Landslide® magazine is a unique intellectual property law source for the members of the ABA Section of Intellectual Property Law. These thought-leaders 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.

Recipients receive Landslide magazine as a benefit of their membership in the ABA Section of Intellectual Property Law. Readers represent U.S. and international lawyers; legal assistants and administrators, law office and business managers, and all Associates of the American Bar Association; law libraries; and other titled and non-titled personnel in the legal profession.
18,324 Total Count as of August 27, 2017

Geographical Breakout based on Lawyers, Associates and Students:

**LAWYERS: 9,189**  **ASSOCIATES: 745**  **LAW STUDENTS: 8,390**

**Firm Size:**

- **LARGE FIRM**
  - 50-99: 579 (6.3%)
  - 100-249: 524 (5.7%)
  - 250+: 3,147 (34.3%)

- **MIDSIZE FIRM**
  - 6-9: 366 (4.0%)
  - 10-19: 532 (5.8%)
  - 20-49: 902 (9.8%)

- **SMALL FIRM**
  - 2-5: 727 (7.9%)

- **SOLO LAWYERS**
  - 1,044 (11.4%)

- **UNKNOWN**
  - 210 (2.3%)

**Geographical Breakout:**

- **UNITED STATES:** 96.9%
- **CANADA:** 1.2%
- **MEXICO:** 0.03%
- **FOREIGN:** 1.9%

Five Significant Practice Areas based on AOIs:

- Intellectual Property & Technology Law / Intellectual Property Law
- Trial Practice / Litigation, Civil
- Business Law / E-commerce Law
- Trial Practice / Litigation, Commercial
- Intellectual Property Law / Patent Law
<table>
<thead>
<tr>
<th>EDITORIAL CALENDAR</th>
<th>THEME</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
<th>MAILED</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/FEBRUARY 2018</td>
<td>LIFE SCIENCES</td>
<td>NOVEMBER: 20, 2017</td>
<td>DECEMBER 1, 2017</td>
<td>JANUARY</td>
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<tr>
<td>MARCH/APRIL 2018</td>
<td>WOMEN IN IP (BONUS DISTRIBUTION: 33RD ANNUAL INTELLECTUAL PROPERTY LAW CONFERENCE)</td>
<td>JANUARY 25, 2018</td>
<td>FEBRUARY 15, 2018</td>
<td>MARCH</td>
</tr>
<tr>
<td>MAY/JUNE 2018</td>
<td>REGULATORY, LEGISLATIVE, AND JUDICIAL ISSUES</td>
<td>MARCH 15, 2018</td>
<td>APRIL 1, 2018</td>
<td>MAY</td>
</tr>
<tr>
<td>JULY/AUGUST 2018</td>
<td>IP FOR STARTUPS</td>
<td>MAY 17, 2018</td>
<td>JUNE 5, 2018</td>
<td>JULY</td>
</tr>
<tr>
<td>SEPTEMBER/OCTOBER 2018</td>
<td>CREATIVITY &amp; IP</td>
<td>JULY 25, 2018</td>
<td>AUGUST 10, 2018</td>
<td>SEPTEMBER</td>
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<tr>
<td>NOVEMBER/DECEMBER 2018</td>
<td>INSURANCE &amp; ADR</td>
<td>SEPT 20, 2018</td>
<td>OCTOBER 5, 2018</td>
<td>NOVEMBER</td>
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</table>
TRIM SIZE: 8.375” X 10.875”
SAFE AREA: 7.875” X 10.375”

DIGITAL FILE FORMATS AND COLOR PROOFS

→ High-resolution Adobe Acrobat® files (PDFX1A) are the preferred format 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 with all associated graphics and fonts may be submitted in other formats—please contact ABA Publishing for additional details.

→ All graphics should be 300 dpi or higher resolution, in CMYK color (no RGB).

→ Live matter should be kept 1/4" from trim/edge measurement. Spread pages should be created as separate pages. Any art or text elements intended to bleed off of the page should have a 1/8” of bleed outside of trim. **Trim marks should be outside the bleed area.**

→ 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.

DIGITAL FILE FORMATS AND COLOR PROOFS

→ 300 dpi (dots per inch) minimum
→ CMYK color model
→ Actual size
→ .JPEG or .EPS format
Graphics captured from the Internet are discouraged as they will not reproduce favorably in printed media.
### 2018 MEDIA AND ADVERTISING GUIDE

**LANDSLIDE**

**ADVANCING INTELLECTUAL PROPERTY LAW**


<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>1X</th>
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<th>18X</th>
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<td>1-PAGE</td>
<td>$3,780</td>
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<td>$3,520</td>
<td>$3,415</td>
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<td>$2,755</td>
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<td>INSIDE BACK COVER/ COVER 3</td>
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<td>$3,705</td>
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**Special Positions:** 15% charge – earned black & white page rate – for preferred position. Contact ABA Publishing for details.

**Inserts:** Inserts are accepted in all issues. Contact ABA Publishing for availability.

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Advertising Sales: M.J. Mrvica Associates, Inc. 2 West Taunton Ave, Berlin, NJ 08009  T: (856) 768-9360  F: (856) 753-0064  mjmrvica@mrvica.com
Landslide® Digital Edition

- Provides access to an online version of Landslide magazine and additional links to cases and statutes cited and publicly available.
- Provides information resources that can be shared with clients or colleagues.

Landslide magazine’s Digital edition presents two digital advertising connections to members of the ABA Section of Intellectual Property Law. The Interactive Marketing Units (IMU) featured within Digital edition are the medium rectangle—a 300 x 250 pixel IMU—and there will only be two placement options.

<table>
<thead>
<tr>
<th>AD RATE</th>
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<th>3X</th>
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<tr>
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<td>$1155</td>
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<tr>
<td>Middle Right</td>
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<td>$1145</td>
<td>$1015</td>
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</tbody>
</table>

AVERAGE TOTAL EMAILS SENT (August 2016) 18,221

- Unbounced: 17,938 (98.4%)
- Total open events: 4,631 (25.4%)

Interactive Marketing Unit: 300 x 250 pixels
- Advertising Rate: fixed
- File Size: 40k maximum
- Animation: not to exceed 25 seconds
- Looping: no more than 3 loops
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.