE MAGAZINE IS PUBLISHED MONTHLY AND IS DISTRIBUTED TO ALL MEMBERS, INCLUDING ATTORNEYS, SUPERIOR COURT JUDGES, JUSTICES AND OTHERS INVOLVED IN THE LEGAL AND JUDICIAL SYSTEMS OF VENTURA COUNTY. YOU CAN ALSO VIEW CITATIONS ON-LINE AT WWW.VCBA.ORG.

**Our advertisers receive a complimentary copy.*

2014 ADVERTISING RATES

(BLACK & WHITE)

DISPLAY ADS IN THE CITATIONS ARE BILLED ON A MONTHLY, QUARTERLY OR ANNUAL BASIS. BY ADVERTISING FOR AN EXTENDED PERIOD OF TIME, THE ADVERTISER RECEIVES REDUCED RATES. BELOW YOU WILL FIND THE DESCRIPTION AND SIZE OF EACH AVAILABLE AD, FOLLOWED BY THE

AD DESCRIPTION	3X	6X	12X
BACK COVER 1/2 Pg. HORIZONTAL (7 1/2" x 4 1/2")			\$590 (NOT AVAILABLE)
INSIDE BACK COVER (7 1/2" x 10")	\$400	\$375	\$350
INSIDE FRONT COVER (7 1/2" x 10")	\$425	\$400	\$370
PAGE 3 1/2 Pg. Hz. (7 1/2" x 4 1/2") <i>**PREMIUM SPOT!</i>	\$450	\$400	\$375
FULL PAGE (7 1/2" x 10")	\$368	\$345	\$328
2/3 Pg. VERTICAL (4 1/2" x 10")	\$251	\$236	\$225
1/2 Pg. HORIZONTAL (7 1/2" x 4 1/2")	\$212	\$198	\$184
1/3 VERTICAL (2 1/4" x 10")	\$173	\$164	\$152
1/3 HORIZONTAL (4 1/2" x 4 1/2")	\$150	\$138	\$132
1/6 Pg. VERTICAL (2 1/2" x 4 1/2")	\$121	\$113	\$106
1/12 PAGE (2 1/4" x 2 1/4")	\$69	\$66	\$59
Classified (Up to 50 words)	\$60		

DEADLINES: Space reservations and ad copy must be received by the 4th day of the month preceding publication.