

# LANDSLIDE®

A Publication of the ABA Section of Intellectual Property Law

Format: Magazine                      Frequency: 6 times per year – bimonthly

Website: [abanet.org/intelprop/landslide](http://abanet.org/intelprop/landslide)

- Keywords: ■ Copyright Law ■ Patent Law ■ Trademark Law ■ Trade Secrets  
 ■ Intellectual Property Law ■ IP Litigation ■ IP Valuation ■ Industrial Design  
 ■ Literary and Artistic Works ■ Scientific Works and Innovation ■ E-Commerce

The bimonthly issues of *LANDSLIDE*® provide rich perspective and analysis valued by the members of the ABA Section of Intellectual Property Law and thought-leaders in intellectual property law. Whether they represent the legal interests of the nation’s top business as in-house counsel, in private practice, lawyers in government service, the judiciary or legal education, they find a unique IP resource through the pages of *LANDSLIDE*.

## LANDSLIDE – 2011 PUBLISHING SCHEDULE

COPYRIGHT   
  PATENT   
  TRADEMARK   
  TRADE SECRETS   
  VARIOUS

**JANUARY/FEBRUARY 2011**      Ad Space Close: **NOVEMBER 14**    |    Material Close: **DECEMBER 2**    |    MAILED: **JANUARY 6**

|   |   |
|---|---|
| <p><span style="color: blue;">■</span> <b>Effective Use of Patent Opinions</b></p> <p><span style="color: blue;">■</span> <b>Managing Evidence in IP Litigation</b></p> | <p><span style="color: blue;">■</span> <b>Privacy in a Digital World</b></p> <p><span style="color: purple;">■</span> <b>Copyright in Fashion</b></p> |
|---|---|

**MARCH/APRIL 2011**              Ad Space Close: **JANUARY 13**    |    Material Close: **FEBRUARY 3**        |    MAILED: **MARCH 8**

|   |  |
|---|--|
| <p><span style="color: blue;">■</span> <b>Licensing for New Product Ideas</b></p> <p><span style="color: blue;">■</span> <b>Practical Patent Strategies for China</b></p> | <p><span style="color: purple;">■</span> <b>Extending Trademark Protection</b></p> <p><span style="color: blue;">■</span> <b>Enforceability of Machine Patents</b></p> |
|---|--|

**MAY/JUNE 2011**                      Ad Space Close: **MARCH 10**    |    Material Close: **MARCH 31**    |    MAILED: **MAY 5**

|  |   |
|--|---|
| <p><span style="color: purple;">■</span> <b>Recording Agreements</b></p> <p><span style="color: blue;">■</span> <b>IP Auctions</b></p> | <p><span style="color: purple;">■</span> <b>Grey Market Solutions</b></p> |
|--|---|

**JULY/AUGUST 2011**                  Ad Space Close: **MAY 12**        |    Material Close: **JUNE 2**        |    MAILED: **JULY 7**

|   |  |
|---|--|
| <p><span style="color: blue;">■</span> <b>Licensing</b></p> <p><span style="color: blue;">■</span> <b>The Venture Capital Perspective</b></p> | <p><span style="color: blue;">■</span> <b>Patent Exhaustion</b></p> <p><span style="color: purple;">■</span> <b>Brand Extensions</b></p> |
|---|--|

■ COPYRIGHT  
 ■ PATENT  
 ■ TRADEMARK  
 ■ TRADE SECRETS  
 ■ VARIOUS

SEPTEMBER/OCTOBER 2011 Ad Space Close: **JULY 14** | Material Close: **AUGUST 4** | MAILED: **SEPTEMBER 6**

- **Winning Copyright Cases**
- **37CFR1.56**
- **Vertical Licensing**
- **Arbitration and Mediation**

NOVEMBER/DECEMBER 2011 Ad Space Close: **SEPTEMBER 15** | Material Close: **SEPTEMBER 29** | MAILED: **NOVEMBER 8**

- **To be determined**
- **To be determined**
- **To be determined**
- **To be determined**
- **To be determined**

CIRCULATION

*Landslide* Sworn Statement of Circulation

| Average Total Circulation: 24,824 | Total Subscribers | Non-Paid Subscribers | Paid Subscribers | Association Subscribers |
|-----------------------------------|-------------------|----------------------|------------------|-------------------------|
| 6-Month Period Ended June 2010    | 23,077            | na                   | 23,077           | 23,077<br>(100%)        |

**Issue Analysis:** May / June 2010

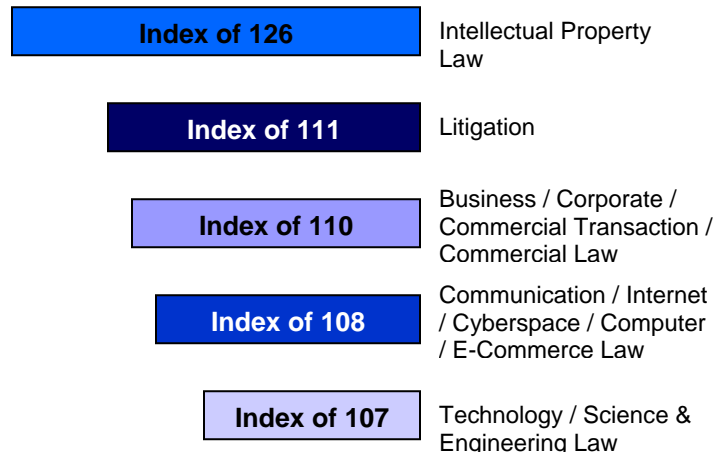
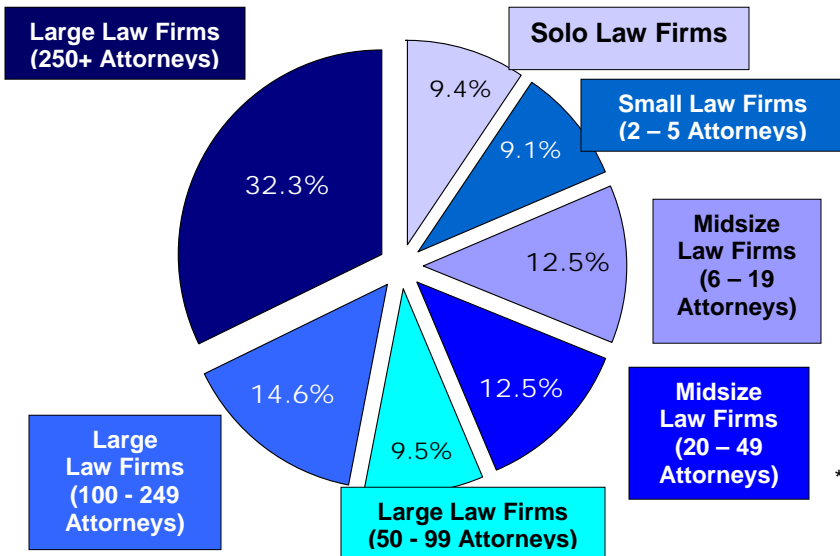
**Field Served:** *Landslide* serves the members of the ABA Section of Intellectual Property Law, the legal profession, and others allied to the field.

**Definition of Recipient:** Recipients are individuals who receive *Landslide* as a benefit of their membership status within the ABA Section of Intellectual Property Law. Qualified recipients are lawyers (U.S. and foreign); legal assistants, legal administrators, law office managers, government business managers, and other Associate members of the American Bar Association; law students; law libraries; and other titled and non-titled personnel allied to the legal profession.

**The ABA Section of Intellectual Property Law: Membership Analysis**

Firm Size – as reported

Five Significant Practice Areas – as reported\*



\* Practice Area of Concentration Report – Self-Selected from 280 PACs, Multiple Mentions Allowed

## Practice Setting – as reported

| Private Practice | In-House Counsel | Gov't | Legal Ed. | Judiciary | Others |
|------------------|------------------|-------|-----------|-----------|--------|
| 80.1%            | 12.9%            | 1.9%  | 1.4%      | 0.6%      | 3.1%   |

Source: Publisher's Own Data, Membership Analysis, July 2010

Advertising Rate Card # 3, effective 1 September 2010

## ADVERTISING RATES

### Rates per Black & White Ad Insertion, *gross*

| Advertising Unit | 1x      | 4x      | 8x      | 12x     | 18x     |
|------------------|---------|---------|---------|---------|---------|
| 1-Page           | \$2,450 | \$2,315 | \$2,190 | \$2,085 | \$1,950 |
| 2/3-Page         | \$2,025 | \$1,890 | \$1,790 | \$1,715 | \$1,625 |
| 1/2-Page Island  | \$1,775 | \$1,670 | \$1,575 | \$1,500 | \$1,420 |
| 1/2-Page         | \$1,595 | \$1,500 | \$1,425 | \$1,355 | \$1,270 |
| 1/3-Page         | \$1,195 | \$1,100 | \$1,055 | \$1,005 | \$915   |
| 1/4-Page         | \$935   | \$895   | \$835   | \$795   | \$730   |
| 1/6-Page         | \$625   | \$580   | \$555   | \$535   | \$500   |

### Rates per 2-Color (process) Ad Insertion, *gross*

Matched or PMS Color: \$200 additional per page or fraction

| Advertising Unit | 1x      | 4x      | 8x      | 12x     | 18x     |
|------------------|---------|---------|---------|---------|---------|
| 1-Page           | \$3,225 | \$3,090 | \$2,965 | \$2,860 | \$2,725 |
| 2/3-Page         | \$2,800 | \$2,665 | \$2,565 | \$2,490 | \$2,400 |
| 1/2-Page Island  | \$2,550 | \$2,445 | \$2,350 | \$2,275 | \$2,195 |
| 1/2-Page         | \$2,370 | \$2,275 | \$2,200 | \$2,130 | \$2,045 |
| 1/3-Page         | \$1,970 | \$1,875 | \$1,830 | \$1,780 | \$1,690 |
| 1/4-Page         | \$1,710 | \$1,670 | \$1,610 | \$1,570 | \$1,505 |

### Rates per 4-Color Ad Insertion, *gross*

| Advertising Unit | 1x      | 4x      | 8x      | 12x     | 18x     |
|------------------|---------|---------|---------|---------|---------|
| 1-Page           | \$3,780 | \$3,645 | \$3,520 | \$3,415 | \$3,280 |
| 2/3-Page         | \$3,335 | \$3,220 | \$3,120 | \$3,045 | \$2,955 |
| 1/2-Page Island  | \$3,105 | \$3,000 | \$2,905 | \$2,830 | \$2,750 |
| 1/2-Page         | \$2,925 | \$2,830 | \$2,755 | \$2,685 | \$2,600 |
| 1/3-Page         | \$2,525 | \$2,430 | \$2,385 | \$2,335 | \$2,245 |
| 1/4-Page         | \$2,265 | \$2,225 | \$2,165 | \$2,125 | \$2,060 |

### Rates for Cover Positions, *gross* – all cover positions are 4-Color

| Advertising Unit             | 1x      | 4x      | 8x      | 12x     | 18x     |
|------------------------------|---------|---------|---------|---------|---------|
| Back Cover / Cover 4         | \$4,255 | \$4,100 | \$3,935 | \$3,820 | \$3,650 |
| Inside Front Cover / Cover 2 | \$4,135 | \$3,985 | \$3,830 | \$3,710 | \$3,555 |
| Inside Back Cover / Cover 3  | \$3,960 | \$3,820 | \$3,705 | \$3,600 | \$3,440 |

Bleed Charge, per page or fraction thereof, extra... 10% of earned black & white space charge.

Special or Guaranteed Position, extra... 15% of earned black & white space charge.

**Inserts:**

Inserts are accepted in all issues. Insert discounts are calculated from the earned black & white page rate:

- |                        |                         |
|------------------------|-------------------------|
| 2 pages — 25% discount | 4 pages — 35% discount  |
| 8 pages — 45% discount | 8+ pages — 50% discount |

A non-commissionable bind-in charge is also required and will be quoted by ABA Publishing.

**SPECIFICATIONS**

Digital File Formats and Color Proofs

- ✓ High-resolution Adobe Acrobat® files (PDFs) are strongly preferred for ad materials submissions. Files may be submitted via email or FTP upload, or on a CD mailed in a trackable method. Digital advertising files may also be provided in QuarkXPress® (version 5.0 or higher), Adobe InDesign®, or Adobe Photoshop® (.eps or .tif), with all associated graphics and fonts.
- ✓ All graphics should be 300 dpi or higher resolution, in CMYK color (no RGB).
- ✓ Live matter should be kept 1/4” from each measurement. Spread pages should be created as two separate full pages. Any art or text elements intended to bleed off of the page should have a 1/8” of bleed outside of trim.
- ✓ Laser composite proof required to assist in preflighting digital ad files. For critical color match, a high-res, digital color proof (i.e. Kodak Approval, Fuji FirstProof, etc.) is required. Accurate color reproduction can not be guaranteed without an accompanying SWOP-certified proof.
- ✓ For availability of special or customized ad sizes contact ABA Ad Sales.

Mechanical Specifications

|                  |                                  |
|------------------|----------------------------------|
| <b>Trim Size</b> | 8-3/8” x 10-7/8”                 |
| <b>Safe Area</b> | 7-7/8” x 10-3/8”                 |
| <b>Format</b>    | 3 Column - Standard              |
| <b>Cover</b>     | Sheetfed offset, 4/Color, Coated |
| <b>Binding</b>   | Saddle Stitch                    |

Ad Dimensions

| <b>Ad Size</b>         | <b>Width</b> | <b>Depth</b> |
|------------------------|--------------|--------------|
| <b>1-Page</b>          | 7”           | 10”          |
| <b>1-Page Bleed</b>    | 8-1/2”       | 11-1/8”      |
| <b>1/2-Page Island</b> | 4-9/16”      | 7-1/2”       |
| <b>1/2-Page (H)</b>    | 7”           | 4-7/8”       |
| <b>1/4-Page (H)</b>    | 4-9/16”      | 3-3/4”       |

Images

- 300 dpi (dots per inch) minimum
- Actual size
- CMYK color model
- .tif or .eps format

Graphics captured from the Internet are discouraged as they will not reproduce favorably in printed media.

All space contracts, insertion orders, correspondence, and ad materials should be sent to:

Anne Bitting, ABA Publishing  
Email: [bittinga@staff.abanet.org](mailto:bittinga@staff.abanet.org)  
Direct: +1.312.988.6115

Rebecca England, ABA Publishing  
Email: [englandr@staff.abanet.org](mailto:englandr@staff.abanet.org)  
Direct: +1.312.988.6051

## Policies

### PAYMENT TERMS

Payment is due upon receipt of invoice. No cash discount is given. Payment from a non-US advertiser must be in US currency in the form of either a check drawn from a US bank in US dollars or a money order in US dollars.

### AGENCY COMMISSION

A commission of 15% of gross billing is allowed to recognized advertising agencies on space, color, and position only, provided account is paid within 30 days of invoice date. If account is sent out for collection due to non-payment, the 15% agency commission is disallowed, and the gross amount plus interest at the rate of 1.5% per month, court costs, and legal fees, will be due to the American Bar Association.

### CONTRACT REGULATIONS

Contract space must be used within one year from the first insertion. Frequency rates are applicable for space used within one calendar year from the first insertion. Written insertion orders are requested for each ad and must be received before the closing date. Cancellations must be received in writing before the closing date. Cancellations cannot be considered accepted until ABA Publishing's Director – Advertising confirms the cancellation in writing.

An advertiser who has been billed at a frequency discount rate and fails to advertise at the requested frequency will be short-rated – that is, billed for the difference between the contracted frequency discount rate and the earned rate. If an advertiser has been billed at one rate but earns a frequency discount by using more space than planned, a rebate – the difference between the billed rate and the frequency discount rate – will be given. Adjustments will be made on a quarterly basis.

ABA Publishing has the right to approve all advertising and may reject advertising at any time. A copy of the American Bar Association's "Standards for Acceptance of Advertising in ABA Print and Online Media (Excluding the *ABA Journal*)" may be obtained upon request.

### PUBLISHER'S LIABILITY AND INDEMNITY

ABA Publishing shall not be liable for any failure to print, publish, or circulate any or all portions of any issue containing an advertisement accepted by ABA Publishing's Director – Advertising if the failure is caused by acts of God, strikes, accidents or other circumstances beyond the control of ABA Publishing. In consideration of the publication of an advertisement, the advertiser or its agency, jointly and severally, will indemnify and hold harmless the American Bar Association (its officers, agents, and employees) against expenses, legal fees, and losses resulting from publishing an advertisement. Such losses will include, without limitation, claims or suits of libel, violation of the right of privacy, violation of statutory or common law, copyright infringement, or plagiarism.

### PAYMENT LIABILITY

Orders from agencies or other third parties are accepted with the understanding that the advertiser is ultimately liable for payment of the charges incurred in the event the agency or third party does not make the payment for whatever reason, including insolvency.

### TERMS AND CONDITIONS

Advertising rates, terms, and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides, or rate and data services whether in print or online. ABA Publishing will not honor rates or data derived from these other sources unless it is in conformance with this rate card.