

IDC Publications

Advertising Opportunities

Advertising Opportunities Available

We are gearing up for the 2014 issues of the *IDC Membership Directory* and the *IDC Survey of Law* – two great resources for you, your firm, the business community and judiciary.

We invite all IDC member firms to consider advertising in the *Membership Directory* and the *Survey of Law*. By advertising in the *Membership Directory*, your firm's information will be at the finger tips of all IDC members as well as many members of the business community (insurers, health care providers, manufacturers, retailers, etc.). The *Survey of Law* provides even greater visibility to your firm – the *Survey* is distributed to all IDC members, the business community AND all Illinois judges.

The *Membership Directory* and the *Survey of Law* are tremendous resources. Please take a moment to review the advertising options available to you and let us know if you'd like to get involved.

IDC Membership Directory

Copies of the *IDC Membership Directory* are distributed to all IDC members as well as members of the business community. Ads are placed throughout the *Directory*, are linked to your firm's website and are published in black and white ink only. Advertising Opportunities for this publication are limited. Please review the pricing information below and return the attached form as soon as possible. **Ads are due to the IDC by December 31, 2013.**

Size	Dimensions	Ink	Price
Full Page	3.25"x7.75"	Black & White Only	\$500
Half Page	3.25"x4"	Black & White Only	\$250

IDC Survey of Law

Copies of the *Survey of Law* are distributed to all IDC members, members of the business community and the Illinois judiciary. Ads are placed throughout the *Survey* and may be published in color or black and white ink. Advertising opportunities for this publication are limited. Please review the pricing information below and return the attached form as soon as possible. If you need assistance creating an ad, please send your ad content to idc@iadtc.org and we will prepare a proof for you. **Ads are due to the IDC by January 17, 2014.**

Size	Dimensions	Ink	Price
Half Page	7.5"x4.5"	Color	\$650
		Black & White	\$500
Quarter Page	3.5"x4.5"	Color	\$350
		Black & White	\$250

Survey of Law Premium Placement

If you would like to guarantee placement of your ad in a highly visible section of the *Survey*, you may select an option below. Opportunities for premium placement are limited. **Please note that the amounts listed below include all fees associated with the placement of your ad.**

Location	Description	Price
Inside Front Cover	This placement is limited to one 1/2 page ad. The ad will be 3.5"x10" and will run in full color	\$800
Inside Back Cover	This placement is limited to two 1/2 page ads (7.5"x4.5") or one full page ad (7.5"x10"). The ad(s) will run in full color.	Full Page \$1,000 Half Page \$750
Back Cover Bid	This placement is limited to one full page color ad. Bidding begins at \$1,000. Bids for this placement will be accepted until 5:00 p.m. on January 17, 2014. Please indicate your bid on the space provided on the attached form.	From \$1,000

Advertising Commitment Form

Ad Details

All ads should be submitted in full color or black and white (grayscale) as digital files in one of the following formats:

- JPG (Preferred format): 300 ppi resolution at 100% size; save at maximum quality to avoid image degradation
- TIFF: 300 ppi resolution at 100%

Questions?

Should you have any questions regarding the *Membership Directory* or the *Survey of Law*, please contact IDC Executive Director Sandra Wulf at idc@iadtc.org or 800-232-0169.

IDC Membership Directory

Size	Dimensions	Ink	Price
Full Page	3.25"x7.75"	Black & White Only	\$500
Half Page	3.25"x4"	Black & White Only	\$250

IDC Membership Directory Advertising Commitment \$ _____

IDC Survey of Law

Size	Dimensions	Ink	Price
Half Page	7.5"x4.5"	Color	\$650
		Black & White	\$500
Quarter Page	3.5"x4.5"	Color	\$350
		Black & White	\$250

Location	Description	Price
Inside Front Cover	This placement is limited to one 1/2 page ad. The ad will be 3.5"x10" and will run in full color	\$800
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IDC Survey of Law Advertising Commitment \$ _____

Firm Name: _____ Main Contact: _____

Address, City, State, Zip Code: _____

Phone, Fax, Email: _____

Enclosed is check number _____, payable to the Illinois Association of Defense Trial Counsel.

Please charge \$ _____ (DO NOT EMAIL OR FAX CREDIT CARD INFORMATION)

Card Number: _____ Exp: _____ CSC: _____

Name, as it appears on the Credit Card: _____

Credit Card Billing Address: _____

Please send Commitment Form and Payment to:

Illinois Association of Defense Trial Counsel | PO Box 588, Rochester, IL 62563-0588