

2012 Print Advertising Rates

	1X	5X	13X	26X	52X
Back Page*	\$4,990	\$4,457	\$3,880	\$3,436	\$2,770
Full	\$4,440	\$3,907	\$3,330	\$2,886	\$2,220
Junior	\$3,663	\$3,223	\$2,747	\$2,381	\$1,832
Half	\$2,331	\$2,051	\$1,748	\$1,515	\$1,166
Quarter	\$1,166	\$1,026	\$874	\$758	\$583
Sixth	\$777	\$683	\$583	\$505	\$388
Eighth	\$611	\$537	\$458	\$397	\$305
Front Page*	\$1,283	\$1,129	\$962	\$834	\$641

* Front and back pages include process color

Professional Announcements*	b/w	Color
Full	\$6,348	\$6,898
Half	\$3,333	\$3,883
Quarter	\$1,666	\$2,216

* Professional Announcements include 2 insertions

2012 Web Advertising Rates

	1X	5X	13X	26X	52X
Spotlight	\$522	\$459	\$392	\$339	\$261
300x250	\$653	\$575	\$490	\$424	\$327

Ad rates based on 10,000 web impressions. Additional impressions available.

Daily News Alert – weekly

	1X	5X	13X	26X	52X
Spotlight	\$895	\$788	\$671	\$582	N/A
300 x 250	\$1,119	\$985	\$839	\$727	N/A

Case Alert – weekly

	1X	5X	13X	26X	52X
Spotlight	\$626	\$551	\$470	\$407	N/A
300 x 250	\$783	\$689	\$587	\$509	N/A

In Practice Alert – monthly

	1X	5X	13X	26X	52X
Spotlight	\$626	\$551	\$470	\$407	N/A
300 x 250	\$783	\$689	\$587	\$509	N/A

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The Recorder's Essential California Legal Content provides attorneys and law firms a means to stay sharp in an increasingly competitive and challenging legal marketplace. The unique combination of our always-current website, daily news and case email alerts, and must-read weekly newspaper offer both convenience and thorough coverage of the legal developments attorneys need to know to help your firm succeed.

Because The Recorder is an indispensable part of the daily practice of California's legal decision-makers, it provides excellent print and digital marketing platforms.

DEADLINE

5 pm Wednesdays for Monday publication.
Special Report deadlines shown separately.

MECHANICALS

Back Page	10 1/8 x 13 1/2
Full	10 1/8 x 13 1/2
Junior	7 5/8 x 10
Half	10 1/8 x 6 1/2
Quarter	5 x 6 1/2
Sixth	5 x 4 1/2
Eighth	5 x 3 1/2
Front Page	2 x 2 1/2

For guaranteed position, add 20 percent
Add process color \$550

J.P. Walsh, jwalsh@alm.com
415.490.1053
Legal Services, Recruitment

Charlie Shively, cshively@alm.com
415.490.1054
Law Firm, eDiscovery

Brian Hunt, bhunt@alm.com
415.490.1041

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