



YOU WON!

Congratulations on being a stand-out lawyer. Now you can stand out even more with a Winner Profile in the July issue.



Prestigious Recognition in Florida Trend Magazine

The 14th annual Florida Legal Elite special report will provide the magazine's influential readers with a ready reference when they need to find or refer a top attorney.

Your marketing message will reach 250,000 executives, entrepreneurs, government leaders and public officials — people with the position, power and resources to make key decisions on the selection of legal services.

Options for MAXIMUM Marketing Impact

- > **WINNER PROFILE** Choose one of five formats to highlight your expertise, awards and professional accomplishments.
- > **ONLINE PROFILE LINK** Stand out online with a link to your profile in the web version of Legal Elite.
- > **OFFICIAL LEGAL ELITE 2017 WINNER BADGE/LOGO**
For a small fee, winners may license the use of the official 2017 Legal Elite logo to use in your emails, on your website, blog or other online resource.
- > **DISPLAY ADVERTISING** Larger space display advertising is available to firms and to individual winners.
- > **PERSONALIZED RECOGNITION ITEMS** Plaques and other commemorative items are available to Legal Elite winners at special rates through Florida Trend's approved vendor.
- > **REPRINTS** Copies of the July issue with the Legal Elite special report are available for purchase — a great way to expand your marketing outreach.

“Being recognized in Florida Legal Elite puts our firm's specialized practice area of intellectual property law front and center with an audience that can use our expertise. Florida Trend's strong reputation for quality journalism makes the honor especially valuable and enhances our firm's place in the market.”

Ava Doppelt
Shareholder, Allen Dyer
Doppelt & Gilchrist
Legal Elite Hall of Fame



Advertising Space Deadlines

- Winner Profiles - **MAY 4**
- Profile Materials - **MAY 11**
- Display Advertising - **MAY 17**
- Display Materials - **MAY 24**

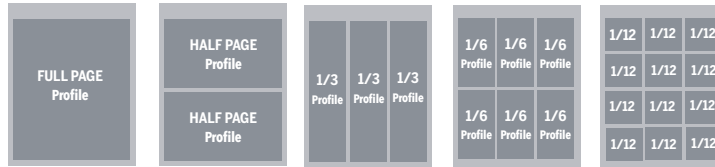
Florida Trend upholds strict guidelines of separation between the Legal Elite selection process and advertising. A position onto the winner list cannot be gained through purchase of advertising.

www.floridatrend.com · 727.821.5800

2017 AD RATES

WINNER PROFILES

Profiles available to Legal Elite winners only.



Number of Profiles	Full Page (rate per profile)	Half Page (rate per profile)	1/3-Page (rate per profile)	1/6-Page (rate per profile)	1/12-Page (rate per profile)
1	\$8,990	\$5,345	\$3,655	\$1,775	\$995
2	-	-	3,470	1,680	950
3	-	-	3,180	1,545	875
4	-	-	2,925	1,420	805
5	-	-	2,740	1,325	755
6	-	-	2,590	1,260	715

Note: Discounts apply only to small space profile purchases (up to 6). No further discounts.

Winner Profile Deadlines: **MAY 4** • Materials due: **MAY 11**

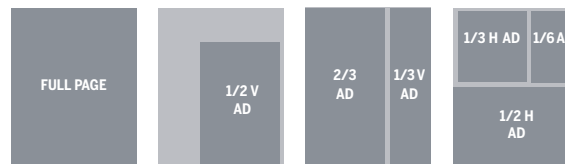
ONLINE PROFILES

Winner profile link in the online version of Legal Elite.

6 Months	12 Months
\$1,250	\$1,950

DISPLAY ADS

Display ads within the Legal Elite section follow the Florida Trend rate card. Print rates are net.



Ad Size	4-Color	Black & White
Full page	\$13,880	\$10,895
2/3 page	11,530	8,730
1/2 page vert.	11,080	7,850
1/2 page horiz.	9,625	6,870
1/3 page	7,345	4,725
1/6 page	3,770	2,460
2 pages per issue	24,990	19,265

Note: Florida Trend frequency discounts apply.

Display Advertising Deadlines: **MAY 17** • Materials due: **MAY 24**

FIND OUT MORE

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