



2008

Cornerstone Media Kit

A Publication of the
National Legal Aid &
Defender Association



Published three times a year, Cornerstone serves as an information wellspring for civil legal aid and public defense professionals in the equal justice community. For more than 28 years, this publication has covered topics important to advocates in both the defender and civil legal aid fields. It provides these professionals with the latest information, trends and theories concerning access to equal justice for the low-income community.

An advertisement in Cornerstone will provide your organization with direct access to nearly 13,000 civil legal aid and public defense professionals, bar association leaders and staff, private practice attorneys, judges, law school clinicians and clients, law students, law fellows and private citizens who support the National Legal Aid & Defender Association (NLADA) and its mission of ensuring equal justice for all.

Cornerstone's distribution includes all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Micronesia.

Since many of the issues covered in Cornerstone have far reaching implications and are timeless in impact and importance, the publication has a long shelf life of up to several years, giving your advertisement the maximum continued exposure to the professionals who need your products and services.



Washington Watch

A look at what's happening on the defender and civil legal aid fronts in Congress, the Supreme court and the White House

Insightful Commentary

Top experts deliver reports on what is currently impacting the field

Special Reports

In-depth coverage of a range of defender and civil legal aid topics

Upcoming Training

A glimpse of upcoming seminars, workshops, conferences and training sessions for public defender and legal aid professionals



Closing Dates/Materials Deadlines

January-April 2008 Issue

Closing: November 15, 2007 Materials: November 25, 2007

May-June 2008 Issue

Closing: March 1, 2008 Materials: March 15, 2008

September-December 2008 Issue

Closing: July 1, 2008 Materials: July 15, 2008

Technical Requirements and Specifications

1. *Advertisers should submit ads in a digital format on compact disk (CD) or by email for black and white materials. A PC platform is required*. The preferred digital ad format for advertising in Cornerstone is a .pdf file, as fonts can be embedded directly into the file during its creation. Live (design) files in QuarkXPress are also accepted, but the ad file must be collected for output and include all fonts and graphics used in the ad (*.tif, *.jpg or *.eps format preferred for graphics). If submitting a *.jpg or *.tif file, the black-and-white ad should be no less than 600 dpi (dots per inch), as lower resolution will cause the type, which is rasterized, to become blurred and/or pixilated.*
2. *Files that NLADA cannot accept for advertising include: Macromedia Freehand, Microsoft Word and InDesign files.*
3. *Black-and-white proofs or laser printouts must accompany all ads.*
4. *Alterations on original advertising copy can be made on some ads at the request of the advertiser or to meet mechanical requirements of the publication. Additional charges will be levied for these services at NLADA's standard rates.*
5. *Please see contract for exact dimensions.*

Rules and Regulations

Billing

Cornerstone is published three times per year. First-time advertisers must pay in advance of their first insertion. All subsequent advertisements will be invoiced upon publication and are due net 30 days of invoice. All accounts not paid in full within 30 days of the date of invoice are subject to a finance charge of 1.5 percent per month.

Advertisers with invoices more than 30 days outstanding will not be permitted to place advertisements in Cornerstone until outstanding payments are made. All advertisers with histories of delinquent accounts will be required to pay in advance until NLADA determines otherwise.

Cancellations & Changes

All space cancellations or changes must be received in writing 30 days prior to the space closing date for each issue. The publisher must confirm changes in writing.

If copy/instruction changes are not received by the space-closing deadline, the advertisement will run according to its previously confirmed specifications, and the advertiser will be responsible for payment. Copy changes will only be recognized via written confirmation from the advertiser subject to the publisher's approval. Questions regarding copy and mechanical specifications should be directed to NLADA. NLADA must be made aware of any concerns with the printing of an ad within 20 calendar days from date of invoice.

NLADA, at its discretion, may reject advertising at any time and for any reason.

Other Services

NLADA can assist you with the following changes to your materials: type changes, key codes, strip-ins or other mechanical adjustments as well as ad design and production. Charges for these production services are at NLADA's standard rates.

For more information about advertising in Cornerstone

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