

You are Cordially Invited...

To participate as an advertiser!

Our reasonable advertising rates provide you an excellent opportunity to highlight your services to our membership, through a variety of options.

Website Advertising

Reach thousands on the World Wide Web, by advertising on our official website, www.caldra.org. Visitors are able to search for a reporter through our on-line membership directory. Our agency links portion of the site provides you the option of:

- A hotlink to your e-mail address, or
- A hotlink directly to your website

See the enclosed application for rates and details.

Newsletter Advertising

We offer the option to change your ad for each issue, at no additional cost, as long as the ad size remains the same, and ads are received prior to deadlines. Advertisers who commit to a four-issue publication receive a discount on pricing (please see enclosed rate sheet for details).

- Display Ads
- Member Listings
- The Freelance Directory
- Classified Ads

No matter what your advertising need, DRA has an option customized just for you. Take a look at the enclosed materials and please don't hesitate to contact us with any questions.

The Deposition Reporters Association of California

7172 Regional Street #111

Dublin, CA 94568

888-867-2074 Phone

925-905-2611 Fax

cal_dra@yahoo.com

DEPOSITION REPORTERS ASSOCIATION

WEBSITE ADVERTISING

www.caldra.org

Member Name: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

E-mail: _____

Website URL: _____

ADVERTISING OPTIONS

You must be a member in good standing of the Deposition Reporters Association of California (DRA) to participate in website advertising

-- Member name, company name, address, phone, website address and link to your e-mail (this does not include a link to your website).
\$50 annually

-- Member name, company name, address, phone, e-mail address and link to website (please provide URL above).
\$100 annually

METHOD OF PAYMENT TO BE REMITTED TO:

7172 Regional Street #111, Dublin, CA 94568, 888-867-2074 Phone, 925-905-2611 Fax

-- Check made payable to "DRA" is enclosed.

-- Please charge my (circle one): VISA MasterCard
Card Number: _____ Exp.
Date: _____ CVV2#: _____ *This is the 3 digit code found on the signature line of card.
Signature: _____

I understand this is not an endorsement and DRA will not be held liable for any referrals received in this matter.

Signature

Date

DEPOSITION REPORTERS ASSOCIATION

NEWSLETTER CONDITIONS FOR ADVERTISING

“The Deposition Reporter”

The Deposition Reporter is the official publication of the Deposition Reporters Association of California. Its direction and purpose are to promote the purpose and effectiveness of deposition reporting, to advance the interests and general welfare of the deposition reporting profession, to promote a broader understanding and acceptance of deposition reporters as an integral part of the judicial system, and to promote certified shorthand reporting over alternative reporting methods.

PUBLICATION SCHEDULE

Four online issues per year; January/April/July/October






CIRCULATION

Our mailing is directed to our membership (approximately 800).

AD OPTIONS AND RATES

All ads are black and white. Computer files should be grayscale graphics (TIFF or JPEG, Windows byte order) at a resolution of 300 dpi. Grayscale PDF files at the same resolution are also acceptable provided that no access passwords or read-only attributes are set and all used fonts are embedded. Submission of files by disk should be on PC-formatted media.

DISPLAY ADS

SIZE	COST PER ISSUE:	1X	4X	DIAGRAM
TWO PAGE SPREAD Image area is: 7.5”w x 9.375”h per page		\$600	\$360	
ONE FULL PAGE Image area is: 7.5”w x 9.375”h		\$300	\$180	
HALF PAGE Image area is: 7.5”w x 4.5”h		\$150	\$90	
QUARTER PAGE Image area is: 3.5”w x 4.5”h		\$75	\$45	
SIXTH PAGE Image area is: 3.5”w x 3.0”h		\$55	\$40	

MEMBER LISTINGS

Member listings are limited to members only and will be listed in alphabetical order. All member/agency listings must be prepaid.

SIZE	COST PER ISSUE	DIAGRAM
BUSINESS CARD	\$110 for four issues	

Image area is: 3.5”w x 2”h (horizontal) Standard business card size. Please submit an original business card.

CLASSIFIED ADS

Classified ads must not exceed 30 characters and/or spaces per line and must be prepaid. Ads must be received in writing (type only, handwritten ads not permitted). The name, telephone and e-mail address of the person placing the ad must accompany the classified ad.

SIZE	COST PER ISSUE	ADDITIONAL LINES
THREE LINES <i>(not to exceed 30 characters/spaces per line)</i>	\$75 for four issues	\$2.20 each

FREELANCE DIRECTORY

Freelance Directory listings are limited to members only and will be listed in alphabetical order. Each listing will feature the reporters name, address, telephone, fax, e-mail address and areas served (limited to three counties/cities). Cost: \$30 for four issues.

PAYMENT POLICY

First-time and one-time advertisers must submit payment for one issue's advertisement along with the insertion order. *The Deposition Reporter* reserves the right to require payment in advance until credit is established. Invoices are payable on receipt. If payment is not received within 30 days after the invoice date, a 1.5% per month service charge may be added to the bill. If space is reserved and materials do not arrive by press time, advertiser will be billed for space.

DEADLINE DATES AND ARTWORK

Insertion orders must be received at least 45 days prior to the month of publication. Ads will not be placed until a signed insertion order is received. A new contract, to be signed by the advertiser, will be sent each year thereafter. All verbal instructions regarding contracts and/or insertions must be confirmed by the advertiser in writing (fax and e-mail accepted).

<u>Issue</u>	<u>Deadline Date</u>
January	November 25
April	February 25
July	May 25
October	August 25

Camera-ready material must be submitted by the deadline date. Electronic ads accepted in PDF, TIFF, EPS or JPEG formats. Previous ads will be repeated if new copy or notice of discontinuance is not received by deadline date. Approval of the proof must be made no less than 30 days before month of publication. Proof changes, except for corrections of publisher's or printer's errors, will be charged. *The Deposition Reporter* is not responsible for any layout or production errors. Client is responsible for ads that are not camera ready. Agency ads are non-commissionable.

IMPORTANT NOTICE: Position of advertisements will be guaranteed only when a premium is paid. Special requests will be acknowledged and courtesy extended whenever possible. Due to postal regulations, advertisements will not be published on the outside back page (mailing panel). Any other special placement requests will be accepted from annual advertisers only, and there will be a **5% surcharge** on the annual advertising rate that will be included in the first billing period.

LATE CHARGES, CREDITS AND SHORT RATES

Late charges: Advertisements submitted after the closing deadline that requires special layout into the magazine will be charged at the prevailing rate.

Credits and Short Rates: If advertiser places more advertisements within the contract year than originally contracted for and advertiser is eligible for lower rate, credit will be applied. If, by the end of the contract year, advertiser had not used the full amount of advertising contracted for, a short rate will be applied.

CANCELLATIONS

Cancellations or changes in insertion orders must be received in writing by the deadline date. An advertiser canceling after the deadline must pay the full charge for space. Advertisers who fail to complete a committed schedule will be subject to a short rate.

DELINQUENT ACCOUNTS

Advertisers with accounts that are outstanding 60 days or more will be restricted from advertising until the account is brought up to date. Interruptions in contract due to non-payment will cause an advertiser to forfeit reduced rates. It is imperative that the advertiser and/or agency monitor their payment schedule to ensure a continuing contract. *The Deposition Reporter* reserves the right to require full payment in advance from companies with a poor credit history.

PUBLISHER'S COPY PROTECTIVE CLAUSE

• Advertisers and their agencies assume full liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising there from made against *The Deposition Reporter*.

• Advertising must uphold the dignity of the profession, be truthful and in good taste. *The Deposition Reporter* reserves the right to reject any advertising that it deems inappropriate to its policies and standards.

• No conditions printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with *The Deposition Reporter's* stated policies will be binding on *The Deposition Reporter*, and may conflict with the terms or conditions of *The Deposition Reporter* policies for accepting advertising.

• The Advertising Department and/or the Editorial Board of *The Deposition Reporter* reserves the right to refuse any advertisement.

Business Offices

DEPOSITION REPORTERS ASSOCIATION OF CALIFORNIA (DRA)

7172 Regional Street #111

Dublin, CA 94568

888-867-2074 Phone

925-905-2611 Fax

DEPOSITION REPORTERS ASSOCIATION
NEWSLETTER ADVERTISING INSERTION ORDER
 "The Deposition Reporter"

Company Name: _____
 Contact Person: _____
 Mailing Address: _____
 City: _____ State: _____ Zip Code: _____
 Telephone: _____ Fax: _____
 E-mail: _____
 Advertising Agency (if any): _____
 Contact Person: _____
 Agency Address: _____
 Telephone: _____ Fax: _____
 E-mail: _____

I hereby authorize advertising to be placed in *The Deposition Reporter* for _____ number of insertions.
 Issue(s) of insertion: _____

TYPE OF AD

DISPLAY ADS	1x	4x
-- Two Page Spread	\$600	\$360
-- One Full Page	\$300	\$180
-- Half Page	\$150	\$90
-- Quarter Page	\$75	\$45
-- Sixth Page	\$55	\$40

\$ _____ Advertising Rate
 \$ _____ Artwork/Other Charges
\$ _____ TOTAL COST

MEMBER LISTING

-- Business Card, \$110 annually

All first-time advertisers must pay first insertion in advance.

CLASSIFIED AD

-- Three lines \$75, Additional lines \$2.20 each

FREELANCE DIRECTORY

-- \$30 annually
 Please list areas served (limited to three counties/cities): _____

METHOD OF PAYMENT TO BE REMITTED TO:

7172 Regional Street #111, Dublin, CA 94568, 888-867-2074 Phone, 925-905-2611 Fax

-- Check made payable to "DRA" is enclosed.

-- Please charge my (circle one): VISA MasterCard

Card Number: _____ Exp.

Date: _____ CVV2#: _____ *This is the 3 digit code found on the signature line of card.

Signature: _____

I have read and understand The Deposition Reporter's Conditions for Advertising.

Signature

Date

