

# Classified Advertising Rates

# 2012

Reach the legal community — *advertise in the Daily Journal*

classifieds@dailyjournal.com • 800-487-8262

**Where legal professionals find jobs** - in print and online at [www.dailyjournal.com/jobs](http://www.dailyjournal.com/jobs)

## Attorneys

	5 print days	10 print days
Los Angeles Daily Journal:	\$580/inch	\$965/inch
San Francisco Daily Journal:	380/inch	570/inch
The (Sacramento) Daily Recorder:	195/inch	360/inch

15% discount on ads running in two or more of the publications listed above

## Paralegals

Los Angeles Daily Journal:	\$512/inch	\$816/inch
San Francisco Daily Journal:	280/inch	475/inch

## Support Staff

Los Angeles Daily Journal:	\$480/inch	\$792/inch
San Francisco Daily Journal:	280/inch	475/inch

**Blind boxes:** Maintain confidentiality - responses sent via the Daily Journal. \$50

**Premium placement** for online employment ads: \$100

**Office Space** - in print and online

	10 print days	20 print days
Los Angeles Daily Journal:	\$380/inch	\$660/inch
San Francisco Daily Journal:	220/inch	380/inch

Add one of our local newspapers: \$2/day

**Expert Witness advertising** - in print and online at [www.dailyjournal.com/lrc](http://www.dailyjournal.com/lrc)

Los Angeles Daily Journal: \$16/day	2-inch ad • 6-month contract
San Francisco Daily Journal: \$9/day	
(Sacramento) Daily Recorder: \$8/day	

**Specialized Legal Services** - in print and online at [www.dailyjournal.com/lrc](http://www.dailyjournal.com/lrc)

Los Angeles Daily Journal: \$15/day	1-inch ad • 2-month contract. Additional discounts available on larger ads.
San Francisco Daily Journal: \$7/day	
(Sacramento) Daily Recorder: \$8/day	

**5-days only** - in print and online at [www.dailyjournal.com](http://www.dailyjournal.com)

\$200/inch Los Angeles Daily Journal
\$100/inch San Francisco Daily Journal

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## What fits in a 1-inch ad?

The column width for all Daily Journal publications is 2.875". A 1-inch ad gives you room for a one-line heading, two lines of text and one line for contact information. The best way to know how many words you can include in one inch is to send us your ad text by email to [classifieds@dailyjournal.com](mailto:classifieds@dailyjournal.com). We will format your ad and return a proof and cost estimate. Then you have the chance to make changes.

Your ad doesn't run until you approve both ad text and cost.

## Logos and art work:

We can include your company logo in your advertisement if transmitted by email as eps, tif, pdf or jpeg file.

You may provide the entire advertisement as a pdf or our art department will create an ad to your specifications at no additional charge. Please allow at least one additional day for advertisements with art work.

## Daily Journal local newspapers (print only)

5 days/week	1 week	2 weeks	4 weeks
(Los Angeles) Daily Commerce	\$140	\$260	\$390
The (Sacramento) Daily Recorder	182	344	380
The Inter-City Express (Oakland)	100	180	200
San Jose Post-Record	100	180	96
Sonoma County Herald-Recorder	100	180	200
<b>3 days/week</b>			
Orange County Reporter	70	120	150
San Diego Commerce	70	120	150

Discounted rates for longer ad runs by contract.

**Special Rates:** We offer various promotions for certain types of advertising and for certain publications or combinations of publications. Promotions may be cancelled without prior notice.

**Deadlines:** Los Angeles and San Francisco Daily Journal: 1:30 p.m. the day prior to publication. All others: noon, 2 days prior to publication

**Cancellations:** Ads running for more than one month may be cancelled in writing 3 hours before deadline. No cancellations are allowed on ad runs of less than 21 days.

**Terms:** All advertisers without approved credit must prepay by check. Payment for advertising is due within 30 days. A service charge of 1.5% (18% per annum) will be applied to any charges not paid within 60 days. Any account more than 90 days past due will result in termination of advertising contract.

**Agencies:** Recognized advertising agencies receive a 15% discount. This discount may not be combined with any other Daily Journal special rate or promotion. Advertiser and/or agency represent that either has the authority to place the ad and agree to assume liability for all ads as well as any claim arising therefrom made against the Daily Journal Corporation.

The Daily Journal Corporation reserves the right to reject any advertising copy or cancel any advertisement at any time without penalty to either party.

The Daily Journal Corporation will not knowingly accept or publish any material that is in violation of the law.