

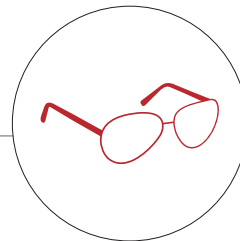
## About the Directory

The OTLA Membership Directory includes a complete list of member attorneys and serves as an important reference for Oregon's community of trial lawyers. The Directory also features advertising under a wide range of category headings.

## Reader Demographics

**\$47K**

is the average salary  
of the readership



Business Litigation .....	19.7%
Consumer Law .....	13.3%
Criminal Law, Civil Rights and Intentional Torts.....	10.9%
Employment Law.....	19.3%
Family Law.....	10.2%
Land Use.....	1.7%
<b>Motor Vehicles/Personal Injury.....</b>	<b>42.1%</b>
Products Liability.....	15.1%
Professional Negligence.....	22.4%
Social Security/Disability.....	4.2%
Workers' Compensation .....	18.3%

### READERSHIP

**4,500**

### READERS PER COPY

**3.00**

### CIRCULATION

**1,500**

## Attorney Members by Years Practicing



4-6 YEARS



7-9 YEARS



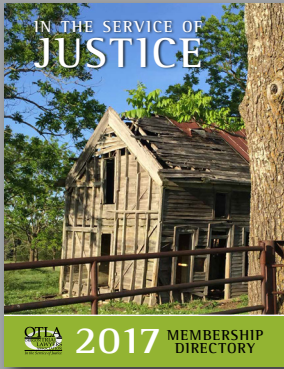
10-14 YEARS



15+ YEARS

For more information,  
please contact:

**AYLA BUCKNER**  
 503-445-2224  
 ayla@llmpubs.com



## Deadline

September 5, 2017

## Specifications

Ink **Full Color**  
 Trim Size **8.5" x 11"**  
 Binding **Coil**  
 Published **Fall 2017**

## Art Requirements

- A high resolution pdf is the preferred file format.
- All images must be 300 dpi. (Images from the web are not print quality.)
- Fonts embedded.
- Color requirements—All full color ad artwork must be process color (CMYK). No spot colors.

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## Advertising Rates

		2 Years (payable each year)	1 Year
<b>Back Cover*</b>	full color	\$ 2,425	\$ 2,675
<b>Inside Covers*</b>	full color	\$ 2,160	\$ 2,365
<b>Full Tab*</b>	full color	\$ 2,150	\$ 2,345
<b>1/2 Tab</b>	full color	\$ 1,135	\$ 1,255
<b>Full Page</b>	black & white	\$1,110	\$ 1,225
<b>1/2 Page</b>	black & white	\$ 725	\$ 805
<b>1/3 Page</b>	black & white	\$610	\$ 665
<b>1/6 Page</b>	black & white	\$ 410	\$ 510
<b>Text Listing</b>			\$ 280

\*Ad sizes that can have bleeds. Bleeds are 0.125"

- Guaranteed placements (other than covers or tabs) are subject to a 15% premium.
- With the purchase of a display ad, you will receive 1 complimentary text listing.
- Descriptions for text listings start at \$80; additional text listings are half price. See listing ratesheet for more information.
- Advertisers are solely responsible for the rights to the third party images submitted with their ad copy
- All rates are net.

### Inside Covers & Full Pages



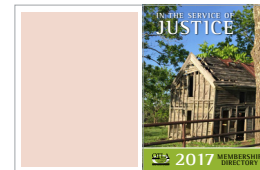
7.5"W x 10"H

### Inside Covers & Full Tabs with Bleed



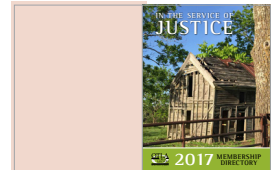
8.75"W x 11.25"H  
 Bleed: 0.125"  
 (8.5"W x 11"H trim size)

### Back Cover



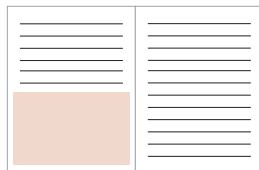
7.5"W x 10"H

### Back Cover with Bleed



8.75"W x 11.25"H  
 Bleed: 0.125"  
 (8.5"W x 11"H trim size)

### 1/2 Page



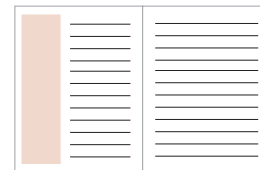
7.5"W x 4.75"H

### 1/3 Page



4.9375"W x 4.75"H

### 1/3 Page



2.375"W x 9.625"H

### 1/6 Page



2.375"W x 4.75"H  
 4.9375"W x 2.25"H

## Ad Material

Upload files at [www.llmpubs.com](http://www.llmpubs.com) or email pdf to [ads@llmpubs.com](mailto:ads@llmpubs.com)

- Name files clearly, indicating your company name and publication.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- Email [ads@llmpubs.com](mailto:ads@llmpubs.com) for more detailed specifications.

**Need help creating an ad?** (Free ad design up to 3 proofs.)

**We can help you! Contact your sales representative.**