

TRIAL BRIEFS

The Official Publication of the North Carolina Advocates for Justice



WHO ARE WE?

The **North Carolina Advocates for Justice** is a nonpartisan association of legal professionals **dedicated to protecting people's rights** through community, education and advocacy. **Trial Briefs** is a critical component of the NCAJ communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY NCAJ?

- ➔ With a **20% increase** in the past decade, North Carolina has the **fastest-growing active attorney population** in the U.S.
- ➔ NCAJ has served our members for 60 years and currently has **2,000 members**.
- ➔ **The businesses our members use include,** settlement funding, banking, court reporting, expert witnesses, medical consultants, video tape services.

NET ADVERTISING RATES

Print Edition Advertising	1x	4x/8x
Premium Position*	\$1,740	\$1,445
Full Page	\$1,175	\$980
1/2 Page	\$795	\$660
1/3 Page	\$615	\$510
1/4 Page	\$460	\$385
1/8 Page	\$285	\$235
Digital Edition Advertising	1x	4x/8x
Tile + interstitial digital package	\$1,575	N/A
Tile + landing page digital package	\$1,575	N/A
Tile + interstitial print package**	\$1,325	N/A
Tile + landing page print package**	\$1,325	N/A
Tile à la carte	\$875	N/A

[CLICK HERE FOR AD EXAMPLES](#)

* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

** Discounted digital + print packaging available with 1/2-page print ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

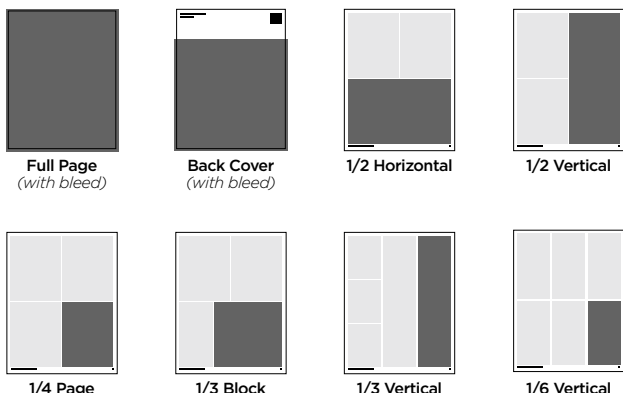
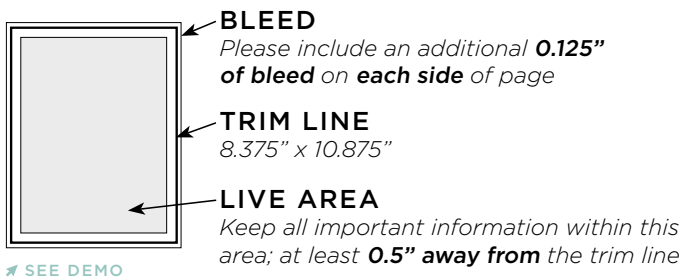
Issue Number	Artwork Due	Delivered to Members
Volume 5 Issue 1	11/14/22	January 2023
Volume 5 Issue 2	2/20/23	April 2023
Volume 5 Issue 3	6/23/23	August 2023
Volume 5 Issue 4	8/18/23	October 2023

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Magazine Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/8 Horizontal	3.875" x 2.34

Digital Ad Size	Magazine Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.