

# The Briefs Magazine

## Orange County Bar Association

### ADVERTISING RATES

The flagship publication of the OCBA, The Briefs is distributed to 3,000 OCBA member attorneys, judges, other legal professionals, and city and county officials. The four-color publication features a variety of articles and columns our members look forward to reading each

month, including news about colleagues, journal-quality articles about recent trends in the law, commentaries by prominent members of judiciary, and a calendar of upcoming social events and seminars.

The Briefs is a staple in virtually every law office in the tri-county area and beyond. It's a perfect way to reach an influential group of leaders who need the products and services you provide!



#### Full-color Display

Type of Ad	Size w x h	Per Insertion	10% Discount 3-mo. Contract	15% Discount 6-mo. Contract	20% Discount 11-Insertion Contract
Full Page - Inside Front Cover*	8.5" x 11"	\$1200	\$1080	\$1020	\$960
Full Page - Inside Back Cover*	8.5" x 11"	\$1200	\$1080	\$1020	\$960
Outside Back Cover**	8.125" x 7.75"	\$1800	\$1620	\$1530	\$1440
Full Page	7.5" x 10"	\$1000	\$900	\$850	\$800
1/2 Page	7.5" x 5"	\$650	\$585	\$552.50	\$520
1/4 Page	3.75" x 4.9375"	\$475	NA	NA	NA

(\*Add 1/8" bleed off all 4 sides for full bleed, full page color inside front and inside back covers.  
\*\*Outside back cover = 8.625" x 8.125" includes 1/8" bleed off left and bottom edges and abutting spine.)

#### Black / White Display

Type of Ad	Size w x h	Per Insertion	10% Discount 3-mo. contract	15% Discount 6-mo. Contract	20% Discount 11-Insertion Contract
Full Page	7.5" x 10"	\$800	\$720	\$680	\$640
1/2 Page H	7.5" x 5"	\$450	\$405	\$382.50	\$360
1/2 Page V	3.75" x 10"	\$450	\$405	\$382.50	\$360
1/3 Page H	7.5" x 3.25"	\$290	NA	NA	NA
1/3 Page V	3.25" x 7.5"	\$290	NA	NA	NA
1/4 Page H	4.9375" x 3.75"	\$275	NA	NA	NA
1/4 Page V	3.75" x 4.9375"	\$275	NA	NA	NA
1/6 Page H	4.9375" x 2.375"	\$175	NA	NA	NA
1/6 Page V	2.4375" x 4.875"	\$175	NA	NA	NA
1/12 Page H	3.75" x 1.5"	\$ 95	NA	NA	NA
1/12 Page V	2.4375" x 2.5"	\$ 95	NA	NA	NA

#### Display Ad Specifications: The Briefs

**Approval of Advertising:** Subject matter, form, size, wording, illustration and typography are subject to the approval of the OCBA. No ads will be changed by the OCBA without advertiser consent. **Attorneys Only:** Ads must comply with the rules and regulations of The Florida Bar.

**Submission Guidelines: For display ads, we accept camera-ready only.** Submit ad file via email to [mentec@ocbanet.org](mailto:mentec@ocbanet.org). Orders also may be submitted by mail on CD. Include sample printout of the art file. For all submissions, include all instructions and full billing information including email address and phone. Preview file prior to submission. **Files not properly prepared, or having missing elements or other problems, will be returned to advertiser.**

**File Specifications:** Prepare file at 100% size. Turn off compression for all

images and graphics. No bleeds except as noted above. Printable File Type: pdf, eps or tif file formats; 300 dpi to 1200 dpi. We cannot guarantee production results if less than 300 dpi. **Native File Type:** InDesign, Illustrator, Freehand, Quark and Page-maker. We cannot accept Publisher files or ads formatted in Microsoft Word. Please call about other file types to verify compatibility. Convert all fonts to outlines/curves/paths or provide all printer and screen fonts. Embed all images and graphics or include graphics in separate folder.

**Classified Ad Specifications:** Submit in Microsoft Word or in the body of an email. Send advertiser's full billing information including email address and phone. Indicate month(s) of publication. Text will be published as received.

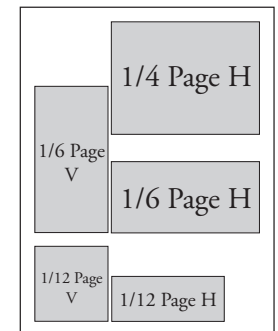
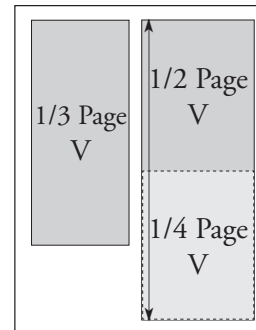
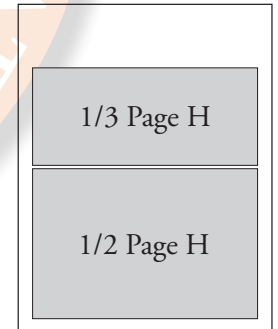
Rates subject to change.

#### DEADLINES:

December/January Issue: Nov. 15  
February Issue: Jan. 10  
March Issue: Feb. 10  
April Issue: Mar. 10  
May Issue: April 10  
June Issue: May 10  
July Issue: June 10  
August Issue: July 10  
September Issue: Aug. 10  
October Issue: Sept. 10  
November Issue: Oct. 10

#### Classifieds:

OCBA Member Rate: \$1.50/word  
Non-Member Rate: \$2.00/word



For additional information, please contact:

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