

# NALP 50th Anniversary Edition Bulletin



In 2021, NALP is celebrating 50 years of making our members experts. At the core of these efforts is the *NALP Bulletin*, our monthly flagship publication that delivers essential information, insights, and ideas that empower NALP members to master challenges, inspire imagination, and act decisively to advance their law careers. The *NALP Bulletin* maintains a readership of more than 2,500 legal career professionals representing more than 850 organizations.

In April 2021, NALP will publish a special 50th Anniversary Commemorative edition of the *NALP Bulletin*. This is your opportunity to be part of NALP history and help congratulate the NALP community on this historic half-century milestone.

## NALP 50th Anniversary Bulletin sponsorship

Will appear in **both print and digital editions**. May include up to two URL links that will be live links in the digital edition.

AD SIZE	PRICE
Full page	\$1,000
1/2 page	\$500
1/4 page	\$250

## Advertisement Specifications

Full: 8.5 W x 11 H inches plus bleed  
 1/2 horizontal: 7.25 W x 4.625 inches  
 1/2 vertical: 4.75 W x 7.125 inches  
 1/4 horizontal: 4.625 W x 3.5 H inches  
 1/4 vertical: 3.375 W x 4.75 H inches

Format: High-res, photo-ready PDF (can include member institution logo)

Resolution: 300 dpi

Bleed: .125 inches

Inside trim: .25 inches to critical images

Color: CMYK

## Reserve Your Spot

For more information or to book your ad in the 50th Anniversary Commemorative Edition of the *NALP Bulletin*, fill out the placement form on the next page or contact Jay Richards, Senior Director of Operations, Member Services, and Meetings, at [jrichards@nalp.org](mailto:jrichards@nalp.org).

Deadline to Reserve Space: **February 15, 2021**



# Advertising Placement Form

## Contact Information

Individual Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Direct Dial Phone: \_\_\_\_\_  
Website: \_\_\_\_\_  
Email: \_\_\_\_\_

Please enter the total amount due for all sponsorships and advertising selected for this order. Please list any special instructions.

- |                          |              |         |
|--------------------------|--------------|---------|
| <input type="checkbox"/> | Full page ad | \$1,000 |
| <input type="checkbox"/> | 1/2 page ad  | \$500   |
| <input type="checkbox"/> | 1/4 page ad  | \$250   |

Advertising Total: \_\_\_\_\_  
Less any discount(s): \_\_\_\_\_

**Total amount due:** \_\_\_\_\_

## Payment Information

A check is enclosed (payable to NALP). Check # \_\_\_\_\_

Please charge to:  Visa  MasterCard  American Express

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card (printed): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Please return signed contract with deposit to the address below. Keep a copy of the contract and rules for your records; an executed copy of the contract will be returned to you.

Jay Richards, Senior Director for Operations, Member Services, and Meetings

NALP

1220 19th Street NW, Suite 401

Washington, DC 20036

P (202) 835-1001

F (202) 835-1112

[jrichards@nalp.org](mailto:jrichards@nalp.org)

The undersigned expressly agrees to be bound by and comply with all conditions, rules, regulations, and requirements stated on the next page.

Name (printed): \_\_\_\_\_

Signature: \_\_\_\_\_

Accepted by NALP: \_\_\_\_\_ Date: \_\_\_\_\_

# Terms & Conditions

## About NALP

NALP (National Association for Law Placement) is an association of over 2,500 legal career professionals who advise law students, lawyers, law offices, and law schools in North America and beyond. NALP believes in fairness, facts and the power of a diverse community. We work every day to be the best career services, recruitment, and professional development organization in the world because we want the lawyers and law students we serve to have an ethical recruiting system, employment data they can trust, and expert advisers to guide and support them in every stage of their careers.

NALP is opposed to discrimination based upon sex, actual or perceived gender, age, race, color, religion, creed, national or ethnic origin, disability, sexual orientation, gender identity and expression, genetic information, parental, marital, domestic partner, civil union, military, or veteran status.

## Standards and Appropriateness

All advertising and sponsorships must relate to the professional interests of NALP's membership and be in accordance with NALP's commitment to ethical standards and to non-discrimination. NALP reserves the right to reject any advertisement which in NALP's sole discretion is not in keeping with its editorial purpose or not meeting its production standards. NALP reserves the right to edit individual member 50th Anniversary submissions. NALP also reserves the right to place the word "advertisement" in any ad that resembles editorial material, or to reject or request redesign of any ad too closely resembling editorial matter.

## Liability and Indemnification

The advertiser and/or advertising agency assume total and complete liability for the copy in their advertisements and warrant that same does not represent or contain false claims or infringe on the trademarks or copyrights of others. The advertiser and advertising agency hold NALP harmless from any and all liabilities or claims which may arise from any such infringement, alleged infringement, or other claims arising from the nature or content of the advertisements, and agree to indemnify and to reimburse NALP for any and all costs, including legal fees, incurred as a result of any such claims.

Advertisers assume complete responsibility for the copy and artistic content of their ads.

NALP's liability to advertiser or advertising agency for any act or omission in connection with the reproduction of an

advertisement or the performance of any other obligation is and shall be limited to the cost of the ad or portion thereof.

## Rates and Specifications

Advertisers will be protected at their contracted rates for the duration of their present contracts. If fewer insertions are used within one year than specified in the contract, charges will be adjusted in accordance with established rates. NALP reserves the right to change the rates for advertisements not protected by contract. NALP further reserves the right to adjust the dimensions of any ads not meeting contracted size specifications and also reserves the right to make future changes in advertisement specifications.

## Payment

The advertiser agrees to pay, or will assume the responsibility for payment by the advertiser's authorized agent, for all space contracted in accordance with rates specified in this agreement. Payment is due within 30 days of the receipt of NALP's invoice. All invoices not paid within 30 days are subject to a service charge of 1.5% per month (18% per year). The advertiser or authorized agent is liable for any collection expenses or legal fees incurred by the publisher should payment not be made within these terms. Prepayment is required from advertisers who do not have previously established accounts or whose ads will incur production expense beyond NALP's budgeted printing costs.

## Agency Authorization/Payment

Where this contract is signed by an agency, in executing this agreement the agency affirms its authority to reserve such space on behalf of the advertiser and to bind the advertiser to the terms of this agreement. In the event the agency for any reason shall fail to make full payment for space reserved and invoiced, the advertiser will be obligated to pay NALP for the space reserved by its agent regardless of whether the advertiser has previously made payment to the agency for the space reserved.

## Cancellations

No cancellations will be accepted after the closing dates specified in this agreement. All requests for cancellation must be in writing and authorized by NALP. If cancellation is made after the deadline date of the reserved issue, the advertiser and/or authorized agent will be liable for payment of the full billing amount for the space reserved.