

EWC MAGAZINE

EDUCATION, STRATEGIES AND RESOURCES

MEDIA KIT

Why advertise with EWC Magazine?



LEVERAGE EWC's credibility and thought leadership with workers' comp and risk professionals to enhance your company's brand.



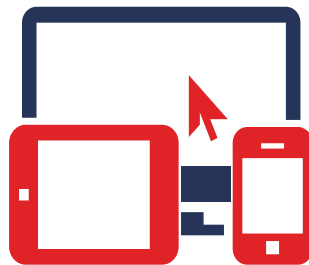
MAXIMIZE your exposure by leveraging EWC Magazine's integrated print and digital media approach.

Through print and digital publication, and the annual EWC Conference, we offer three opportunities for targeted lead generation and brand awareness – allowing you a variety of platforms to get your voice and message heard by your target audience.



REACH thousands of decision-makers. Our focus is reaching the executives in workers' comp and risk management—the influencers.

Our free and untethered content means no barriers for subscribers and promotes sharing, expanding our readership and your visibility!



DISTRIBUTION:
Published twice yearly.

Winter/Spring: Experts Edition special print and digital issue. Bonus distribution at annual EWC conference!

Summer/Fall issue distributed digitally.



SPECIAL RATE OFFER
10% discount with purchase of full year of advertising.

GENERAL ADVERTISING RATES

FOUR COLOR

Sponsored Article	\$2,500
A promotional article that includes your company name, logo, photos and contact information.	
Inside Cover, Back Cover, Inside Back Cover	\$1,800
Full Page	\$1,500
1/2 Page	\$800
1/4 Page	\$450



CLOSING DATES

ISSUE	SPACE CLOSING
WINTER/SPRING	NOV. 1
SUMMER/FALL	MAY 1

SPECIAL ADVERTISING SECTION

WINTER/SPRING (JANUARY): **ULTIMATE RESOURCE GUIDE**

A special advertising section designed to showcase a credible, comprehensive and diverse listing of businesses arranged by category in a directory format. Advertising in our Ultimate Resource Guide helps brand you as a service provider who specializes in delivering services and technology to the workers' compensation industry.

This special print edition will be distributed to conference attendees in addition to being circulated digitally and posted on our website to view and download.

We design your full-page or half-page ad according to our Ultimate Resource Guide specs. Our predesigned format allows a uniform and cohesive style suitable for the Ultimate Resource Guide. As such, the layout and design of the ad (including the use of color, typeface, photo cropping, sizing and placement) will be determined by EWC Magazine editors. While the final ad will be similar to the sample shown, we reserve the right to make design modifications to ensure what we believe is the best presentation of Ultimate Resource Guide ads.

FULL PAGE **\$1,500**

- Full page color ad
- Premium placement within special advertising section
- Copy limit for bio/description: 300 words
- Full address and contact information for multiple locations
- Links to website, blogs, videos, social media pages, etc.
- Logo
- Specialty category heading of your choice

HALF PAGE **\$800**

- Half page color ad
- Copy limit for bio/description: 100 words
- Full address and contact information for single location
- Email and website link
- Logo
- Specialty category heading of your choice

QUARTER PAGE **\$450**

- Quarter page color ad
- Logo
- Phone Number, email & website Link



The sample advertisement features a portrait of Stacey L. Tokunaga, Founder, with a blue and red border. The text includes the firm name, tagline, office locations, and a list of specialties.

LAW OFFICES OF STACEY L. TOKUNAGA
Strength. Loyalty. Trust.
What we do together matters!

121 Law was founded in 1994 by Stacey L. Tokunaga, who is still the firm's managing partner. The firm provides a commitment to excellence, aggressive life management, responsiveness and focused client service in the practice of Workers' Compensation Defense law.

From the beginning, Stacey's passion and mission have remained unchanged. Her passion has always been about delivering the highest quality management and defense of Workers' Compensation claims, while educating and supporting her clients. Her mission for the firm remains: to provide exceptional legal defense services while assisting self-insured employers, third party administrators and insured clients in defending and minimizing the cost of their Workers' Compensation claims.

This boutique firm offers its clients a talented staff of attorneys with a combined experience of over 10 decades in Workers' Compensation and civil litigation. In addition to private, self-insured clients and carriers, the firm has a Public Agency Division that was formed to address the unique needs of cities, counties and school districts in California.

SPECIALTIES:

- Workers' Compensation Defense
- Serious and Willful Misconduct
- Subrogation
- ADR (Alternative Dispute Resolution)
- Labor Code Section 132(a)
- Mediation and Arbitration

OFFICE LOCATIONS:

Orange:
301 N. Rampart St.
Suite F
Orange, CA 92668
Phone: (714) 634-7000

Walnut Creek:
1900 Riverbend Ave.
Suite 220
Walnut Creek, CA 94596
Phone: (925) 363-7300

Oakland:
505 14th St.
Suite 942
Oakland, CA 94612
Phone: (510) 588-8445

Our experience, our ability to obtain favorable results for our clients and our integrity make our firm suited to your needs.

WWW.SLTLAW.COM

PRODUCTION REQUIREMENTS

PAGE (NO BLEED) =
171 x 240 mm
6.73 x 9.45 inches

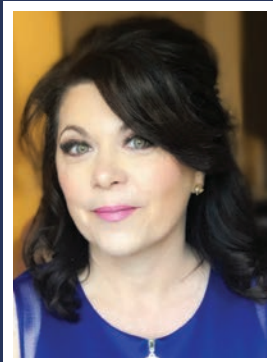
QUARTER PAGE =
82 x 116 mm
3.23 x 4.57 inches

HALF PAGE VERTICAL =
82 x 240 mm
3.23 x 9.45 inches

HALF PAGE =
171 x 116 mm
6.73 x 4.57 inches

QUARTER PAGE =
82 x 116 mm
3.23 x 4.57 inches

PRODUCTION CONTACTS



EDITOR IN CHIEF
Debra Hinz
Debra.Hinz@ewcevents.com



MANAGING EDITOR
Lacey Atkinson
Lacey@ewcevents.com

**Bleed: printing term for a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper, then trimmed down.*

PRODUCTION REQUIREMENTS

ACTUAL SIZE OF ADS

FULL PAGE (WITH BLEED) =
203 x 279 mm 7.99 x 10.98 inches Bleed = add 3mm 1/8 inch

PAGE (NO BLEED) =
171 x 240 mm
6.73 x 9.45 inches

HALF PAGE =
171 x 116 mm
6.73 x 4.57 inches

After trimming, bleed ensures that no unprinted edges occur in the final trimmed document. It is very difficult to print exactly to the edge of a sheet of paper/card, so to achieve this, it is necessary to print a slightly larger area than is needed and then trim down to the required finished size.

ACTUAL SIZE OF ADS

QUARTER PAGE =
82 x 116 mm
3.23 x 4.57 inches

HALF PAGE VERTICAL =
82 x 240 mm
3.23 x 9.45 inches

QUARTER PAGE =
82 x 116 mm
3.23 x 4.57 inches



EWC Magazine is distributed to Insurance Companies, TPAs, Self-Insured Agencies, Risk Managers, County and City Agencies, and Employers. Below is a sample list of employers.

21st Century Fox
99 Cents Only Stores
ABC Television
Airbnb, Inc.
Albertsons
Amazon
American Eagle Outfitters, Inc.
Bimbo Foods
BJ's Restaurant
California Pizza Kitchen
Del Taco
DIRECTV
Disney Enterprises, Inc.
eBay Inc.
eHarmony.com Inc
El Pollo Loco, Inc.
Fox Broadcasting Company
Goodwill Industries
Google, Inc.
Harbor Freight Tools
Hunter Douglas Inc.
Hyatt Hotels

In-N-Out Burger, Inc.
Jack in the Box, Inc.
KB Home
King's Hawaiian
Lowe Enterprises, Inc.
Marriott
Mattel, Inc.
Mercedes-Benz
Mission Linen Supply
Nike Inc.
Nordstrom, Inc.
Oracle Corporation
Panda Express
Peet's Coffee & Tea
Randall Foods
Ross Stores, Inc.
Rubio's Restaurants, Inc.
Safeway, Inc.
Salvation Army
Shell International
Shutterfly, Inc.
Sigler USA

Smart & Final Inc
Solar Turbines
Sony Electronics, Inc.
Southern Glazers Wine & Spirits
St. John Knits
Safeway, Inc.
Technicolor USA, Inc.
The Clorox Company
The Walt Disney Company
The Wonderful Company
Tillys
Time Warner Cable
Uber Technologies, Inc.
US Foods
Vallarta Supermarkets
Ventura Foods, LLC
Visa, Inc.
Warner Bros. Entertainment Inc.
Westfield Group
Xerox Corporation
Young's Market Company