



Verdict delivers . . . the right reader at the right price

WHY?

Advertising in *Verdict* magazine offers a unique opportunity to target products and services to the defense legal community without paying the high advertising costs of larger circulation magazines and newspapers. With over 5,000 subscribers, many who are decision makers for their firms, *Verdict* delivers the right reader at the right price.

WHERE?

Verdict is not a free publication. Each issue is mailed to more than 3,000 Southern and Northern California Defense Counsel members as well as 1,500 California judges, insurance professionals and other paid subscribers.

WHEN?

Published three times per year, *Verdict* doesn't over saturate the reader by its frequency. Pertinent content means it is read upon arrival and saved for future reference.

Mechanical Requirements

	Wide	High
Full page	7 1/2"	9 1/4"
2/3 page Vertical	5 "	9 1/4"
1/2 page Horizontal	7 1/2"	4 3/4"
1/3 page Vertical	2 1/2"	9 1/4"
1/3 page Horizontal	3 1/4"	7 1/2"
1/4 page	4 1/2"	4 1/2"

Advertising Rates

Frequency	1x	2x	3x
Inside Front/Back Cover	1,063	963	863
Full Page	850	790	735
2/3 Page Vertical/Horizontal	720	670	625
1/2 Page Horizontal	600	560	520
1/3 Page Vertical	420	390	360
1/4 Page Horizontal	350	325	300

ADS SHOULD BE EMAILED TO KIM@CAMGMT.COM IN HIGH RESOLUTION, PDF, JPG OR TIFF FORMAT

Premiums

There will be a 10% special placement premium based on availability.

DEADLINES

Material Deadlines

2012 Issue 2	7/6
2012 Issue 3	11/2
2013 Issue 1	3/15

CONDITIONS

1. Advertisers and advertising agencies are liable for all content (including text, representations and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against *Verdict*, its officers or employees.
2. No advertiser is guaranteed placement but every attempt will be made to provide the desired position.
3. *Verdict* accepts no liability for its failure, for any cause, to insert an advertisement.
4. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by material deadline.
5. The word "advertisement" will appear on any ad that resembles editorial matter.
6. No verbal agreement altering the rates and/or terms of this rate card shall be recognized.
7. Once an order for advertising is placed it can not be withdrawn or cancelled in whole or in part.

PAYMENT TERMS AND CREDIT POLICY

All advertisers must prepay the first ad in full, and then receive credit approval for future insertions. Multiple insertion ads require credit approval. Please make checks payable to:

The Association of Southern California Defense Counsel
2520 Venture Oaks Way, Suite 150
Sacramento, CA 95833
Telephone (800) 564-6791
Fax (916) 924-7323



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Tel: (800) 564-6791- Fax: (916) 924-7323 – Email: kim@camgmt.com

INSERTION ORDER

Legal Name of Company or Agency _____

Authorized Representative for Placing Order _____

Address _____

City _____ State _____ Zip _____

Phone _____ Contact _____

If Agency, name of Advertiser _____

ISSUE	AD SIZE	COST	TIMES RUN
Issue 1 _____			
Issue 2 _____			
Issue 3 _____			

Additional Charges _____

Total Cost _____

Special Notes _____

Ad Copy:

E-mailed

Coming

Authorized Signature _____

Date _____