



**REACH LEADING PARALEGALS IN A
\$142 MILLION INDUSTRY.**

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



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



NALA Website

- 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*



NALA eNewsletter

Reach 6,300+ members on a monthly basis!

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

CONTACT NAYLOR TODAY!

From the NALA Marketing Questionnaire and IbisWorld Report 54111



NALA MEMBER eNEWSLETTER

Now more than ever, professionals consume information on the go. Our *NALA Member* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 6,300 decision-makers on a regular basis
- In addition to 6,300 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NALA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive

1 1st Sponsored Content

12 Months | \$2,000

- Located between popular sections of the eNewsletter

2 3rd 1st Row Rectangle

12 Months | \$1,750

- Placed next to content and visible the entire time the eNewsletter is being viewed

4 2nd Sponsored Content

12 Months | \$1,500

- Located between popular sections of the eNewsletter

5 6th 2nd Row Rectangle

12 Months | \$1,250

7 3rd Sponsored Content

12 Months | \$1,000

Distributed the 15th of every month Sections include

- Hot Topics
- News Briefs
- Upcoming Events

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.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.



NALA MEMBER eNEWSLETTER

ENEWSLETTER BRANDING OPPORTUNITIES

To be included in the *NALA Member eNewsletter*, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

1st Sponsored Content

12 Month | \$2,000

1st Row Rectangle

12 Month | \$1,750

2nd Sponsored Content

12 Month | \$1,500

2nd Row Rectangle

12 Month | \$1,250

3rd Sponsored Content

12 Month | \$1,000

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

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ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (NALAN0019)

Please sign and return to:



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NALA.ORG WEBSITE

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.

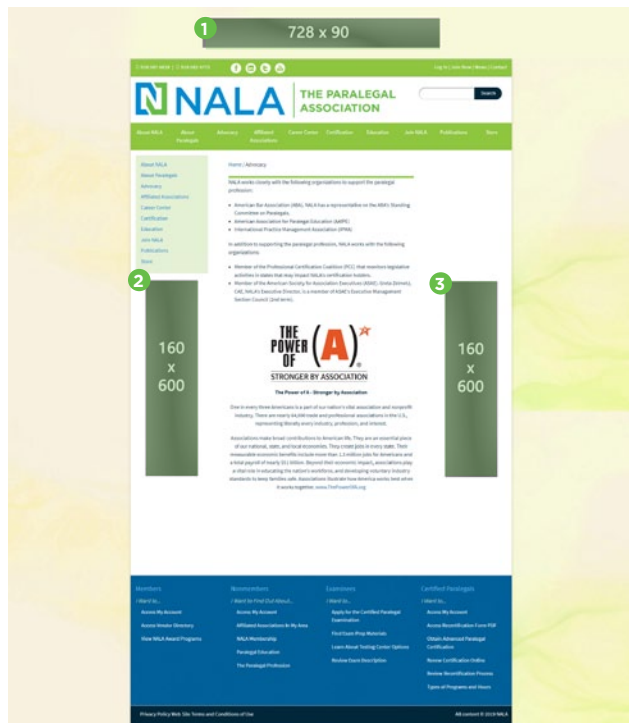
Features of NALA website advertising:

- 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.



NALA.ORG WEBSITE

WEBSITE SPACE RESERVATION

To reserve your space on the nala.org website, please select from the options below, then return this completed form to your Naylor account executive.

Leaderboard (728 x 90 Pixels)

12 Month | \$2,250

Left Skyscraper (160 x 600 Pixels)

12 Month | \$1,250

Right Skyscraper (160 x 600 Pixels)

12 Month | \$1,250

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.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (NALAW0019)

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