2020 Media Kit

Reach a network of 18,000 defense attorneys and in-house counsel.
Diversity and Inclusion in DRI:
A Statement of Principle

DRI is the largest international membership organization of attorneys defending the interests of business and individuals in civil litigation. Diversity is a core value at DRI. Indeed, diversity, which includes sexual orientation, is fundamental to the success of the organization, and we seek out and embrace the innumerable benefits and contributions that the perspectives, backgrounds, cultures and life experiences a diverse membership provides.

Inclusiveness is the chief means to increase the diversity of DRI’s membership and leadership positions. DRI’s members and potential leaders are often also members and leaders of other defense organizations. Accordingly, DRI encourages all national, state and local defense organizations to promote diversity and inclusion in their membership and leadership.
DRI—The Voice of the Defense Bar is the world’s largest network of attorneys defending the interests of business and individuals in civil litigation. For nearly 60 years, DRI has grown from a small group of like-minded individuals, to an engaged network of 18,000 defense attorneys and in-house counsel all working together to strengthen the defense bar.

*Membership as of August 2019. Subject to change.
As DRI’s flagship publication for nearly 60 years, *For The Defense (FTD)* is the only national monthly magazine specifically written for and distributed to defense practitioners. Each issue contains in-depth, full-length, feature articles addressing crucial developments in the law and litigation practice, as well as columns focused on aspects of law practice. Articles are penned by top defense practitioners and experts from across the country on a variety of topics of interest to lawyers and others concerned with the defense of civil actions. Each issue of *FTD* is anchored by a collection of original writings prepared by members of one or more of DRI’s substantive law committees, which all fall within the practice interests of the particular committee(s).

### For The Defense 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Committee*</th>
<th>Space Closing</th>
<th>Material Closing</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Government Enforcement and Corporate Compliance&lt;br&gt;Litigation Skills&lt;br&gt;Women in the Law</td>
<td>12.2.19</td>
<td>12.9.19</td>
</tr>
<tr>
<td>February</td>
<td>Appellate Advocacy&lt;br&gt;Construction Law</td>
<td>1.3.20</td>
<td>1.10.20</td>
</tr>
<tr>
<td>March</td>
<td>Alternative Dispute Resolution&lt;br&gt;Employment and Labor Law&lt;br&gt;Young Lawyers</td>
<td>1.31.20</td>
<td>2.7.20</td>
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<tr>
<td>April</td>
<td>Product Liability&lt;br&gt;Professional Liability</td>
<td>2.28.20</td>
<td>3.6.20</td>
</tr>
<tr>
<td>May</td>
<td>Insurance Law&lt;br&gt;Medical Liability and Health Care Law</td>
<td>3.31.20</td>
<td>4.7.20</td>
</tr>
<tr>
<td>June</td>
<td>Governmental Liability&lt;br&gt;Toxic Torts and Environmental Law</td>
<td>4.30.20</td>
<td>5.7.20</td>
</tr>
<tr>
<td>July</td>
<td>Commercial Litigation&lt;br&gt;Retail and Hospitality</td>
<td>5.29.20</td>
<td>6.5.20</td>
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<tr>
<td>August</td>
<td>Intellectual Property Litigation&lt;br&gt;Life, Health and Disability</td>
<td>7.1.20</td>
<td>7.8.20</td>
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<td>September</td>
<td>Diversity and Inclusion&lt;br&gt;Drug and Medical Device Litigation&lt;br&gt;Law Practice Management</td>
<td>7.30.20</td>
<td>8.6.20</td>
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<td>October</td>
<td>Aviation Law&lt;br&gt;Cybersecurity and Data Privacy&lt;br&gt;Worker’s Compensation</td>
<td>9.2.20</td>
<td>9.9.20</td>
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<tr>
<td>November</td>
<td>Fidelity and Surety&lt;br&gt;Product Liability</td>
<td>10.1.20</td>
<td>10.8.20</td>
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<tr>
<td>December</td>
<td>Insurance Law&lt;br&gt;Trucking Law</td>
<td>10.22.20</td>
<td>10.29.20</td>
</tr>
</tbody>
</table>

* 50 percent or more of the editorial content for each issue of *FTD* is provided by the above referenced committees. DRI reserves the right to change these committee placements.

- Membership-wide print and digital magazine
- Digital Edition ads link to your website
- Digital Edition issues are archived and searchable
DRI's national quarterly publication, *In-House Defense Quarterly (IDQ)*, addresses the specific needs of in-house defense counsel and corporate legal executives. DRI’s corporate members are a niche group within the organization and represent over 250 companies from various industries. In addition to full-length articles, *IDQ* keeps its readers up-to-date with substantive information and reports on technology, legislative tracking, international legal trends and developments, as well as fellow DRI members.

### In-House Defense Quarterly 2020 Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Material Closing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>2.26.20</td>
<td>3.5.20</td>
</tr>
<tr>
<td>Summer</td>
<td>5.20.20</td>
<td>5.27.20</td>
</tr>
<tr>
<td>Fall</td>
<td>8.20.20</td>
<td>8.27.20</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>11.16.20</td>
<td>11.23.20</td>
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### Print Advertising Rates

#### For The Defense

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5,400</td>
<td>$5,200</td>
<td>$5,100</td>
<td>$4,800</td>
<td>$4,600</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$5,200</td>
<td>$5,100</td>
<td>$4,900</td>
<td>$4,600</td>
<td>$4,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,900</td>
<td>$4,800</td>
<td>$4,700</td>
<td>$4,300</td>
<td>$4,200</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,700</td>
<td>$3,600</td>
<td>$3,500</td>
<td>$3,200</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,900</td>
<td>$2,800</td>
<td>$2,700</td>
<td>$2,500</td>
<td>$2,400</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,700</td>
<td>$2,600</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,200</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$2,200</td>
<td>$2,100</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
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#### In-House Defense Quarterly

<table>
<thead>
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<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
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<tr>
<td>Back Cover</td>
<td>$3,900</td>
<td>$3,800</td>
<td>$3,700</td>
</tr>
<tr>
<td>Inside Front and Inside Back Covers</td>
<td>$3,700</td>
<td>$3,600</td>
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</tr>
<tr>
<td>Full Page</td>
<td>$2,500</td>
<td>$2,400</td>
<td>$2,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,100</td>
<td>$2,000</td>
<td>$1,900</td>
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<tr>
<td>1/3 Page</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,700</td>
<td>$1,600</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*Subject to change.* All advertising fees include color pricing. There is no discount for B/W ads.
Print Media

Print Ad Sizes

Full-page ad with bleeds

*Trim size:* 8.5” × 10.875”
(51p0 × 65p3)

*Bleed size:* 8.75” × 11.125”
(52p6 × 66p9)

Live matter must fit within the orange “border” (see inset, below right).

- *Trim (edge of page)*
- *Keep live matter (text and important graphics) 3/16” (1p3) away from trim on all sides*
- *Bleed extends 1/8” (0p9) past trim on all sides*

Spread (gutter bleed)
16” × 10”
52p6 × 60p
(16” × 10”)

Spread (bleed)
17.25” × 11.125”
52p6 × 66p9
(17¼” × 11¼”)

Full page (bleed)
8.75” × 11.125”
52p6 × 66p9
(8¾” × 11¼”)

Full page (no bleed)
7.5” × 10”
45p × 60p
(7¾” × 10½”)

1/2 page (horizontal)
7.5” × 5”
45p × 30p
(7½” × 5”)
Print Media continued

Print Ad Submission Requirements

Ad Material Requirements
All advertisements must be submitted as digital files. Hard-copy content proofs are not required but may be provided via fax or as a PDF or .JPG via email, regardless of how ad files are submitted. DRI will not be responsible for reproduction problems or file corruption if no proof is provided.

Acceptable Formats
PDF (preferred)  Fonts and images must be embedded; export PDF with press-quality settings. If you use drop shadows or other transparent effects, Transparency Flatten must be set to High Resolution. Turn off Overprint for all white elements. Pantone (PMS) or other spot colors must be converted to CMYK. Turn off printer’s marks, including registration and cropmarks.

JPEG  300 ppi resolution when sized at 100 percent in layout; save at maximum quality to avoid image degradation.

TIFF  300 ppi resolution when sized at 100 percent in layout.

Illustrator AI*  Images must be embedded; convert all fonts to outlines.

Illustrator EPS*  Images must be embedded; convert all fonts to outlines.

Quark Xpress  Quark Xpress files will not be accepted.

* Adobe Creative Suite Version 6 or earlier; Adobe Creative Cloud files will not be accepted.

Other Image Specifications
- Color image files must be CMYK (not RGB or indexed color).
- Black and white photos must be grayscale or CMYK, not RGB.
- Monochrome (bitmap) images must be a minimum of 1200 ppi resolution at 100 percent size.
- QR codes should be handled as bitmap images (see above).

The color space is CMYK (4-color); convert any RGB, spot or indexed color elements to CMYK.

Mechanical Specifications of For The Defense

<table>
<thead>
<tr>
<th>Back cover</th>
<th>Sheeted offset, aqueous coated</th>
<th>Binding</th>
<th>Saddle-stitch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside covers</td>
<td>Sheeted offset</td>
<td>Trim</td>
<td>8.5” × 10.875” (51p0 × 65p3)</td>
</tr>
<tr>
<td>Body</td>
<td>Web offset</td>
<td>Bleed</td>
<td>8.75” × 11.125” minimum (52p6 × 66p9)</td>
</tr>
</tbody>
</table>
Print Ad Submission Requirements  continued

Working with Ad Sizes and Bleeds  continued

• **Document, page, artboard or canvas size:** The artwork should be the same as the desired final size of the ad (see “Print Ad Sizes,” page 6).
  — If working in InDesign or Illustrator, use the application’s page layout menu to specify the ad size. For example, if your ad will be a half-page island, set the Page Size (InDesign) or Artboard Size (Illustrator) to 4.944” × 8.208” (29p8 × 49p3).
  — If working in Photoshop, make the Image Size the same as the ad size, with a resolution of 300 ppi.

• **Ads without bleeds:** No ads smaller than full-page size may have bleeds. For setup, see **Document, page, artboard or canvas size** (above). Specify the page size with no bleed. Do not use printer’s marks, including registration and cropmarks.
  — **Full-page ads without bleeds:** Position artwork of not larger than 7.5” × 10” (45p0 × 60p0) on document, page, artboard or canvas size of 8.5” × 10.875” (51p0 × 65p3). Do not use printer’s marks, including registration and cropmarks.

• **Ads with bleeds:** Art that bleeds, whether an image or other graphic element, must extend at least 1/8” (0p9) past the trim on applicable edges. Keep all vital elements (text or images) at least 3/16” (1p3) from the trim (page edge). See illustration under “Print Ad Sizes,” page 6.
  — If working in InDesign or Illustrator, use the application’s page layout menu to specify the ad size and the bleed. Set the Page Size (InDesign) or Artboard Size (Illustrator) to 8.5” × 10.875” (51p0 × 65p3) and the bleed to 1/8” (0p9). When generating a PDF include the bleed but turn off printer’s marks, including registration and cropmarks.
  — If working in Photoshop, make the canvas size 8.75” × 11.125” (52p6 × 66p9) and use guides to show the trim size and, if desired, the live matter boundaries 3/16” (1p3) inside the trim size.

How to Submit Files

• **Email:** Files attached to an email may be sent to Laurie Mokry (lmokry@dri.org) with all accompanying information.
DRI's digital advertising opportunities provide a great way to maximize your company's exposure within the DRI Community while creating an interactive touch-point that puts our audience right in front of your brand.

- All webpage and e-newsletter ads link to your website.

**The Voice E-Newsletter**
See page 10

**Committee E-Newsletters**
See page 11

**dri.org**
See page 13

**Committee Pages**

**Seminar Pages**

**DRI Community site**
See page 14
DRI's weekly e-newsletter, The Voice, is sent every Wednesday to the entire membership of 18,000 defense attorneys and in-house counsel. Each issue has one to two feature articles that are submitted by one of our 29 substantive law committees and relate to the civil defense community. Members can also highlight a recent winning case in our "And the Defense Wins" section. Maximize your exposure by reaching multiple target markets at one time.

For complete details and availability, contact DRI Sales at 312.795.1101.

See Ad Specifications and Positions, page 12.
Committee E-Newsletters

E-Newsletter | Circulation** | Issues (per year) | Banner (per issue) | Column #1 or 2 (per issue) | Column #3+ (per issue)
--- | --- | --- | --- | --- | ---
Alternative Dispute Resolution | 436 | 2 | $975 | $650 | $525
Appellate Advocacy | 603 | 2 | $975 | $650 | $525
Aviation Law | 209 | 2 | $825 | $550 | $450
Commercial Litigation | 1,548 | 4 | $1,462.50 | $975 | $800
Construction Law | 1,066 | 4 | $1,462.50 | $975 | $800
Corporate Counsel | 1,272 | 2 | $1,462.50 | $975 | $800
Cybersecurity and Data Privacy | 635 | 3 | $1,462.50 | $975 | $800
Daubert Online* | 18,000+ | 2 | $3,000 | $2,000 | $1,800
Diversity and Inclusion | 624 | 2 | $975 | $650 | $525
DRI International | 458 | 2 | $1,200 | $800 | $700
Drug and Medical Device | 1,092 | 4 | $1,462.50 | $975 | $800
Employment and Labor Law | 1,302 | 4 | $1,462.50 | $975 | $800
ERISA Report | 521 | 3 | $975 | $650 | $525
Government Enforcement and Corporate Compliance | 202 | 2 | $825 | $550 | $450
Governmental Liability | 671 | 2 | $975 | $650 | $525
Insurance Law | 2,439 | 12 | $1,462.50 | $975 | $800
Intellectual Property Litigation | 940 | 2 | $1,462.50 | $975 | $800
Law Practice Management | 442 | 2 | $975 | $650 | $525
Lawyers’ Professionalism and Ethics | 647 | 2 | $1,462.50 | $975 | $800
Life, Health and Disability | 521 | 4 | $975 | $650 | $525
Litigation Skills | 1,926 | 4 | $1,462.50 | $975 | $800
Medical Liability and Health Care Law | 1,430 | 4 | $1,462.50 | $975 | $800
Product Liability | 2,808 | 4 | $1,650 | $1,100 | $975
Professional Liability | 988 | 4 | $1,200 | $800 | $700
Retail and Hospitality | 384 | 2 | $975 | $650 | $525
The Voice* | 18,000+ | 50 | $2,200 | $2,200 | $2,200
Toxic Torts and Environmental Law | 1,128 | 3 | $1,462.50 | $975 | $800
Trucking Law | 1,008 | 3 | $1,200 | $800 | $700
Women in the Law | 1,204 | 2 | $1,200 | $800 | $700
Workers’ Compensation | 348 | 2 | $975 | $650 | $525
Young Lawyers | 2,650 | 12 | $1,650 | $1,100 | $975

* E-Newsletter distributed to entire DRI membership
** Circulation numbers as of August 2019; subject to change.

See Ad Specifications and Positions, page 12.
Digital Advertising  continued

The Voice and Committee E-Newsletter Ad Specifications and Positions

Your ad can be published in two places per newsletter issue:

1) **PDF layout**: All ads appear in the full issue PDF of the newsletter, which is always accessible to members in DRI LegalPoint.

2) **Email notification**: Ads placed as Banner, Column #1 or #2 are displayed in the push notification for the newsletter PDF.

### 1) PDF layout [8½ × 11”]

- **Banner**
- **Column #1**
- **Column #2**

### 2) Email notification [650 pixels wide]

Submit one file for placement in our InDesign layout file. Acceptable formats:

- **Vector-based**: PDF (preferred), AI or EPS. This will be placed at 100% in the layout and the artwork should be set up in inches or picas as specified in **Artwork layout dimensions**, with embedded images at 300 ppi.
- **Pixel-based**: PNG (preferred), JPG or TIF. This must be 72 ppi at the pixel dimensions specified in **Artwork layout dimensions**, so it will result in 300 ppi resolution when it’s scaled at 24% in the layout.

We use the ad artwork you submit for the page layout and size it proportionally for display in the email notification.

#### Artwork layout dimensions

<table>
<thead>
<tr>
<th></th>
<th>Inches</th>
<th>Picas</th>
<th>Pixels*</th>
<th>Email display size**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Column</td>
<td>3.4722 × 2.6667</td>
<td>20p10 × 16p0</td>
<td>1042 × 800</td>
<td>250 × 192</td>
</tr>
<tr>
<td>Banner</td>
<td>5.9722 × 0.8333</td>
<td>35p10 × 5p0</td>
<td>1792 × 250</td>
<td>430 × 60</td>
</tr>
</tbody>
</table>

* Pixel-based artwork submission size only; will be sized at 24% in our page layout

** When placed in our email host.

#### PDF submission specs

- **Images**: CMYK if possible; embedded; 300 ppi at 100% of size
- **Fonts**: Embedded or outlined
- **Export**: Press-quality settings

If you use drop shadows or other transparent effects, Transparency Flattener must be set to High Resolution.

No bleeds; turn off printer’s marks, including registration and cropmarks
DRI’s website is our members’ home portal for all information related to DRI education, membership and network offerings. Our recently updated site organizes our many benefits, products and services into quick links for easy access. Advertising on our committee, seminar and community pages are outlined in this media kit. Individual ads on DRI’s webpages will run for a period of 30 days unless otherwise specified. Discounted multi-month runs are also available.

For more information, contact the DRI Sales Department at 312.795.1101.
DRI Community Site Main Home Page

DRI Community Advertising Options
DRI’s Communities are the center of all substantive activity. Connect with DRI influencers through targeted, efficient and timely advertising to drive awareness.

Acceptable ad file type is .PNG; animated ads are not accepted.

<table>
<thead>
<tr>
<th>Community site main home page ads</th>
<th>Price by number of insertions</th>
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</thead>
<tbody>
<tr>
<td>Position</td>
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</tr>
<tr>
<td>Top</td>
<td>$2,200</td>
</tr>
<tr>
<td>Right</td>
<td>$2,000</td>
</tr>
<tr>
<td>Bottom</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

- Slide deck on Community site main home page
  Size (in pixels): 633 w × 280 h
  Price: $3,000 per month

- Video or static HTML Community site home page ads
  Size (in pixels): 316 w; auto adjust for height
  Price: $2,000 per month
DRI Community Site Interior Pages

### Community site interior page ads

Ads cross all communities.

Acceptable ad file type is .PNG; animated ads are not accepted.

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (in pixels)</th>
<th>1×</th>
<th>3×</th>
<th>6×</th>
<th>12×</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>640 w × 125 h</td>
<td>$5,500</td>
<td>$4,400</td>
<td>$3,300</td>
<td>$2,200</td>
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<tr>
<td>Right</td>
<td>125 w × 1000 h</td>
<td>$5,500</td>
<td>$4,400</td>
<td>$3,300</td>
<td>$2,200</td>
</tr>
<tr>
<td>Bottom</td>
<td>962 w × 125 h</td>
<td>$3,300</td>
<td>$2,200</td>
<td>$1,100</td>
<td>$600</td>
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</tbody>
</table>

### Community-specific discussion group ads

Ads appear next to every post, whether online or via email.

Acceptable ad file type is .PNG; animated ads are not accepted.

**Size (in pixels):** 125 w × 125 h

**Price:** $1,250 per month
**Get Started**

*DRI is proud to offer advertising in a variety of mediums*—our online and print opportunities will help you to connect with 18,000+ defense attorneys. Your message is important and we will do whatever we can to make sure you’re satisfied and that we are helping you reach your goals. Call us and we will help create a plan together, as partners.

Our members want to hear from you; let’s get started.

**Melissa LaBarbera**  
Sales Manager  
[mlabarbera@dri.org](mailto:mlabarbera@dri.org)  
312.698.6241

**Laurie Mokry**  
Advertising Representative  
[lmokry@dri.org](mailto:lmokry@dri.org)  
312.698.6259

**John Hovis**  
Sponsorships and Exhibits Manager  
[jhovis@dri.org](mailto:jhovis@dri.org)  
312.698.6218