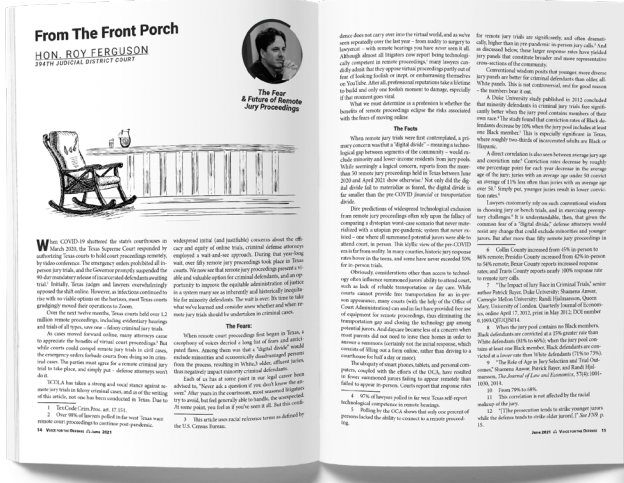


# Promotional Opportunities

## VOICE FOR THE DEFENSE

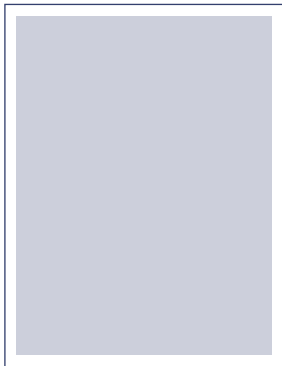


TCDLA's renowned law journal, *Voice for the Defense*, offers informative articles written for and by criminal defense attorneys.

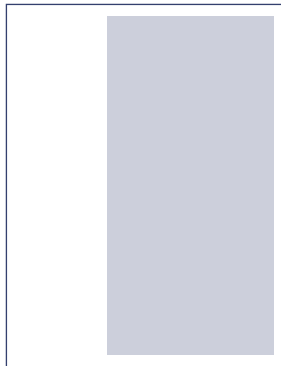
The Voice is published 10 times a year and provides you with ***the opportunity to reach, communicate with, and influence more than 6,000 criminal defense professionals and judges all over Texas.***

Our readers are the decision-makers in their firms. They are highly engaged legal professionals ***always on the lookout*** for products and services that can make them better at their jobs.

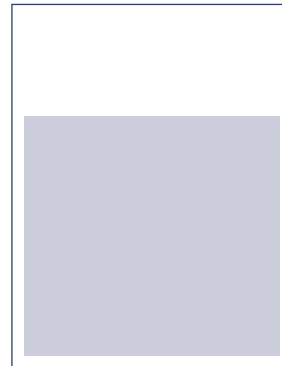
# Voice for the Defense Ad - Print Display Sizes



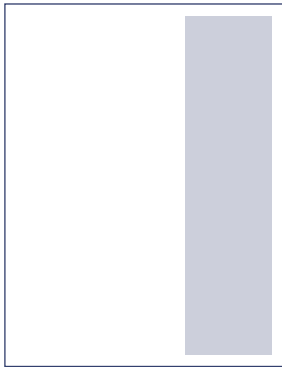
Full Page Trim Size  
8.375"w x 10.875"h



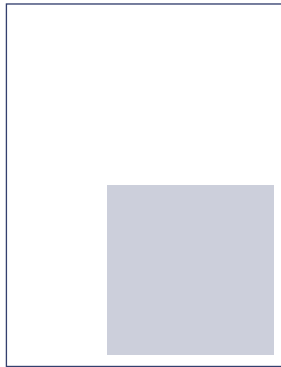
2/3 Page Vertical  
4.768"w x 9.97"h



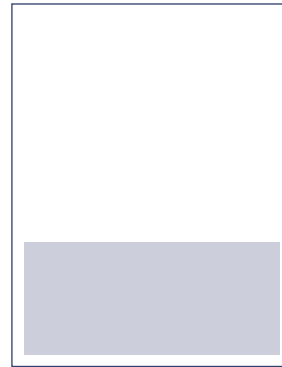
2/3 Page Horizontal  
7.25"w x 6.336"h



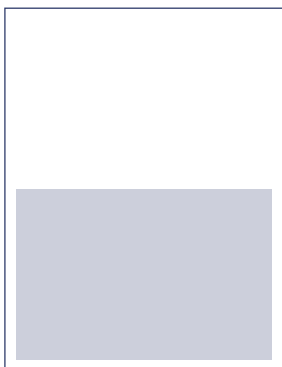
1/3 Page Vertical  
2.282"w x 9.97"h



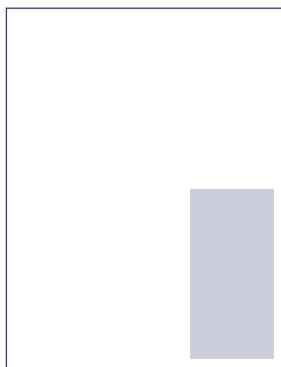
1/3 Page Square  
4.768"w x 4.833"h



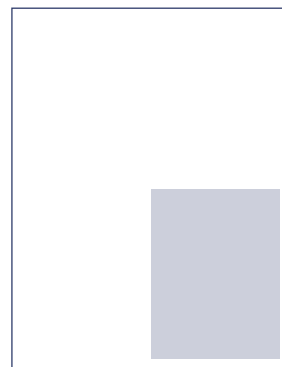
1/3 Page Horizontal  
7.25"w x 3"h



1/2 Page Horizontal  
7.25"w x 4.83"h



1/6 Page Vertical  
2.282"w x 4.833"h



1/4 Page Vertical  
3.375"w x 4.75"h

## **Print Display Sizes & Rates**

The Voice is printed at 8.5" x 11". The front and back covers, as well as the first interior page and the last interior page, are printed in color; the rest of the interior is printed in black and white..

SIZE & QUANTITY	1X	3X	6X	10X
Full Page	\$450	\$1,215	\$2,160	\$3,150
Back Cover (Color Only)	\$1,000	\$2,700	\$4,800	\$7,000
Inside Back Cover (Color Only)	\$600	\$1,620	\$2,880	\$4,200
Inside Front Cover (Color Only)	\$650	\$1,755	\$1,320	\$4,550
2/3 Page	\$300	\$810	\$1,440	\$2,100
1/2 Page	\$250	\$675	\$1,200	\$1,750
1/3 Page	\$200	\$540	\$960	\$1,400
1/4 Page	\$150	\$405	\$720	\$1,050
1/6 Page	\$125	\$340	\$600	\$875
2 Page Spread	\$800	\$2,160	\$3,840	\$5,600

## **Design & Production**

Advertisers can submit their own materials for their advertisements. Please ensure your materials meet the following specifications:

Ads (with image[s] and copy) are to be submitted in JPEG, PNG, EPS, TIF, or PDF files. 300 dpi is recommended to optimize visual clarity.

If submitting a full-page or two-page-spread ad, please ensure there is 1/4" (1p6) bleed on all borders. If information extends past this 1/4" border, it may get cut off once the law journal is printed and trimmed. Back Cover ads must allow space in the upper right hand corner for a white address box of 2.5" x 4.75".

TCDLA offers in-house design and production services for advertisers for a \$250 fee per unique ad.

Ads must be sent via email to [athomas@tcdla.com](mailto:athomas@tcdla.com). If the ad is too large to send over email, please use WeTransfer, a free large-file transfer service, to send to [athomas@tcdla.com](mailto:athomas@tcdla.com). We will acknowledge receipt.

## **Print Display Ad Deadlines**

Below are the deadlines for reservations, sending materials, and when the printed product with your advertisement will be mailed to you. Reservations are made by submitting the Advertising Agreement located on pages 16-17. These may be mailed to 6808 Hill Meadow Dr, Austin, TX, 78736; emailed to [athomas@tccla.com](mailto:athomas@tccla.com); or faxed to 512-469-9107.

Payment in full is due on acceptance of the Advertising Agreement.

Advertisers will be protected at their contracted rate for the duration of their contract. Advertisers may be short-rate billed if the contract rate has not been earned up to the date of cancellation. Cancellations are not accepted after display ad deadlines. Advertisements must be submitted at least 45 days in advance. All advertising and exhibition options are subject to approval.

<b>Issue</b>	<b>Reservations</b>	<b>Materials</b>
January/February	November 15	December 1
March	January 15	February 1
April	February 15	March 1
May	March 15	April 1
June	April 15	May 1
July/August	May 15	June 1
September	July 15	August 1
October	August 15	September 1
November	September 15	October 1
December	October 15	November 1

# Advertising Agreement

## Contact Information: *(please type or print)*

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Advertising Order Form:

Ad Destination	Position	Size	Cost	Frequency
Voice				
Website				
Voice Online				
Social Media				
Email Blast				
Directory				n/a

Total Amount Due: \_\_\_\_\_

## Payment Information: *(payment must accompany the agreement in order to be processed)*

Check (payable to TCDLA)

Credit Card (Mastercard, Visa, Discover, or American Express)

Name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

*The undersigned agrees to the terms of this agreement on behalf of their company/organization.*

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

On Behalf of TCDLA: \_\_\_\_\_ Date: \_\_\_\_\_

Melissa Schank, Chief Executive Officer, Texas Criminal Defense Lawyers Association

**For office use only:** payment rec'd on: \_\_\_\_\_ amount rec'd: \_\_\_\_\_ check #/cc auth: \_\_\_\_\_

**Texas Criminal Defense Lawyers Association**  
6808 Hill Meadow Drive, Austin, TX 78736 • [www.tcdla.com](http://www.tcdla.com)  
P: 512.478.2514 • F: 512.469.9107

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