



VENTURA COUNTY BAR ASSOCIATION



CITATIONS

2015 Advertising Media Kit

**Grow your practice.
Promote your service.
Market your firm.**

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.

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 or to insert an ad, contact Nadia Avila at (805) 650-7599 or bar@vcba.org.

Ventura County Bar Association
4475 Market Street, Suite B
Ventura, CA 93003
www.vcba.org

CITATIONS IS THE OFFICIAL PUBLICATION OF THE VENTURA COUNTY BAR ASSOCIATION. THE MAGAZINE IS PUBLISHED MONTHLY AND IS DISTRIBUTED TO OUR 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.*

2015 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 RESPONDING RATE FOR EACH ISSUE ACCORDING TO OUR FOUR CONTRACT FORMATS.

AD DESCRIPTION	1X	3X	6X	12X
BACK COVER 1/2 PG. HORIZONTAL (7 1/2" x 4 1/2")	NOT AVAILABLE			\$590
INSIDE BACK COVER (7 1/2" x 10")	\$460	\$400	\$375	\$350
INSIDE FRONT COVER (7 1/2" x 10")	\$465	\$425	\$400	\$370
PAGE 3 1/2 PG. HZ. (7 1/2" x 4 1/2") <i>**PREMIUM SPOT!</i>	\$485	\$450	\$400	\$375
FULL PAGE (7 1/2" x 10")	\$428	\$368	\$345	\$328
2/3 PG. VERTICAL (4 1/2" x 10")	\$271	\$251	\$236	\$225
1/2 PG. HORIZONTAL (7 1/2" x 4 1/2")	\$235	\$212	\$198	\$184
1/3 VERTICAL (2 1/4" x 10")	\$193	\$173	\$164	\$152
1/3 HORIZONTAL (4 1/2" x 4 1/2")	\$170	\$150	\$138	\$132
1/6 PG. VERTICAL (2 1/2" x 4 1/2")	\$131	\$121	\$113	\$106
1/12 PAGE (2 1/4" x 2 1/4")	\$79	\$69	\$66	\$59
Classified (Up to 50 words)	\$60.00			

COLOR ADS

FULL PAGE (7 1/2" x 10")	\$450 (Per Issue)
1/3 HORIZONTAL (4 1/2" x 4 1/2")	\$265 (Per Issue)

DEADLINES

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