2018
DIGITAL SPONSORSHIP PROSPECTUS

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NALS.org | #NALSorg | 918-582-5188
INTRODUCTION

ABOUT NALS

Founded in 1929, NALS... the association for legal professionals is a leader in the legal support services industry, offering continuing legal education, certification, professional development, networking, career assistance, and training opportunities to all those choosing this industry as their career. Being the oldest association of its kind, NALS has a diverse membership composition that represents every area of the industry. NALS offers three unique certifications, each of which is developed by NALS and takes advantage of the 87 years of experience and dedication that only NALS has to offer.

Over 60% of NALS members have some type of BUYING POWER in their firms.
NALS attracts the top echelon of the legal support professionals—from paralegals and legal secretaries to legal administrators and office managers.
REACH + AUDIENCE DATA

HOW MANY REACHED
March 1, 2017 - March 21, 2017

34,723 PAGEVIEWS
56.45% % OF NEW VISITORS
8,046 SESSIONS

MEET JESSICA
Demographics + Interests
Female // 26 Years Old

Strives to be up-to-date on the latest news and innovations that will excel her career.

Wants to find the right products and services to help her save and manage her time wisely within the office.

She spends her lunch hour planning and searching for travel deals for her upcoming vacation!

IN-MARKET SEGMENTS

Travel/Hotels & Accommodations | Employment | Real Estate/Residential | Education/Post-Secondary Education | Travel/Air Travel | Employment/Career Consulting Services | Software/Business & Productivity Software | Real Estate/Residential Properties | Travel/Trips by Destination
NALS’ primary online audience consists of decision-makers in the legal professional industry primarily in the **UNITED STATES, UNITED KINGDOM, AND CANADA.**
WEBSITE NALS.ORG/SECTIONS

ONLINE MEMBER GROUPS

NALS SPECIALTY + NETWORKING SECTIONS

From office management to specialty law topics, these sections were created to make our online member network works for members looking for a place to ask questions and build their resources.

What is a “Section”?

In the NALS Networking and Specialty Sections, sponsors will be able to post events, blogs, photos, links, answer questions, pose topics for discussion, and build relationships with members who have decision-making capabilities in their office and firms.

CONNECT BEYOND FOUR WALLS... 

NALS NETWORKING & SPECIALTY SECTIONS

From Family Law to Courts In All 50 States Resources, these sections are here to assist you on your career journey.

PRICING & PERKS

Subscriptions start at $1500 per year, unless otherwise noted.

Designed to enhance and create conversation and resources among those who join.

Hosted by an experienced legal professional and NALS Member.

Given access to information, resources, and knowledge specifically on that topic.

A network of experienced colleagues and friends who will become your very own NALS PAL's!

SUBSCRIPTIONS AVAILABLE:

Corporate Law | Criminal Law | Real Estate | Civil Litigation

Courts In All 50 States | Federal Court | Family Law

JOIN TODAY! NALS.ORG/SECTIONS

Current Section Topics:

- Corporate Law
- Criminal Law
- Real Estate
- Civil Litigation
- Courts In All 50 States
- Federal Courts
- Family Law

Seeking Sponsors For:

- Legal Office Technology
- Case Management
- Process Serving
- Continuing Legal Education

7,500 CONTACTS IN THE OUR DATABASE
NALS Networking and Specialty Sections has opened the doors for direct contact with members on topics relevant to their productivity needs, case management, and field of law.
SOCIAL MEDIA  FB.COM/NALSPAGE

REACH + NETWORK

ORGANIC INSIGHTS
March 29, 2017 - April 24, 2017

2,014
REACH

730
POST ENGAGEMENTS

492
VIDEO VIEWS

NETWORK OF PAGES
With over 100 state and local chapters, over 75% of NALS-affiliated chapters receive and share posts directly from the national page. This allows for a wide-range of direct sharing of your information to specific members across the United States.

NALS FACEBOOK GROUP
NALS Facebook group is filled with those interested in the legal support profession. This closed group is hand-selected for networking and content-impact.

1,240
MEMBERS AND GROWING DAILY

MOST EFFECTIVE POST TYPES
NALS’ page ‘likers’ tend to respond the best to these post types:

- **Events** - This could be a webinar setup through your company that we promote.

- **Videos** - Want to send us a short video introducing your product? We can do that too!

- **Promotions** - Have a deal for our members? Provide an image and landing page and we can promote it for you!
NALS Staff can assist you to create the customized plan for reaching YOUR TARGET DEMOGRAPHIC.
the NALS Docket is a monthly e-newsletter that keeps our membership and outside subscribers informed about what is going on inside the association, as well as education for the legal profession. Newsletters are sent monthly in an email format.

REACH + NETWORK

BY THE NUMBERS
April Newsletter Deployment

28% OPEN RATE  31% CLICK-THROUGH RATE  5300 SUBSCRIBERS

BEST OPTIONS FOR MAXIMUM CLICKS

Based on our last three email deployments, our highest click-through rates were on these items, which you can sponsor today!

- Blog Post Articles (Hosted Through NALS.org)
- Online Product Awareness
- Promotional Offers
NALS members hold education in high esteem.

With a profession that changes continually with introduction of new technologies that assist with productivity and more, the NALS Docket is a perfect avenue for quick impact!
Complete this form and email to Membership@NALS.org

Company/Organization

Company Name ____________________________________________________

Full Address ___________________________________________________________________________________________________________

Website URL _____________________________________________ Phone ______________________________

Primary Contact Information

Name ____________________________________________________ Title __________________________

Email ____________________________________________________ Phone __________________________

Describe Your Product/Service

Please provide a description of your company, product, or service in less than 100 words. This description will be part of the author designation for any articles or materials as NALS deems necessary for publishing:

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

Ad Selection

<table>
<thead>
<tr>
<th>WEB ADVERTISING</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Webinars (Hosted Through NALS) (1hr)</td>
<td>$250 ea.</td>
</tr>
<tr>
<td>O NALS-Hosted Discussion Via Webinar (1hr)</td>
<td>$350 ea.</td>
</tr>
<tr>
<td>O Web Banner Advertising</td>
<td>Contact NALS for details.</td>
</tr>
<tr>
<td>O Section Hosting or Topic Sponsorship Topic of Interest: _________________</td>
<td>Contact NALS for details.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL MEDIA</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>O NALS-Hosted Discussion Via Facebook Live (30 minutes)</td>
<td>$300 ea</td>
</tr>
<tr>
<td>O Sponsored Posts linked to Company Website</td>
<td>$125 ea</td>
</tr>
<tr>
<td>O Company Facebook Page content sharing to NALS Page</td>
<td>$125 ea</td>
</tr>
<tr>
<td>O Share Company Content in NALS Group</td>
<td>$300 ea</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMAIL</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>O Blog Article or Content (Hosted on NALS.org)</td>
<td>$350</td>
</tr>
<tr>
<td>O Top Banner</td>
<td>$250</td>
</tr>
<tr>
<td>O Bottom Banner</td>
<td>$200</td>
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</tbody>
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METHOD OF PAYMENT:

Total: $

Please Check One:

O Online (Credit or Debit Card)
NALS Staff will send a link via email to pay directly.

O Check

Want to create a package for an lead-generation event or product landing page?

Let us know and we can develop a strategy plan for maximum impact.

Please return payment and completed contract to:

NALS Resource Center
Sponsorship Services Coordinator
8159 East 41st St
Tulsa, OK 74145
Fax to: (918) 582-5907 OR Email to: membership@nals.org.

Questions? Contact Sponsorship Services Coordinator at 918-582-5188 or Membership@nals.org.
NALS... the association of legal professionals and all of it’s branded associated entities, included website, social media, and email formats, are created on behalf of and for the benefit of NALS membership. NALS staff & board members, therefore, reserve the right to reject, omit, or cancel advertising it does not feel is in the best interest of our community members.

**SUBMITTING FILES**
All files and required information must be sent to Communications@NALS.org by the provided deadline date. For ALL advertising opportunities, the company must provide (1) website for link, and logo(s) sized to the correct dimensions, in one of the following formats: JPEG, PNG, GIF. All items must be ‘Publish Ready.’

**CONFIRMATION**
Orders will be confirmed after payment has been submitted and received. Verbal or electronic mail orders without contracts will not be acceptable.

**EDITS/CHANGES**
No typesetting or graphic alterations will be done by NALS Resource Center Staff without an additional pre-approved editing fee that is paid in full.

**RESPONSIBILITY**
It is not the responsibility of NALS to edit, design, or alter any submitted advertising material. Advertisements must be re-submitted if the Company wishes to have advertisement altered in any manner.

**COLOR**
NALS cannot guarantee accurate color reproduction if the proper specifications are NOT met. Please view the additional SPECS page.

**CANCELLATIONS**
No cancellations or changes in the submitted order will be accepted after the deadline. Cancellations must be received in writing prior to deadline. Any Company cancelling advertisements after the deadline date must pay the full space charge.

**ADVERTISEMENT**
The word “advertisement” or “sponsored content” will be used at the discretion of NALS. The phrases/words will placed with copy, articles or content, that is published on NALS.org or it’s entities.

**PLACEMENT**
NALS reserves the right to determine advertisement placement.

**CONDITIONS**
No other conditions can be added to this contract unless pre-approved by NALS staff.

**LIABILITY**
The Company assumes liability for content of advertisement and assume responsibility for any claims therefore made against NALS.

**PAYMENT/REFUNDS**
Payment must be received by the deadline. No refunds will be processed after payment is received.

**PRICING**
All pricing is based on thirty (30) days of publishing time, unless otherwise noted. All prices are subject to change and the Company will be notified 2 weeks prior to changes.

The Company agrees to abide by the terms and conditions set forth by NALS on the contract, terms and conditions, and specifications page. This application is an offer to buy an advertisement with NALS, Inc. No contract is formed unless and until this application is signed by an authorized representative of NALS.

NALS Representative + Date

Company Representative + Date
CONTRACT EXPANDED SPECIFICATION DETAILS

WEB SPECS
Images should have an effective resolution of 300 dpi. Images that are downloaded from a website are 72 dpi images which are unacceptable quality for retina displays, which our website compatible with. JPG or PNG format files are preferable to editable files. All colors should be RGB. No CMYK, Lab or Index color.

ARTWORK SUBMISSIONS
All artwork can be submitted through email to: Communications@NALS.org.

If files are too large for email submission an link will be provided to upload larger format files.

VIDEO ADVERTISING
Logo RGB + 300 DPI + PNG (no background)
Links Provided by Company for Click-Through
Format .MP4 only (Will be published to NALS Youtube Channel)
Hosting If self-hosted video, must provide proper embed link or shareable link

RESERVATIONS + ARTWORK DEADLINE
Will be set by NALS Communications Manager. Please contact Communications@NALS.org for availability.

SPONSORED CONTENT/ARTICLES
Artwork Will be created by designer
Word Count 500-1000 Word Count
Logo Required 120 DPI or larger required
Website Link For ‘Sponsored Post’ annotation
Format .Docx, .Doc, Google Drive

BANNERS/IMAGES
Contact for details

NALS SECTION HOSTING
NALS Section sponsorships will only last in 6-month time frames with a review of content, feedback, and information based from those subscribed to the topic. NALS will adhere to creating accounts for one company representative and will require full cooperation and adherence to our terms of service and code of conduct. NALS requires that the profile created on behalf of this sponsorship is fully operational with valid information about the company and representative.