

ADC Defense Comment Magazine - Advertise Today!



ADC Defense Comment

Defense Comment is a valued resource that defense attorneys and judges read from cover to cover and save for future use. Advertising in the Comment offers a unique opportunity to market to the defense bar-without paying the high advertising costs of larger circulation magazines and newspapers. Since many of our readers are managing partners of their law firms, your advertisement always speaks directly to the right readers.

Defense Comment Articles include:

Recent Court Decisions • Pending Legislation • Trial Tips • Case & Statutory Analyses • Interesting & Entertaining Profiles • Association Activities • Substantive Law Reports and much more!

Great Value

Magazine is mailed and
posted on the ADC website

Ad Size	Wide	High	Rates 1x	Rates 2x	Rates 3x
2-Page Spread	17"	11"	\$1,300	\$1,200	\$1,100
Outside Back Cover*	7½"	4½"	\$960	\$860	\$760
Inside Front/Back Cover*	8½"	11"	\$960	\$860	\$760
Full Page	8½"	11"	\$840	\$780	\$730
2/3 Page Vertical	5"	10"	\$715	\$660	\$605
1/2 Page Horizontal	7½"	4½"	\$590	\$560	\$505
1/3 Page Vertical	2½"	10"	\$420	\$358	\$350
1/3 Page Horizontal	7½"	3¼"	\$420	\$385	\$350
1/4 Page	5"	4½"	\$350	\$325	\$300
Business Card	3½"	2"	\$300	\$280	\$265

* Available in full color (\$100 additional cost)

Submission Deadlines

Issue 1 - Spring 2/1

Issue 2 - Summer 5/1

Issue 3 - Fall 9/1

Conditions

- Advertisers and advertising agencies are liable for all content (including text, representations, and illustrations) of their individual advertisements and are responsible, without limitation, for any and all claims made thereof against the Defense Comment, the ADC Annual Directory, the association, its officers, agents, or vendors relating to such advertisement.
- No advertiser is guaranteed placement, but every attempt will be made to provide the desired position.
- Publisher reserves the right to revise, reject or omit any advertisement at any time without notice.
- ADC accepts no liability for its failure, for any cause, to insert advertisement.
- Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by material deadline.
- The word "advertisement" will appear on any ad that resembles editorial material.
- Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate return.
- No verbal agreement altering the rates and/or terms of this rate card shall be recognized.
- All advertisements, layout and designs produced for the advertiser by ADC's Graphic Staff will remain the property of ADC.
- All requests for advertising must be in writing, in the form of this signed contract, for the protection of both the advertiser and ADC.
- Once an order for advertising is placed, it cannot be withdrawn or cancelled in whole or in part unless special circumstances exist.
- By signing this contract, advertiser agrees to pay in full for reserved space, even if the ad is not run due to lateness or absence of materials.



Association of Defense Counsel
of Northern California & Nevada

ADC DEFENSE COMMENT MAGAZINE - INSERTION ORDER FORM

Association of Defense Counsel of Northern CA and NV
2520 Venture Oaks Way, Suite 150
Sacramento, CA 95833
Phone: (916) 239-4060
Fax: (916) 924-7323

INSERTION ORDER

Legal Name of Company or Agency _____

Authorized Representative for Placing Order _____

Address _____

City _____ State _____ Zip _____

Phone _____ Contact _____

Email _____

If Agency, name of Advertiser _____

ISSUE	AD SIZE	COST	TIMES RUN	NEW AD
2021 Issue 1	_____	_____	_____	_____
2021 Issue 2	_____	_____	_____	_____
2021 Issue 3	_____	_____	_____	_____

Additional Charges: _____

Total Cost: _____

Special Notes:

I agree to the terms and conditions listed on the prior page.

Signature: _____ Date: _____

Email completed contract to kelly@camgmt.com