

LACHES

OCBA OAKLAND COUNTY BAR ASSOCIATION

DISPLAY ADVERTISING

2011-2012 Topical Schedule

August 2011	Employment Law
September 2011	Diversity in the Legal Profession
October 2011	Juvenile Law
November 2011	Family Law
December 2011	Not Published
January 2012	General Topics
February 2012	Employee Benefits
March 2012	Real Estate Law
April 2012	Tax Law
May 2012	Alternative Dispute Resolution
June 2012	Probate, Estate & Trust

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Profile

LACHES is an official publication of the Oakland County Bar Association. It is published 10X/year and is distributed to all OCBA members. Readers include attorneys, judges, paralegals, students and other legal professionals. Editorial content is based on a topical schedule.

Closing Dates

Space reservation for display advertising is 45 days prior to publication. Material deadline is 30 days prior to publication. LACHES is published on the first day of the month except in July and December.

Art Production

All ad rates reflect camera-ready art or electronic document files.

Ad Sizes

Size	Width	Depth
Full*	7.5	10
2/3	4.75	10
1/2(vertical)	3.75	10
1/2(horizontal)	7.5	5
1/3(vertical)	2.25	10
1/3(horizontal)	7.5	3.25
1/4	3.75	5
1/6	7.5	2
1/8	3.75	2.5

***Bleed size** is 8.75 x 11.25.

Back Cover full page is 7.0 x 8.5.

Circulation

Distribution 10 time per year (no publication in July or December): 3,000+

Mechanics

Trim size is 8.5 x 11

Binding is saddle-stitched

Stock is 80 lb. text enamel

Line Screen: 133

Color

Advertisements may be black/white or black with spot color. **Spot color** is free for all advertisements. Full color advertising is available on the Back Cover and on the Inside Back/Front Covers **only** with an additional flat fee of \$300 per issue.

Ad Rates

	1x	2-4x	5-9x	10x
Full	625	565	500	475
2/3	440	375	315	285
1/2	375	315	285	250
1/3	285	250	225	190
1/4	225	190	160	130
1/6	145	125	115	95
1/8	125	100	85	80
Inside Back/ Front Cover	750	690	625	565
Back Cover	875	780	690	625

Partial-page ads (no 1/4 or 1/8 size) for: Inside Back/Front Cover add 25% to regular ad rate, add 50% for Back Cover. Full color advertising is available on the Back Cover and the Inside Back/Front Covers **only** with an additional flat fee of \$300 per insertion.