NALA
THE PARALEGAL ASSOCIATION

2020
ADVERTISING OPPORTUNITIES
Since 1975, NALA has been trusted to provide exceptional continuing education and professional development designed specifically to advance paralegals in their careers. NALA connects our members with their peers across the nation and opens doors of knowledge and opportunity. We provide current information about the paralegal profession, continuing education (publications, courses, annual conference, and webinars), networking opportunities, professional certification programs, occupational survey reports, and publications to help paralegals excel in the workplace.

We are the leading paralegal association nationwide representing more than 18,000 paralegals, who are individual members and members of NALA affiliated associations. NALA sets the national standard for paralegal excellence.
Demographics

We have members in all of the U.S. states including Puerto Rico, and the Virgin Islands. Some members living internationally work for U.S. companies or are in the military.

95% Women
5% Men

66% Certified Paralegals
70% NALA Members
30% NonMembers

*28% Ages 35-44
*24% Ages 45-54
*21% Ages 25-34
*10% Ages 55-64

Members and Certified Paralegals have several years of experience, with an average tenure of 10 years with a current employer.

- 63% Work for a private law firm
- 68% Work in firms of 1-15 attorneys
- 17% Work for corporations

Top 5 Specialty Area include:
- Litigation
- Personal Injury
- Family Law / Domestic Relations
- Insurance
- Criminal

*Statistics are taken from the 2016 National Utilization & Compensation Survey Report*
<table>
<thead>
<tr>
<th>The Numbers</th>
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**SOCIAL MEDIA FOLLOWERS**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
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</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>11k+</td>
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<tr>
<td>Twitter</td>
<td>861+</td>
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<tr>
<td>LinkedIn</td>
<td>14k+</td>
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**NALA PUBLICATION SUBSCRIBERS**

Facts & Findings: 6,500+

**CONFERENCE ATTENDEES**

NALA Conference & Expo: 500+
FREQUENCY
Printed 4x per year:
Q1 - January
Q2 - May
Q3 - September
Q4 - November

COMMON THEMES
Business Law / Commercial Law
Litigation
Intellectual Property
Elder Law
Internet & Digital Law
Personal Injury

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
<th>8X</th>
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<tbody>
<tr>
<td>Cover 2</td>
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<td>$1,530</td>
<td>$1,445</td>
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<tr>
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<td>$1,020</td>
<td>$920</td>
<td>$870</td>
<td>$815</td>
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<tr>
<td>1/4 Page</td>
<td>$680</td>
<td>$615</td>
<td>$580</td>
<td>$545</td>
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RATES ARE PER INSERTION.
**2020 PRODUCTION SCHEDULE**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>ARTWORK</th>
<th>MAILING</th>
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<tbody>
<tr>
<td>Q1 - Winter Issue</td>
<td>10/1</td>
<td>10/15</td>
<td>12/15</td>
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<tr>
<td>(January Release)</td>
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<tr>
<td>Q2 - Spring Issue</td>
<td>2/1</td>
<td>2/15</td>
<td>4/15</td>
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<tr>
<td>(May Release)</td>
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<tr>
<td>Q3 - Summer Issue</td>
<td>6/1</td>
<td>6/15</td>
<td>8/15</td>
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<td>(September Release)</td>
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<tr>
<td>Q4 - Fall Issue</td>
<td>8/1</td>
<td>8/15</td>
<td>10/15</td>
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<td>(November Release)</td>
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**PRINTED ARTWORK SPECIFICATIONS**

- **Full Trim Page Size (4-color):** 8.25” X 10.75” (include .25 inch bleed)
  - Safety Size: 7.75” X 10.25”

- **1/2 Page Size (4-color):** 7.75” X 5” (bleeds are not permitted)

- **1/4 Page Size (4-color):** 3.625” X 5” (bleeds are not permitted)

**Submission Guidelines:**
- PDF ONLY/ CMYK
- 300 dpi @100%
- All fonts should be embedded.
- Bleed ads should include trim marks and a .25 bleed

PDF artwork that does not follow the specifications outlined will be returned for reformatting.
2020 Advertising Order Form

Advertising Opportunity:

Company:

Ad Size:        Frequency:

Ad Position:      Rate:

Contact Authorized by (print):

Authorized Signature:     Date:

ADVERTISING CONTACT

Name:

Company:

Address

City / State / Zip:

Phone:       Fax:

Email:

BILL TO (if different from advertising contact)

Name:

Company:

Address

City / State / Zip:

Phone:       Fax:

Email:

AD PLACEMENT

PUBLICATION

☐ Q1 - Winter Issue
☐ Q2 - Spring Issue
☐ Q3 - Summer Issue
☐ Q4 - Fall Issue

PARALEGAL RESOURCE DIRECTORY: ($750 per year; $375 for exhibitors)

Website Address:

Company Description:

SELECT TOPIC AREA:  
☐ Corporation Service  ☐ Court Reporters and Deposition Services
☐ Document Services    ☐ General-Miscellaneous  ☐ Litigation Support
☐ Investigation, Public Records, Process Servers