

2025 MEDIA KIT

the Verdict



ABOUT

More than 40 years of bringing top-quality news and information to the legal profession, *the Verdict* is the premier trade magazine that no other legal association offers. With insight and intelligence, *the Verdict* keeps our readers up-to-date with articles, reports, products and services related to the issues that matter to them.

Published quarterly, *the Verdict* has succeeded in becoming a publication that is not only relevant to those lawyers practicing in British Columbia, but one that is truly a national journal.

Whether it's editorials that provoke heated debate and comment, or the newest developments in litigating brain injury cases, *the Verdict* is a top-notch resource for trial lawyers and those who work with the legal profession.



READERS

- TLABC members are predominantly 35-60 years old.
- Most TLABC members have been called to the BC Bar 20 to 30 years.
- 80% of TLABC members authorize or are involved in the purchasing process or are involved in some way in the process.
- TLABC members rank *the Verdict* as excellent and/or above average in content and relevance to their practice.
- *The Verdict* is distributed to all judges in the Supreme Court of Canada, Supreme Court of BC, Court of Appeal of BC and the Provincial Court of BC.

EDITORIAL CALENDAR

// I've been advertising in *the Verdict* for over 20 years. The publication is exceptional in quality and content, targeting the majority of my customers.
- Beverli Barnes Custom Design

Spring 2025 Issue 184

Summer 2025 Issue 185

Fall 2025 Issue 186

Winter 2025 Issue 187

CIRCULATION

TLABC Members (print & digital)

Judges – Supreme Court of Canada,

Supreme Court of BC, BC Court of

Appeal and Provincial Court of BC

BC MLAs/Government

Canadian Law Libraries/Universities/

Interested Parties

TOTAL CIRCULATION (print & digital) **2000**

AVERAGE ISSUE AUDIENCE **6000**

Disinherited.com has written an Estate column and advertised in *the Verdict* for over 15 years.

// The article has always been prominently displayed and has more than paid for itself over the years, ranging from monetary gain to professional recognition.

- Trevor Todd

RATE CARD

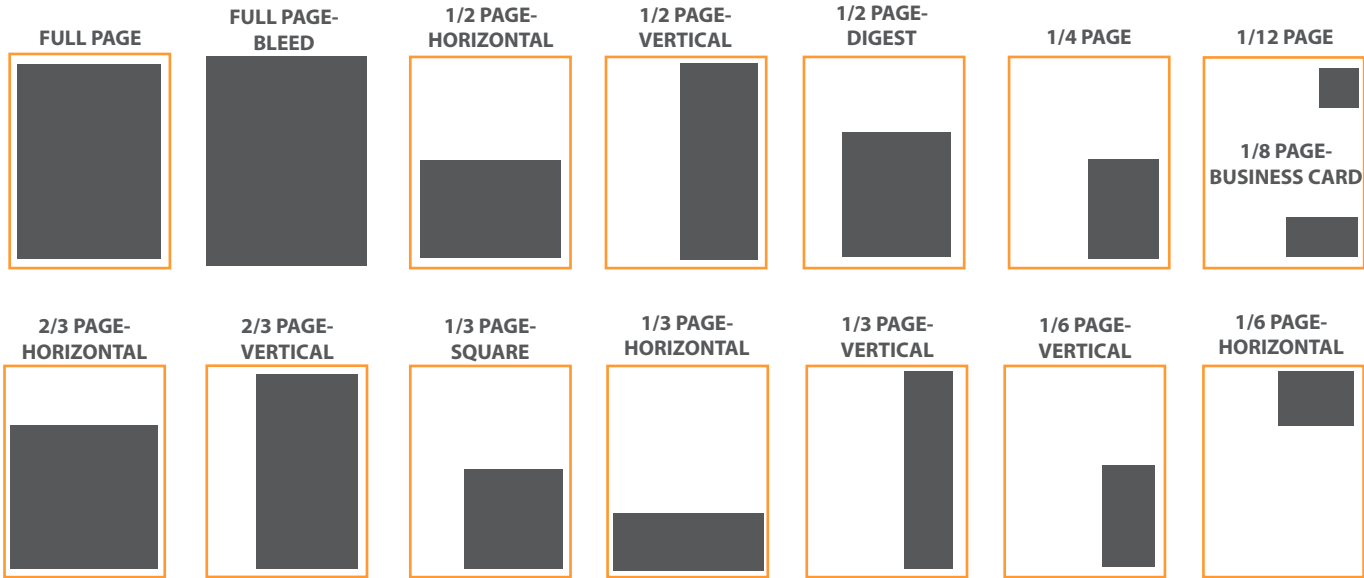
BLACK & WHITE	1x	4x	8x	12x
Double Page Spread	\$1815	\$ 1625	\$ 1450	\$ 1270
Full Page	990	890	790	690
2/3 Page	850	765	680	600
1/2 Page	770	695	615	545
1/3 Page	690	615	545	485
1/4 Page	600	545	485	425
1/6 Page	465	415	370	325
1/8 Page	415	370	325	290
1/12 Page	335	290	260	215

FULL COLOUR	1x	4x	8x	12x
Double Page Spread	\$ 2520	\$ 2255	\$1925	\$ 1755
Full Page	1390	1250	1110	975
2/3 Page	1195	1075	965	845
1/2 Page	1080	970	865	765
1/3 Page	965	865	765	680
1/4 Page	855	765	690	580
1/6 Page	655	580	530	480
1/8 Page	580	545	460	415
1/12 Page	415	415	365	305

ADVERTORIAL	1x
per 1000 words	\$1150

*For rates on Back Covers, please contact the publisher.

MECHANICAL REQUIREMENTS



ISSUE

Spring 2025 (#184)
 Summer 2025 (#185)
 Fall 2025 (#186)
 Winter 2025 (#187)

BOOKING DEADLINE

11 Dec 2024
 26 Mar 2025
 25 June 2025
 24 Sept 2025

COPY DEADLINE

3 Jan 2025
 3 Apr 2025
 3 July 2025
 2 Oct 2025

AD SIZES

AD SIZES	WIDTH BY HEIGHT
Double Page Spread - Bleed	16.5" x 10.875"**
Double Page Spread	16.245" x 10.625"**
Full Page	6.95" x 8.975"
Full Page - Bleed	8.35" x 10.875"**
2/3 Page - Horizontal	6.95" x 5.93"
2/3 Page - Vertical	4.5" x 8.975"
1/2 Page - Vertical	3.3" x 8.975"
1/2 Page - Horizontal	6.95" x 4.4"
1/2 Page - Digest	4.5" x 5.9"
1/3 Page - Vertical	2.14" x 8.97"
1/3 Page - Horizontal	6.95" x 2.875"
1/3 Page - Square	4.58" x 4.4"
1/4 Page	3.3" x 4.4"
1/6 Page - Vertical	2.2" x 4.4"
1/6 Page - Horizontal	3.4" x 2.875"
1/8 Page (Business Card)	3.5" x 2"
1/12 Page	2.2" x 2.1"



* See Ad Specifications for more information



the Verdict is an example of TLABC dedication to excellence!"

Heather Lamoureux

AD SPECIFICATIONS

PRINTING PROCESS

Sheet fed offset.

LINE SCREEN

200-420, 300 dpi (minimum) to 400 dpi image resolution (recommended)

BINDING METHOD

Perfect Bound

BLEEDS

All critical type or illustrative matter should be a minimum of 3/8" from the trim edges. Bleed ads must show crop marks and extend 1/4" beyond trim edges.

PUBLICATION

Copy printed on 80lb. gloss text with 80lb. gloss cover stock.

ARTWORK

Ad material should be supplied in Adobe Portable Document Format (PDF, PDFX1a, PDFX3) with all fonts embedded and high resolution images (EPS, JPEG, TIFF) if applicable. Camera-ready and film ads will not be accepted.

MEDIA

We accept ads via email, flash drive, CD ROM or FTP.

COLOUR ADS

Please supply digital format four colour files (CMYK). Digital files for colour ads must be accompanied by a colour match proof.

BLACK & WHITE ADS

Digital ad material required. Black & white files must include a laser proof.

ADVERTISING GUIDELINES

GENERAL POLICY

- ✓ All advertising is subject to the approval of the publisher for content and design.
- ✓ Any creative services, or necessary changes to typesetting and production will be charged to the client. An additional charge of \$75 per ad is applicable for creation of a PDF for an ad supplied in a native page layout format.
- ✓ There is a 25% charge for special placement (excluding inside front cover, inside back cover and outside back cover).
- ✓ All services provided and materials created are the exclusive copyright and moral rights of the designer unless otherwise specified in writing.
- ✓ Without prior written approval by the publisher, no work shall be used or published for any purpose other than in the Verdict magazine.
- ✓ Alterations modifying the contractor's scope shall be billed as additional services.
- ✓ Advertisements cannot be cancelled after space deadline.
- ✓ The publisher reserves the right to increase the advertising rates for any issue on 30 days written notice before the space order closing date of the issue. All contracts and insertion orders are subject to this reservation. The publisher shall not be subject to any liability whatsoever for failure to publish or circulate any advertisement, in whole or in part.
- ✓ Short Rate Policy: A short rate will apply if advertiser has not earned the billed rate at end of contract period.
- ✓ Advertising will be billed per issue with full payment due Net 30. First time advertisers are required to include payment in full with signed contract.
- ✓ Advertising rates do not include Goods and Services Tax.