REACH LEADING PARALEGALS IN A $142 MILLION INDUSTRY.
NALA leads the paralegal profession by providing a voluntary certification program, continuing legal education, and professional development for all paralegals.

Why NALA?
The National Association of Legal Assistants (NALA) is the leading paralegal association in the U.S. representing more than 6,300 paralegals in all of the U.S. states including Puerto Rico, and the Virgin Islands. NALA’s mission is to provide continuing education and professional development to all paralegals.

NALA By The Numbers

6,300+
NALA reaches 6,300+ members throughout the U.S.

$13 M
Our members spend an average of $13 million annually on products and services

Experience
NALA legal administrators and paralegals work in a variety of types and sizes of firms, and under general counsel for major corporations from all industries. Our members have several years of experience, with an average tenure of 10 years with a current employer.

Some corporations where our members work include:
• AT&T
• Bank of America
• The Walt Disney Company
• Kimberly-Clark Corporation
• Walmart Inc.

Top 5 Specialty Areas
• Litigation
• Personal Injury
• Family Law / Domestic Relations
• Insurance
• Criminal

REACH LEADING PARALEGALS WHO HAVE A PURCHASING POWER OF $13 MILLION

CONTACT NAYLOR TODAY!
From the NALA Marketing Questionnaire and IbisWorld Report 54111
Advertising on the NALA Website – nala.org

Advertising on the NALA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to nala.org to learn about upcoming association events and to discover ways to maximize their NALA membership. Advertising on nala.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of paralegals.

Features of NALA website advertising:
• Cross-promoted in other NALA publications and communication pieces
• Directs visitors to the landing page of your choice to expedite purchases
• Year-round visibility reinforces brand recognition
• Allows dynamic, time-sensitive promotion

On average, nala.org receives:
• More than 17,900 unique visitors per month
• 36,700 visits per month
• 123,878 page views per month
• Sessions lasting more than 3.30 minutes

*Traffic numbers from April 2018 - April 2019

1 Leaderboard (728 x 90 Pixels)
12 Months | $2,250
• Run-of-Site
• 3 rotations

2 Left Skyscraper (160 x 600 Pixels)
12 Months | $1,250
• Sub-Pages Only
• 3 rotations

3 Right Skyscraper (160 x 600 Pixels)
12 Months | $1,250
• Sub-Pages Only
• 3 rotations

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.