

# 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 15th 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.
- > **DIGITAL PROFILE LINK** Stand out online with a link to your profile in the web version of Legal Elite.
- > **OFFICIAL LEGAL ELITE 2018 WINNER BADGE/LOGO**  
For a small fee, winners may license the use of the official 2018 Legal Elite logo to use in your emails, on your website, blog or other digital 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.*

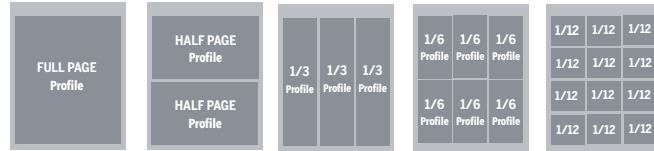
[www.floridatrend.com](http://www.floridatrend.com) · 727.821.5800

# 2018 AD RATES

## ▶ WINNER PROFILES

Profiles available to Legal Elite winners only. Digital profiles run for one year.

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



Number of Profiles	Full Page		Half Page		1/3-Page		1/6-Page		1/12-Page	
	print rate per profile	print plus digital	print rate per profile	print plus digital	print rate per profile	print plus digital	print rate per profile	print plus digital	print rate per profile	print plus digital
1	\$8,990	\$10,940	\$5,345	\$7,295	\$3,655	\$5,605	\$1,775	\$3,725	\$995	\$2,945
2	-	-	-	-	3,470	5,420	1,680	3,630	950	2,900
3	-	-	-	-	3,180	5,130	1,545	3,495	875	2,825
4	-	-	-	-	2,925	4,875	1,420	3,370	805	2,755
5	-	-	-	-	2,740	4,690	1,325	3,275	755	2,705
6	-	-	-	-	2,590	4,540	1,260	3,210	715	2,665

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

## ▶ DIGITAL ONLY

1/12-page winner profile link in the digital version of Legal Elite.

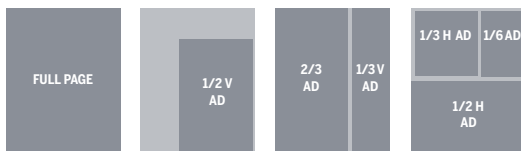
6 Months	12 Months
\$2,500	\$3,900

## ▶ DISPLAY ADS

Display ads within the Legal Elite section follow the Florida Trend rate card.

Print rates are net.

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



Ad Size	4-Color
Full page	\$13,880
2/3 page	11,530
1/2 page vert.	11,080
1/2 page horiz.	9,625
1/3 page	7,345
1/6 page	3,770
2 pages per issue	24,990

Note: Florida Trend frequency discounts apply.

Advertising Terms and Conditions are an integral part of all Trend Magazines Inc. advertising contracts.  
Find complete terms and conditions at [www.FloridaTrend.com/media-kit/terms](http://www.FloridaTrend.com/media-kit/terms).

FIND OUT  
MORE

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