



**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 about 3,000 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 about 3,000 Defense Counsel members, 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**

	<b>Wide</b>	<b>High</b>
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**

<b>Frequency</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>
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 [INFO@ASDC.ORG](mailto:INFO@ASDC.ORG) IN HIGH RESOLUTION, PDF, JPG OR TIFF FORMAT**

**Premiums**

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

**DEADLINES**

	<b>Material Deadlines</b>
2023 Issue 1	03/3/2023
2023 Issue 2	06/9/2023
2023 Issue 3	09/29/2023

**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 Once an order for advertising is placed it can not be withdrawn or cancelled in whole or in part.
8. ASCDC reserves the right to review and approve or reject ad submissions. We do not accept job postings or solicitations.

**PAYMENT TERMS AND INVOICING POLICY**

All advertisers must prepay the first ad in full and will receive an electronic invoice All payments must be submitted online. Your account must be in good standing to place multiple advertisements. Any billing or invoicing questions can be directed to Kelly Hoskins, Advertising Coordinator - [kelly@camgmt.com](mailto:kelly@camgmt.com)

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

# Verdict

THE ASSOCIATION OF SOUTHERN CALIFORNIA DEFENSE COUNSEL

**Association of Southern California Defense Counsel**

**2520 Venture Oaks Way, Suite 150**

**Sacramento, CA 95833**

**Tel: (800) 564-6791- Fax: (916) 924-7323 – Email: [info@ascdc.org](mailto:info@ascdc.org)**

## **2023 - 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 \_\_\_\_\_

<b>ISSUE</b>	<b>AD SIZE</b>	<b>COST</b>	<b>TIMES RUN</b>	<b>NEW AD</b>
23' Issue 1	_____	_____	_____	_____
23' Issue 2	_____	_____	_____	_____
23' Issue 3	_____	_____	_____	_____

**Additional Charges** \_\_\_\_\_

**Total Cost** \_\_\_\_\_

Special Notes \_\_\_\_\_

Ad Copy:

E-mailed

Coming

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_