There are many brilliant lawyers in Los Angeles – masters of their craft that can prepare individuals and businesses for any legal issue that should come up – while expertly writing the documents designed to protect their clients’ assets and livelihoods. But there is a very special breed of attorney that needs to transcend expert comprehension of the legal system – the litigator. Attorneys who go to the proverbial mat to fight for their clients before judges and juries have their own unique sets of skills. In this special section we have gathered some of the very best litigators in the business. These are the lawyers you want in your corner in court. We’ve alphabetically listed this lineup of superb litigation specialists, along with some basic information about their careers, practice and some relevant recent successes they’ve achieved. Congratulations to the attorneys who made this prestigious list.
OUR AUDIENCE

372K Average Household Income

85% Top Management

4.6M Average Net Worth

3.9M Portfolio

87% College Graduates

32% Postgraduate Degree

Average time spent with the issue: 48 minutes
Female audience: 37%
Median age of subscribers: 52

Source: 2020 CVC Audit
SPECIAL EDITIONS

HIGHLY-COVETED SIGNATURE ISSUES

THE MONEY ISSUE
JANUARY

LA 500
MAY

WEALTHIEST ANGELENOS
AUGUST

BOOK OF LISTS
DECEMBER

PRINTING SPECIFICATIONS

Spread
Live area: 21.25” wide x 14.5” high
Trim: 21.75”w x 15”h
Bleed: 22.25”w x 15.5”h

Half Page
10.35”w x 6.75”h

Quarter Page
4.9”w x 6.75”h
Ads must be high resolution PDFs. Ad resolution is 300 dpi. Color formatting for advertisements is CMYK, if color, and grayscale, if black and white.

Full Page
Trim: 10.875”w x 15”h
Bleed: 11.375”w x 15.5”h

BOL SPECIFICATIONS

Spread
Live area: 16” wide x 10.125” high
Trim: 16.75”w x 10.875”h
Bleed: 17”w x 11.125”h

Half Page
7.5”w x 4.875”h

Quarter Page
3.625”w x 4.875”h

Full Page
Trim: 8.375”w x 10.875”h
Bleed: 8.625”w x 11.125”h

List Sponsor - Logo
Company logo at the top of your list of choice
CUSOM CONTENT

FOCUSED BRANDED CONTENT FROM INDUSTRY EXPERTS

SAMPLE CUSTOM CONTENT INCLUDES

- CORPORATE CITIZENSHIP & GIVING GUIDE
- DEI ROUNDTABLE
- HEALTH CARE ROUNDTABLE
- LEADERS OF INFLUENCE: INVESTMENT BANKERS
- LEADERS OF INFLUENCE: MINORITY ATTORNEYS
- LEADERS OF INFLUENCE: MINORITY CPAs
- LEADERS OF INFLUENCE: THRIVING IN THEIR 40s
- LEADERS OF INFLUENCE: TOP LA DOCTORS
- LEADERS OF INFLUENCE: WEALTH MANAGERS
- MBA & MASTERS GUIDE
- NONPROFITS & CORPORATE ROUNDTABLE
- WHO’S BUILDING LA
- WOMEN OF INFLUENCE: ATTORNEYS
- WOMEN OF INFLUENCE: COMMERCIAL RE BROKERS
- WOMEN OF INFLUENCE: CORPORATE BOARDS
- WOMEN OF INFLUENCE: EDUCATION
- WOMEN OF INFLUENCE: HEALTH CARE
- WOMEN OF INFLUENCE: TECHNOLOGY
# Display Advertising Specifications

## Advertising Dimensions

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (no bleed)</td>
<td>10.35”</td>
<td>13.8”</td>
</tr>
<tr>
<td>Full page (w/ bleed)</td>
<td>10.875”</td>
<td>15.0”</td>
</tr>
<tr>
<td>Island</td>
<td>7.5”</td>
<td>10.0”</td>
</tr>
<tr>
<td>1/2 page (hor)</td>
<td>10.35”</td>
<td>6.75”</td>
</tr>
<tr>
<td>1/2 page (ver)</td>
<td>4.9”</td>
<td>13.8”</td>
</tr>
<tr>
<td>1/4 (square)</td>
<td>4.9”</td>
<td>6.75”</td>
</tr>
<tr>
<td>Front cover banner</td>
<td>8.85”</td>
<td>1.75”</td>
</tr>
<tr>
<td>Front cover banner (extended)</td>
<td>10.35”</td>
<td>1.75”</td>
</tr>
<tr>
<td>2-page spread (no bleed)</td>
<td>21.21”</td>
<td>13.8”</td>
</tr>
<tr>
<td>2-page spread (w/ bleed)</td>
<td>21.75”</td>
<td>15.0”</td>
</tr>
</tbody>
</table>

Please add .25” bleed on all sides.

- Ads must be submitted as high resolution PDFs (300 dpi, PDFx1a preferred).
- Color formatting for ads is CMYK, if color, and grayscale, if black and white.
- Please convert all black text to 100% black.

## Full Page Options

- Full page (w/ bleed): Trim: 10.875” x 15” Bleed: 11.375 x 15.5”
- Full page (no bleed): 10.35” x 13.8”

## 2-Page Spread Options

- 2-page spread (w/ bleed): Trim: 21.75” x 15” Bleed: 22.25” x 15.5”
- 2-page spread (no bleed): 21.21” x 13.8”

## Island Options

- Island: 7.5” x 10”

## 1/2-Page Options

- 1/2 pg (hor): 10.35” x 6.75”
- 1/2 pg (ver): 4.9” x 13.8”

## 1/4-Page Options

- 1/4-page: 4.9” x 6.75”

## Cover Banner Options

- Front cover banner: regular and extended
  - 8.85” x 1.75” and 10.35” x 1.75”
DELIVER YOUR MESSAGE TO LA’S BUSINESS COMMUNITY

We help you tailor your digital campaign. Choose from a variety of advertising units.

• Run-of-Site
• Interstitials
• Homepage Takeover
• Branded content
• Dedicated Email Marketing
• Daily Digital Newsletters
ONLINE AUDIENCE

IN-DEPTH ANALYSIS OF LA'S COMPLEX BUSINESS LANDSCAPE

LOS ANGELES BUSINESS JOURNAL SUBSCRIBERS ALSO VISIT

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>48%</td>
<td>LAtimes.com</td>
</tr>
<tr>
<td>36%</td>
<td>Wsj.com</td>
</tr>
<tr>
<td>30%</td>
<td>NYTimes.com</td>
</tr>
<tr>
<td>15%</td>
<td>Forbes.com</td>
</tr>
<tr>
<td>14%</td>
<td>BloombergBusinessWeek.com</td>
</tr>
<tr>
<td>9%</td>
<td>BizJournals.com/LosAngeles</td>
</tr>
<tr>
<td>8%</td>
<td>TechCrunch.com</td>
</tr>
<tr>
<td>7%</td>
<td>HollywoodReporter.com</td>
</tr>
<tr>
<td>6%</td>
<td>LAmag.com</td>
</tr>
<tr>
<td>5%</td>
<td>FastCompany.com</td>
</tr>
<tr>
<td>5%</td>
<td>Wired.com</td>
</tr>
</tbody>
</table>

Source: 2019 Reader Survey - SurveyMonkey
INTERSTITIAL

A HIGH IMPACT DIGITAL UNIT THAT LEADS INTO THE EDITORIAL CONTENT

- Maximum size: 1280 x 960
HOMEPAGE TAKEOVER
SHOWCASE YOUR BRAND ACROSS OUR WEBSITE FOR THE DAY. 100% SOV.

- 2,000 Daily Unique Visitors
- 5,500 daily page views
- Limited to one advertiser per day
BRANDED CONTENT allows for articles either written by your web content experts to appear alongside our editorial headlines.

Branded Content also provides opportunities to drive SEO to company and content.
- Up to 2 articles in a 30-day period • 2-3 photos

Branded Content positions include:
1. Headline and article will be posted among the editorial well.
2. Art and headline noted on homepage clicks through to article on website. Campaign will be live for 30 days.
DEDICATED EMAIL MARKETING

SPREAD YOUR COMPANY’S MESSAGE TO OUR 55,000+ E-NEWS SUBSCRIBERS

- Size: No wider than 800 pixels, length of your choice
- Creative for Body: JPEG, PNG or GIF
- Subject Line: provide text and label it “Subject line”
  The subject line will appear after the phrase:
LABJ Sponsored Content: (Your text here)
- Materials are due 7 business days prior to blast date
- File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers’ inboxes.
- Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.
TWICE DAILY DIGITAL NEWSLETTERS

- Up to 46,000 recipients
- Choose from either 1 banner (728 x 90) or 1 island (300 x 250) opportunity
- Delivered to subscribers in the morning and in the afternoon
DIGITAL ADVERTISING

SPECIFICATIONS

FILE SIZES: RUN OF SITE
Billboard: 970 x 250
Medium Rectangle: 300 x 250
Skyscraper: 300 x 600
Mobile Super Leaderboard: 320 x 50
Maximum Recommended File Size for both: 150k

DAILY DIGITAL NEWSLETTERS
Banner: 728 x 90
Medium Rectangle: 300 x 250

INTERSTITIAL
• Maximum size: 640 x 480

DEDICATED EMAIL MARKETING
• Size: No wider than 800 pixels, length of your choice
• Creative for Body: JPEG, PNG or GIF
• Subject Line: provide text and label it “Subject line”
  The subject line will appear after the phrase: LABJ Sponsored Content: (Your text here)
• Materials are due 7 business days prior to blast date
• File Size: Please keep file sizes less than 1MB. Larger files load slowly in your subscribers’ inboxes.
• Format: When you save images, use PNG or JPG format. You can use GIF format if you need to retain transparency, but keep in mind that this format supports fewer colors. A GIF can be good for a logo or icon, but stick with PNG or JPG for photos and other images that use a lot of color variety.

AD FORMAT/CREATIVE TYPES
• No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties, or that they need to click on the box (ad) to eliminate the message from their screen.
• If third party served, Flash creative must sniff for the plug-in, and if not present, serve a GIF. Back-up GIFs must always be provided.
• Ads must not modify any elements of a user’s browser or computer settings. Ads must not resemble the Los Angeles Business Journal’s editorial content (exact or close replica). Ads must not include references to the Los Angeles Business Journal unless part of previously arranged co-promotion.

GENERAL GUIDELINES BORDER
If ads are on a white background, they must include black, encasing one pixel rule. The length of the website is 2575 px.

TESTING
Creative must be delivered 7 days prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple versions of all major browsers. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

STANDARD CREATIVE
GIF, JPEG, PNG. Third-party internal redirect tags accepted.
No INS tags accepted.

RICH MEDIA
DFA, Atlas, Bluestreak, Eyeblaster, Point Roll
• See Digital Advertising Rates

RICH MEDIA SPECS
We support rich media advertising (see above for approved rich media). All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We require a minimum of 5 business days to production test rich media.

BRANDED CONTENT
Format: DOC, JPG, HTML code

VIDEO
• aspect ratio - 16:9
• preferred video format - h.264 mp4
• audio (optional) - mp3 or aac
• max file size - 300mb
• min dimensions - 480x270, max dimensions - 3840x2160
• max run time
  • feature video - 10min (5min)
  • interstitial/slider/side bar - 30sec
  • bumper - 6sec (each front and back)
# EVENTS CALENDAR

**WE BRING BUSINESS ELITES TOGETHER**, HONOR OUTSTANDING LEADERS, SPOTLIGHT SUCCESSFUL COMPANIES, AND PROVIDE INFORMATIVE PANELS AND WORKSHOPS.

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong></td>
<td>Economic Trends</td>
</tr>
<tr>
<td></td>
<td>DIGITAL EVENT</td>
</tr>
<tr>
<td><strong>FEBRUARY</strong></td>
<td>Commercial Real Estate</td>
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<tr>
<td></td>
<td>Symposium &amp; Awards</td>
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<tr>
<td></td>
<td>DIGITAL EVENT</td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td>Diversity, Equity + Inclusion</td>
</tr>
<tr>
<td></td>
<td>Symposium &amp; Awards</td>
</tr>
<tr>
<td></td>
<td>DIGITAL EVENT</td>
</tr>
<tr>
<td><strong>APRIL</strong></td>
<td>Nonprofit &amp; Corporate</td>
</tr>
<tr>
<td></td>
<td>Citizenship Awards</td>
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<tr>
<td></td>
<td>DIGITAL EVENT</td>
</tr>
<tr>
<td><strong>APRIL</strong></td>
<td>TechTalk</td>
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<tr>
<td></td>
<td>DIGITAL EVENT</td>
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<tr>
<td><strong>MAY</strong></td>
<td>Top 100</td>
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<td></td>
<td>Lawyers</td>
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<tr>
<td><strong>MAY</strong></td>
<td>The New Flexible Hybrid Workplace</td>
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<tr>
<td></td>
<td>DIGITAL EVENT</td>
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<tr>
<td><strong>JUNE</strong></td>
<td>LA500</td>
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<td>Launch Reception</td>
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<td><strong>JUNE</strong></td>
<td>Women’s Leadership Symposium &amp; Awards</td>
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<tr>
<td><strong>JULY</strong></td>
<td>Real Estate Trends</td>
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<td><strong>JULY</strong></td>
<td>Black Business Matters</td>
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<td><strong>AUGUST</strong></td>
<td>Best Places to Work</td>
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<td>Awards</td>
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<td>DIGITAL EVENT</td>
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<tr>
<td><strong>AUGUST</strong></td>
<td>Health Care Leadership</td>
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<tr>
<td></td>
<td>Symposium &amp; Awards</td>
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<td></td>
<td>DIGITAL EVENT</td>
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<tr>
<td><strong>SEPTEMBER</strong></td>
<td>CFO Awards</td>
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<td></td>
<td>DIGITAL EVENT</td>
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<tr>
<td><strong>OCTOBER</strong></td>
<td>Corporate Counsel</td>
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<tr>
<td></td>
<td>Awards</td>
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<td>DIGITAL EVENT</td>
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<tr>
<td><strong>NOVEMBER</strong></td>
<td>Top 100</td>
</tr>
<tr>
<td></td>
<td>Accountants</td>
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<tr>
<td></td>
<td>DIGITAL EVENT</td>
</tr>
<tr>
<td><strong>NOVEMBER</strong></td>
<td>International Business</td>
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<tr>
<td></td>
<td>Symposium &amp; Awards</td>
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<tr>
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<td>DIGITAL EVENT</td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td>Disruptors Awards</td>
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<tr>
<td></td>
<td>LA’s Fastest 100</td>
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</table>

For more info on our events, please visit labusinessjournal.com/events.