

# CLASSIFIED ADVERTISING RATES 2021

REACH THE LEGAL COMMUNITY – ADVERTISE IN THE DAILY JOURNAL

Effective January 1, 2021

Where legal professionals find jobs – in print and online at dailyjournal.com

## ATTORNEYS

	5 print days	10 print days
Los Angeles Daily Journal .....	\$605/inch	\$1010/inch
San Francisco Daily Journal .....	392/inch	588/inch
The (Sacramento) Daily Recorder.....	204/inch	377/inch

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

## PARALEGALS

	5 print days	10 print days
Los Angeles Daily Journal .....	\$522/inch	\$832/inch
San Francisco Daily Journal .....	286/inch	485/inch
The (Sacramento) Daily Recorder.....	184/inch	347/inch

## SUPPORT STAFF

	5 print days	10 print days
Los Angeles Daily Journal .....	\$490/inch	\$808/inch
San Francisco Daily Journal .....	286/inch	485/inch
The (Sacramento) Daily Recorder.....	184/inch	347/inch

Premium online placement for employment ads: ADD \$105

## OFFICE SPACE – in print and online

	10 print days	20 print days
Los Angeles Daily Journal .....	\$400/inch	\$700/inch
San Francisco Daily Journal .....	240/inch	420/inch

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

**SPECIAL RATES:** From time to time we offer promotions on specific types of advertising and for certain publications or combination of publications. Promotions may be canceled without prior notice.

**DEADLINES:** Los Angeles and San Francisco Daily Journal: 2:30 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 canceled 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.

### EXPERT WITNESS DIRECTORY

\$675/YEAR

Los Angeles and San Francisco editions  
Fridays in Verdicts & Settlements  
[www.dailyjournal.com/EXPERTS](http://www.dailyjournal.com/EXPERTS)

### ATTORNEY SPECIALTIES

\$286/YEAR

Fridays in Los Angeles and San Francisco editions  
[www.dailyjournal.com/ATTORNEYS](http://www.dailyjournal.com/ATTORNEYS)

### SPECIALIZED LEGAL SERVICES

1" ad in print and online (3 month minimum)

Los Angeles Daily Journal \$15.90/day  
San Francisco Daily Journal \$8/day  
Los Angeles AND San Francisco \$18/day

Includes online. Discounts available for larger ads.

**IN A HURRY? 5-DAY  
SPECIALIZED LEGAL SERVICES AD**  
\$205/inch Los Angeles Daily Journal  
\$105/inch San Francisco Daily Journal

### 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, four 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 ad text and cost.

**BLIND BOXES:** Maintain confidentiality. Responses emailed as they are received. \$50 fee

**LOGOS AND ARTWORK:** We can include your company logo in your advertisement if transmitted by email as an eps, tif, pdf or jpg file.