

Media Kit 2023

Print Advertising Opportunities



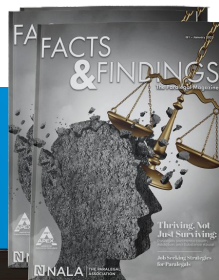
About

Every quarter, NALA publishes an award-winning magazine called *Facts & Findings*. It is delivered to more than 7,500 subscribers. Advertisers can purchase full-page, half-page, and quarter-page ads. For more information, contact Bill Spilman at bill@innovativemediasolutions.com.



Print/Digital Advertising

NALA AWARD- WINNING QUARTERLY MAGAZINE



About

NALA's award-winning quarterly journal, *Facts & Findings*, is a premier source of information designed specifically for paralegals. This magazine offers the best in educational articles written by paralegals, attorneys, and other experts. In addition to feature articles, each issue includes columns on ethics, technology, and software. NALA members receive a complimentary yearly subscription to the magazine, both physical and digital. Members can access our publications digitally anytime directly from their personal NALA account. Non-members can purchase a one- or two-year subscription to the magazine.



7,500+

Facts & Findings
Subscribers

- 92% - Member satisfaction rating for *Facts & Findings*
- Rated top 3 for most important member benefit
- Won APEX Award multiple years

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
- Professional Development
- Legal Ethics
- Career Advancement
- Contract & Risk
Management

CLE Credits

Certified Paralegals are incentivized to read each edition to earn Continuing Legal Education Credits.

Print Advertising

Rates Per Insertion

Ad Size	1X	2X	4X	8X
Cover 2 - inside front	\$2,210	\$1,990	\$1,880	\$1,770
Cover 3 - inside back	\$2,040	\$1,835	\$1,735	\$1,645
Cover 4 - back	\$2,380	\$2,140	\$2,025	\$1,905
Full Page	\$1,700	\$1,530	\$1,445	\$1,360
½ Page	\$1,020	\$920	\$870	\$815
¼ Page	\$680	\$615	\$580	\$545

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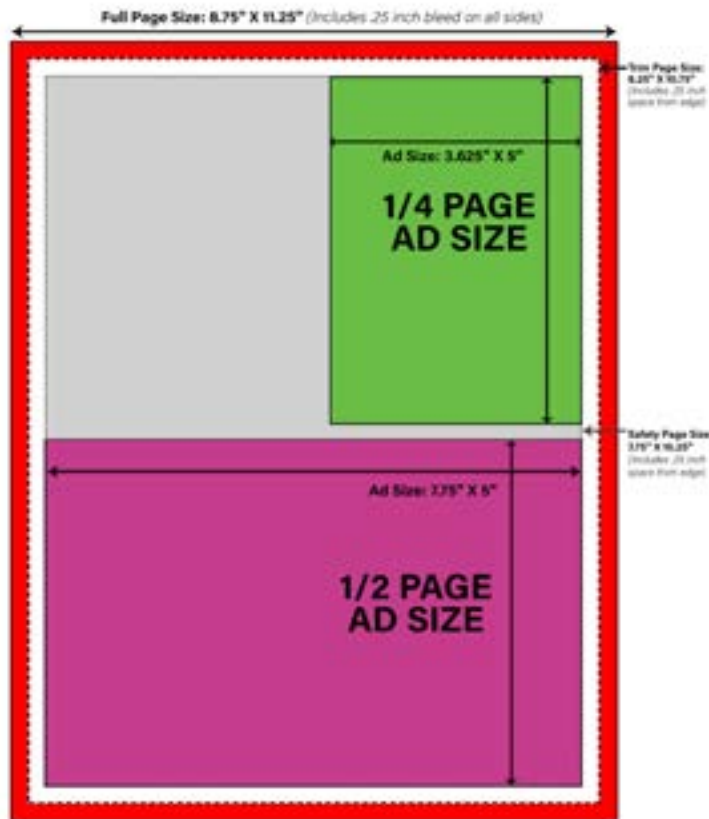
Click [here](#) for the advertising order form for Facts & Findings.

2023 PRODUCTION SCHEDULE

ISSUE	SPACE	ARTWORK	MAILING
Q1 - January	10/1	10/15	12/15
Q2 - May	2/1	2/15	4/15
Q3 - September	6/1	6/15	8/15
Q4 - November	8/1	8/15	10/15



PRINTED ARTWORK SPECIFICATIONS



PDF artwork that does not follow the specifications outlined will be returned for reformatting.

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

Ads must not be designed to blend in with the site, mimic NALA brand image, include fake form elements or incorporate graphic symbols that represent non-existent functionality. If the artwork has the same background color as the page, it must contain a visible border.

Advertising Order Form

ADVERTISING CONTACT INFORMATION

NAME: _____

COMPANY NAME: _____

PREFERRED ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PREFERRED PHONE: _____ OFFICE MOBILEPREFERRED EMAIL: _____ OFFICE PERSONAL

ADVERTISEMENT INFORMATION

COMPANY NAME: _____

ADVERT SIZE: FULL PAGE HALF PAGE QUARTER PAGEADVERT ISSUE PLACEMENT: Q1-JANUARY Q2-MAY Q3-SEPTEMBER Q4-NOVEMBERADVERT POSITION: COVER 2 COVER 3 COVER 4 OTHER: _____ADVERT FREQUENCY: 1X 2X 4X 8X OTHER: _____

RATE: \$ _____

BILL TO (if different from advertising contact)

NAME: _____

COMPANY NAME: _____

PREFERRED ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PREFERRED PHONE: _____ OFFICE MOBILEPREFERRED EMAIL: _____ OFFICE PERSONAL

AUTHORIZED BY (PRINT): _____

SIGNATURE: _____ DATE: _____



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