



Verdict delivers . . . the right reader at the right price

WHY?

Advertising in *Verdict* magazine offers a unique opportunity to target products and services to the defense legal community without paying the high advertising costs of larger circulation magazines and newspapers. With about 3,000 subscribers, many who are decision makers for their firms, *Verdict* delivers the right reader at the right price.

WHERE?

Verdict is not a free publication. Each issue is mailed to more about 3,000 Defense Counsel members, California judges, insurance professionals and other paid subscribers.

WHEN?

Published three times per year, *Verdict* doesn't over saturate the reader by its frequency. Pertinent content means it is read upon arrival and saved for future reference.

Mechanical Requirements

	Wide	High
Full page	7 1/2"	9 1/4"
2/3 page Vertical	5 "	9 1/4"
1/2 page Horizontal	7 1/2"	4 3/4"
1/3 page Vertical	2 1/2"	9 1/4"
1/3 page Horizontal	3 1/4"	7 1/2"
1/4 page	4 1/2"	4 1/2"

Advertising Rates

Frequency	1x	2x	3x
red out Inside Front/Back Cover	1,063	963	863
Full Page	850	790	735
2/3 Page Vertical/Horizontal	720	670	625
1/2 Page Horizontal	600	560	520
1/3 Page Vertical	420	390	360
1/4 Page Horizontal	350	325	300

ADS SHOULD BE EMAILED TO INFO@ASCDC.ORG IN HIGH RESOLUTION, PDF, JPG OR TIFF FORMAT

Premiums

There will be a 10% special placement premium based on availability.

DEADLINES

	Material Deadlines
2026 Issue 1	
2026 Issue 2	03/6/2026
2026 Issue 3	06/12/2026
	09/25/2026

CONDITIONS

1. Advertisers and advertising agencies are liable for all content (including text, representations and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against *Verdict*, its officers or employees.
2. No advertiser is guaranteed placement but every attempt will be made to provide the desired position.
3. *Verdict* accepts no liability for its failure, for any cause, to insert an advertisement.
4. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by material deadline.
5. The word "advertisement" will appear on any ad that resembles editorial matter.
6. No verbal agreement altering the rates and/or terms of this rate card shall be recognized.
7. Once an order for advertising is placed it can not be withdrawn or cancelled in whole or in part.
8. ASCDC reserves the right to review and approve or reject ad submissions. We do not accept job postings or solicitations.

PAYMENT TERMS AND INVOICING POLICY

All advertisers must prepay the first ad in full and will receive an electronic invoice All payments must be submitted online. Your account must be in good standing to place multiple advertisements. Any billing or invoicing questions can be directed to Kelly Hoskins, Advertising Coordinator - kelly@camgmt.com

The Association of Southern California Defense Counsel
2520 Venture Oaks Way, Suite 150
Sacramento, CA 95833
Telephone (800) 564-6791
Fax (916) 924-7323



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2026 - Insertion Order

Legal Name of Company or Agency _____

Authorized Representative for Placing Order _____

Address _____

City _____ State _____ Zip _____

Phone _____

Contact _____ Email _____

If Agency, name of Advertiser _____

ISSUE	AD SIZE	COST	TIMES RUN	NEW AD
26' Issue 1	_____	_____	_____	_____
26' Issue 2	_____	_____	_____	_____
26' Issue 3	_____	_____	_____	_____

Additional Charges _____

Total Cost _____

Special Notes _____

Ad Copy:

☐ E-mailed

☐ Coming

Authorized Signature _____

Date _____