2024 MEDIA KIT

Advertising rates and specs for the National Association for Legal Support Professionals

3502 Woodview Trace, Ste 300
Indianapolis, IN 46268
918.582.5188
info@nals.org
SPONSORSHIP OPPORTUNITIES

NALS offers many sponsorship opportunities to showcase your offerings to its vast membership. Read below about several outlets that you can take advantage of.

Webinars

Position your organization as a thought leader in the legal community by hosting a NALS webinar. NALS webinars are highly accessed by members, offering members free CLE credit. Webinar hosts receive a significant amount of ROI through marketing initiatives through NALS. Not only will your company be prominently highlighted in all communications about the webinar, but your logo and company information will also be on the registration form.

Webinar partnerships are $500 each.

The content should be educational in nature, not sales oriented, and must be approved by NALS. Webinars are recorded and archived on the NALS website.

165
Live attendees at a past company-hosted webinar!

Emails

NALS offers sponsored emails sent to the entire NALS membership a cost of $500 per send. We will share full reporting on opens, clicks, etc.

Audience size: The member list we use most often has 1,200 contacts, but we will also occasionally send emails to a larger contact list of about 2,300 people.

Average Open Rate: 44%
Average Click Rate: 2%

Website Chat

NALS offers the opportunity to sponsor a website chat. It is $500 per month, with this your logo and link to your website will be displayed.

For webinars, emails, and website chat advertising, contact info@nals.org for more information.
### National Legal Education Conference

**October 13-15, 2024 | Portland, OR**

**All Sponsorships Include:**

Company name, description with contact information, and logo on conference signage, program book, conference webpage, and pre-conference marketing, including email messages. All sponsors have the opportunity to provide an attendee swag bag insert.

See all available options at [https://www.nals.org/page/2024conference](https://www.nals.org/page/2024conference)

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Amount</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Reception Sunday Evening</td>
<td>$5,000</td>
<td>1 Available</td>
</tr>
<tr>
<td>General Session Sponsor</td>
<td>$5,000</td>
<td>3 Available</td>
</tr>
<tr>
<td>Luncheons</td>
<td>$5,000</td>
<td>2 Available</td>
</tr>
<tr>
<td>Coffee Break Sponsor</td>
<td>$3,500</td>
<td>4 Available</td>
</tr>
<tr>
<td>Tote Bag &amp; Insert</td>
<td>$2,000</td>
<td>1 Available</td>
</tr>
<tr>
<td>Attendee Badge</td>
<td>$1,500</td>
<td>1 Available</td>
</tr>
<tr>
<td>Conference Lanyards</td>
<td>$1,000</td>
<td>1 Available</td>
</tr>
<tr>
<td>CLE Session Sponsors</td>
<td>$500</td>
<td>12 Available</td>
</tr>
<tr>
<td>Exhibitor Package</td>
<td>$1,500</td>
<td></td>
</tr>
</tbody>
</table>

**Advertising Opportunities**

This event offers many different advertising opportunities like banners and push notifications to attendees. Prices range from $250 - $3,500.

**Exhibitor Package | $1,500**

Exhibitors receive their company listed on NALS’ website, event program, exhibitor directory, and all conference materials. Two exhibitor registrations are included. This includes breakfasts, lunches, and breaks on Monday and Tuesday, as well as the reception on Sunday.

Many opportunities are limited. Make payment online at [https://nals.org/page/2024conference](https://nals.org/page/2024conference)
@LAW MAGAZINE

@Law, the NALS Magazine for Legal Professionals, is a great way to get your message in front of paralegals, educators, administrators, law libraries, and other legal community members. @Law is distributed twice a year. Once in the summer and once in the winter.

Advertising Spaces and Cost Per Insertion

<table>
<thead>
<tr>
<th>Space (size in inches)</th>
<th>1x</th>
<th>2x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (8.5 x 11)</td>
<td>$600</td>
<td>$550</td>
</tr>
<tr>
<td>1/2 Page (7.75 x 4.75)</td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td>1/4 Page (4.625 x 3.75)</td>
<td>$250</td>
<td>$200</td>
</tr>
</tbody>
</table>

Publishing Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing Date</th>
<th>Reservation Closing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer</td>
<td>July 1</td>
<td>June 1</td>
</tr>
<tr>
<td>Winter</td>
<td>January 1</td>
<td>December 1</td>
</tr>
</tbody>
</table>

Learn more and purchase: https://www.nals.org/page/mediakit
NALS MULTIVIEW PARTNERSHIP

NALS partners with Multiview to provide the NALS Legal News Brief, which tackles today’s most relevant stories, gathered from leading news media sources and other critical industry publications. Delivered to the inboxes of subscribers, The NALS Legal News Brief keeps professionals informed of the topics that matter most. With this partnership, Multiview offers many advertising opportunities. *(Please note that these are not sold directly through NALS.)*

*All prices below are for 28 emails.*

4,145
Legal professionals reached bi-weekly in the NALS legal News Brief.

### Leaderboard
This premier position provides your company with top exposure and quality traffic.

- **Ad dimensions:** 728x90
- **Cost:** $7,200

### Lower Leaderboard
The lower leaderboard gives your company a prominent position right under the association's masthead.

- **Ad dimensions:** 728x90
- **Cost:** $6,500

### Top Banner
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

- **Ad dimensions:** 728x90
- **Cost:** $6,200

### Bottom Banner
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

- **Ad dimensions:** 728x90
- **Cost:** $2,950

### Leaderboard Campaign
This campaign consists of a leaderboard ad in the footer area on nals.org. Availability is limited.

- **Ad dimensions:** 728x90
- **Cost:** $2,950

Contact Multiview to learn more and purchase. 972.402.7070 | salesinquiries@multiview.com