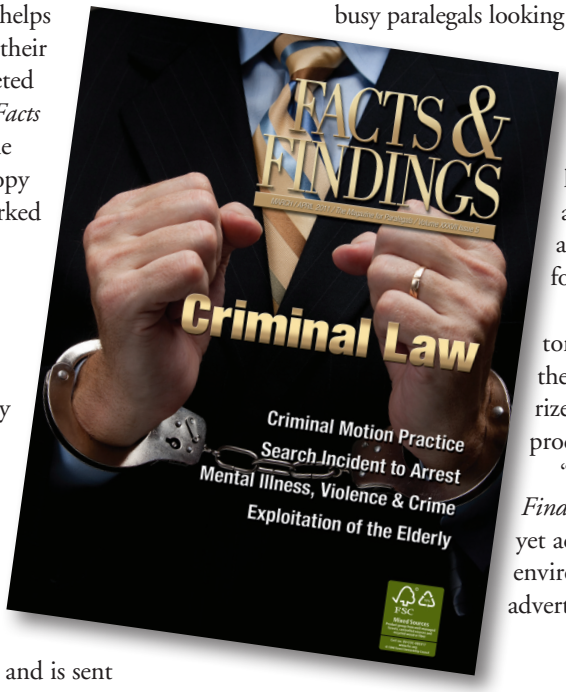
FACTS & FINDINGS

THE BIMONTHLY MAGAZINE FOR PARALEGALS

Advertising in *Facts & Findings* puts your message where it is seen by paralegals who are passionate about their profession and are always looking for ways to improve. More than 7,000 subscribers and legions of readers count on *Facts & Findings* as an authoritative professional journal that helps them increase their knowledge and sharpen their skills. Fully 90 percent of those who completed readership surveys indicated that they read *Facts & Findings* for its educational value. Half the respondents indicated that they pass their copy along for others to read, and 99 percent marked that they save their copies for reference.

Readers' expectations are high and their trust is well placed in *Facts & Findings*, the flagship publication of NALA, The Association of Legal Assistants/Paralegals. Timely and authoritative articles prepared by knowledgeable peers, attorneys, educators, and other experts offer an array of subjects and information that paralegals are hungry for.The annual lineup of issues includes a special "Career Chronicle" in January as a "year in review" of the paralegal profession. It is relied upon for current and factual information about the paralegal career field, and is sent to all members and representatives of NALA affiliated associations.



It is perfect for advertising long-standing services and products. There is also a special issue in May dedicated to showcasing the many products and services offered by vendors to the legal profession. This "reference" issue is ideal for keeping your contact information within easy reach of busy paralegals looking for information or help with a project.

The NALA is the nation's leading association for paralegals, representing more than 18,000 paralegals through individual membership and approximately 90 state and local affiliated paralegal associations. There are 7,000 subscribers to the magazine, and an additional 500 issues are sent as promotions for each issue of Facts & Findings.

Members are paralegals, legal administrators, legal educators and others concerned with the paralegal career field. They often are authorized to purchase or recommend purchases of products and services for their offices.

"Slick" production values place *Facts & Findings* in the top quality magazine category, yet advertisers can enjoy this opportunity-rich environment at rates well below typical display advertising in other magazines.

Ad Size	1x	3x	6x	12x	18x
Cover 2	n/a	n/a	$3,400	$3,100	n/a
Cover 3	n/a	n/a	$3,100	$2,850	n/a
Cover 4	n/a	n/a	$3,500	$3,220	n/a
Full Page	$2,850	$2,760	$2,670	$2,500	$2,350
2/3 Page	$2,420	$2,350	$2,250	$2,125	$1,975
1/2 Page	$2,130	$2,060	$2,000	$1,760	$1,725
1/3 Page	$1,560	$1,500	$1,450	$1,375	$1,275

Standard Sizes (non-bleed)	Inches Wide	Inches Deep
Full Page *(4-color)*	7.625	10.125
1/2 Page Vertical *(4-color)*	3.75	10.125
1/2 Page Horizontal *(4-color)*	7.625	4.875
1/3 Page Vertical *(4-color)*	2.375	10.125

Magazine Trim Size: 8.375" wide x 10.875" tall
Safety Margin: Keep all live matter .375" from head and foot trim and .375" from outer trim.
Copy for Full Page Bleed: Measure at least 8.75" wide x 11.25" deep*
Live Matter Safety Margin: .5" all around

DEADLINE DUE DATES

Issue (2012)	*Space*	*Material*	*Mailing*
March/April – Intellectual Property	1/17/12	2/1/12	3/15/12
May/June **VENDOR ISSUE** Employment/Pre-Convention	3/14/12	4/1/12	5/15/12
July/August – Bankruptcy	5/16/12	6/1/12	7/15/12
Sept/October – Family Law	7/18/12	8/1/12	9/15/12
Nov/Dec – Gov./Admin. Law	9/19/12	10/1/12	11/15/12
January/February 2013 **SPECIAL ISSUE** Career Chronicle	11/14/12	12/1/12	1/15/13

Represented by:

Mohanna Sales Representatives
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Mohanna

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Display Advertising Insertion Order

Use the following information to reserve advertising space.
Mohanna Sales Representatives, Amanda Daniel, 972-596-8777, amanda@mohanna.com

Camera Ready Ad Specifications

Ads supplied on film are not accepted. Please follow the guidelines below to submit electronic, client-produced ads. Contact us if you have questions.

All images or collaterals, regardless of format used, must be:
CMYK images—300 dpi @ 100%
Grayscale images—300 dpi @ 100%
Bitmap images—600 dpi @ 100%

Acceptable Formats:
High-resolution press-ready PDFs preferred.
PDF Specifications:
1. PDFs must be written with the following specifications:
   a) Acrobat 5.0 (1.4) compatibility
   b) 300 to 350 dpi resolution
   c) All fonts embedded
   d) All colors converted to CMYK in the color palette (no spot or RGB colors)
   e) For bleed ads: please include trim marks and a .125 bleed

PDF's with RGB images or low-resolution images will be returned for re-formatting.

Quark XPress (Macintosh only)
Convert file to press-ready PDF if possible. (see PDF specifications)
Colors must be converted to CMYK
Fonts for any placed images must be included

Adobe Photoshop
A TIFF or EPS from Adobe Photoshop is acceptable. It must meet the following specifications:
1. A minimum resolution of 300 dpi @ 100%
2. Colors converted to a grayscale or CMYK file
3. Clipping path saved as an EPS (if used)
4. Channels other than CMYK must be deleted
5. TIFF files should have LZW compression turned off
6. EPS files should be saved with binary encoding; 8 bit preview. Halftone screen, transfer function & postscript color management must to be turned off.

Adobe InDesign
Convert file to press-ready PDF if possible. (see PDF specifications)
Colors must be converted to CMYK
Fonts for any placed images must be included

Adobe Illustrator or Freehand: Files must meet the following specifications:
1. Save as editable EPS file. The use of transparencies (drop shadows, feathering, etc.) is not recommended when printing in spot Pantone colors. If transparency filters are used, the PDF must be saved with Acrobat 5.0 (1.4) compatibility. No RGB can be accepted.
1. Save as editable EPS file
2. Colors must be converted to CMYK
3. Type converted to outlines (Illustrator) or curves (Freehand)
4. Fonts for any placed images must be included

Unaccepted Formats
Adobe PageMaker, Microsoft Publisher and Microsoft Word files are not accepted. If software packages other than these listed are used, please inquire as to their usability prior to submission.

Fonts
Multiple Master fonts are not accepted. The use of True Type fonts is not recommended and may result in copy being reflowed. Do not use stylized fonts, select the actual bold or italic font. Stylized fonts do not collect or package correctly, and may not image properly in the printed magazine.

Media & Materials
☐ E-mail: Please telephone for e-mail instructions
☐ CD (Mac or PC format–session closed), and DVD-R.
☐ Proofs: All ads must be accompanied with a Matchprint quality digital color proof. Inkjet proofs are acceptable for content only, not color.

THE ASSOCIATION OF LEGAL ASSISTANTS • PARALEGALS

Payment

Payment must accompany orders for first time advertisers. All ads must be paid within 30 days of invoice date.
Cancellation of any part of order voids rate and position agreements. **Agency commission:** Rates are non-commissionable.
Facts & Findings reserves the right to decline advertisements.