



Sponsorships and Advertising

If your customers are professionals in the legal employment market, then NALP's media sponsorship opportunities can help you reach them quickly and cost-effectively. In order to remain competitive, a multi-platform approach is essential when developing a relationship with potential clients. To gain maximum exposure to NALP members inquire about creating a customized media sponsorship package suited to your marketing needs. Your media plan achieves maximum results with an integrated program combining both traditional print and digital media outlets.

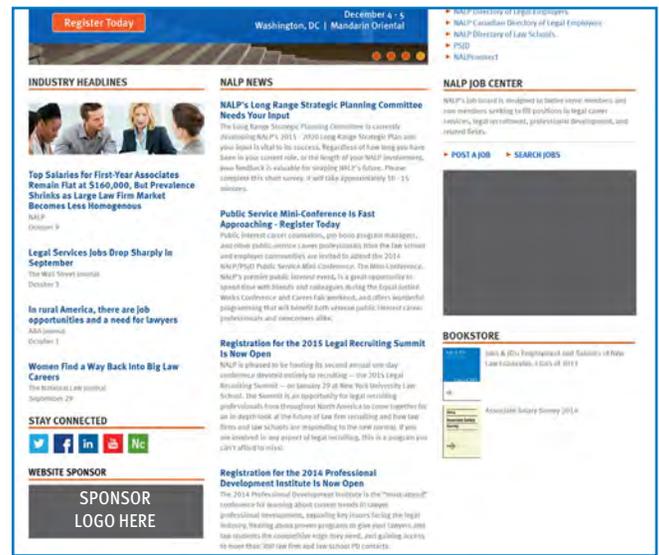
NALPnow!

NALP's popular twice-monthly e-newsletter *NALPnow!* is NALP's primary forum for timely communication to law school and legal career planners, recruiters, and professional development staff. *NALPnow!* reaches your target audience of legal career professionals by offering logo placement linked to your website.



NALP Website

A sponsorship on the NALP website is an excellent way to enhance your visibility with NALP members. NALP's website averages more than 100,000 page views a month. Your logo or name and link to your homepage will appear on NALP's most heavily used, go-to resource. Sponsorship on the NALP website is an excellent way to enhance your visibility with our members in the legal community.



SPONSORSHIP LENGTH	NALPnow! SPONSORSHIP PRICING ¹	NALP WEBSITE SPONSORSHIP PRICING ²	COMBINED NALPnow! AND WEBSITE SPONSORSHIP PRICING
One Month	\$500	\$750	\$1,000
Three Months	\$1,350	\$2,050	\$2,700
Six Months	\$2,500	\$4,000	\$5,200
Twelve Months	\$4,000	\$7,200	\$9,000

¹Additional discounted sponsorships may be available for organizations purchasing an exhibition booth at the Annual Education Conference.

²No more than two web sponsorships will be displayed at a time in a special sponsorship area of NALP's website. Each will rotate with a limited number of other sponsorships as users click on NALP's homepage or internal pages.

Web & E-Newsletter Sponsorship Guidelines: Sponsorship logos that appear on NALP's website or in NALP's e-newsletter are subject to the Department of Treasury regulation §1.513-4(c)(2). Use or acknowledgment of the name or logo or product lines of the sponsor's trade or business may include: exclusive sponsorship arrangements; logos and slogans that do not contain qualitative or comparative descriptions of the sponsor's products, services, facilities or company; a list of the sponsor's locations, telephone numbers, or Internet address; value neutral descriptions, including displays or visual depictions of the sponsor's product lines or services; and the sponsor's brand or trade names and product or service listings. NALP reserves the right to deny any web sponsorship request that does not meet this federal regulation.

NALPnow!

Advertising in NALPnow! is a convenient, affordable way to bring your message to the NALP community. NALPnow! is distributed twice a month to over 2,400 professionals in the NALP community. By advertising in NALPnow! you have a unique opportunity to deliver information about your products and services straight to the email boxes of every NALP member. Advertising in NALPnow! provides you with the opportunity to better engage with the consumers of your products and services.

NALPnow! Digital Advertisement

Prices shown below are for two issues per month.

One Month	\$1,200
Three Months	\$3,300
Six Months	\$5,700
Twelve Months	\$9,000

Technical Specifications

- Static images only, no flash; GIF or JPEG only
- 200px wide by 225px tall
(final height may be less than 225px)

NALPnow! Advertiser Highlight

Prices shown below are for two issues per month.

One Month	\$1,200
Three Months	\$3,300
Six Months	\$5,700
Twelve Months	\$9,000

Technical Specifications

- Title may not be longer than 75 characters
- Body copy may not exceed 100 words
- Logo must fit into a 50 px square



October
9
2014

now!

NALP Issues Press Release on Associate Salary Findings

In a [press release issued today](#), NALP reported that its 2014 Associate Salary Survey provides an indication of the changing landscape of the largest law firms in the U.S. Although first-year associate salaries of \$160,000 are still common at large firms of more than 700 lawyers — especially in large markets — the prevalence of \$160,000 salaries at these firms as a whole is far below what it was just five years ago, accounting for just over one-quarter of the salaries reported by firms of this size. The survey data suggest that the reason for the shift is not that individual law firm offices are paying first-year associates less than they have in the past. Instead, as more law firms have grown through acquisition and merger, the largest law firms are not as similar to one another as they once were. The full [2014 Associate Salary Survey](#) report is available in the NALP bookstore.

NALP's Long Range Strategic Planning Committee Needs Your Input

The [Long Range Strategic Planning Committee](#) is currently developing NALP's 2015 - 2020 Long Range Strategic Plan and your input is vital to its success. Regardless of how long you have been in your current role, or the length of your NALP involvement, your feedback is valuable for shaping NALP's future. Please [complete this short survey](#). It will take approximately 10 - 15 minutes.

NALP Board Reaches Out to Members

One of NALP's primary ways of gathering feedback on issues affecting you and your employer (be it a law firm, law school, government agency, public interest organization, or consultancy) is outreach calls to individual members by the Board of Directors. Prior to each quarterly meeting, Board members pose questions to solicit information about what may be happening within various aspects of the legal career market. In preparation for the upcoming November meeting, the topical questions have been posted on [NALPconnect in your regional group](#), and we encourage you to respond to them either through NALPconnect or by [contacting one of the Board members](#) responsible for your region directly. In addition, Board members always reach out individually to members in their region to solicit feedback and information to help make sure issues that are important to the membership are raised to the Board. Conversations are held in confidence and comments are not attributed to individual members or their organizations. So, when you hear from someone on the Board, please make an effort to respond!

Advertiser Highlight

Title Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla pellentesque leo sed nulla pulvinar consectetur. Ut mollis luctus augue sed dictum. Sed eu feugiat ipsum, in vestibulum est. Aliquam erat volutpat. Integer arcu tellus, malesuada ut imperdiet aliquam, convallis ut nisi. Nullam nec auctor lorem. Vivamus eget nisi nisi. Cras accumsan leo at urna mattis faucibus. Ut sed lectus sed urna tristique vulputate vel id quam. Nullam mollis est id commodo dignissim.

Feedback Requested on Part V Changes

Earlier this year NALP's Board of Directors approved provisional changes to Part V of NALP's Principles and Standards (aka "the timing guidelines"). The most important of these changes were: (1) The Board incorporated a 14-day reaffirmation provision within the 28-day offer response period for those candidates not previously employed by an

IN THIS ISSUE

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- [ABA Career Advice Webinar Series](#)
- [Free NALP Member Webinar](#)
- [2014 Public Service Mini-Conference Begins in Just Over Two Weeks](#)
- [Learn the Latest in PD Trends at the 2014 Professional Development Institute](#)
- [NALP's Newer Professionals' Forum Is the Solution for Your Newer Staff](#)
- [Legal Recruiting Summit Registration Is Now Open](#)

Advertisement

**YOUR
ADVERTISEMENT
HERE**

RECENT JOB LISTINGS

This list reflects positions posted since September 25, 2014. For a complete list of open positions, visit NALP's [Job Center](#).

Career Services and Related Openings

- [Assistant Director, Graduate Legal Studies](#)
Columbia Law School
- [Assistant Director of Career Services](#)
Touro College Jacob D. Fuchsberg Law Center
- [Career Services Coordinator](#)
Texas A&M School of Law
- [Executive Director, Berkeley Center for Law & Technology](#)
Berkeley School of Law

NALP WEBSITE ADVERTISING

Advertising in on the NALP website is a convenient, affordable way to bring your message to the NALP community. NALP's website averages more than 100,000 page views a month. An advertisement on the right side of almost every NALP webpage.* Advertising on the NALP website is an excellent way to enhance your visibility with our members in the legal community.

* Research webpages do not display advertisements.

NALP Website Digital Advertisement

One Month	\$1,000
Three Months	\$2,700
Six Months	\$5,000
Twelve Months	\$8,000

NALP Website Advertisement Specifications

- Formats: Static images only, no flash; GIF or JPEG only
- Resolution: 72 dpi
- Dimensions :300 px wide by 250 px tall (final height may be less than 250px)

The screenshot shows the NALP website homepage. At the top, there is a navigation bar with links for Home, About NALP, My Membership, Contact Us, Bookstore, and Job Postings. Below this is a secondary navigation bar with links for Research & Statistics, Education & Conferences, Resources & Initiatives, Principles & Standards, News, and Community. A search bar is located on the right side of this bar.

The main content area features a large banner for the "2014 Professional Development Institute" in Washington, DC, with a "Register Today" button. To the right of the banner is a section titled "NALP believes in fairness, facts and the power of a diverse community" with a photo of three people and a list of services: NALP Directory of Legal Employers, NALP Canadian Directory of Legal Employers, NALP Directory of Law Schools, PSD, and NALPconnect.

Below the banner are three columns of news articles:

- INDUSTRY HEADLINES:** "Top Salaries for First-Year Associates Remain Flat at \$160,000, But Prevalence Shrinks as Large Law Firm Market Becomes Less Homogenous" (October 9), "Legal Services Jobs Drop Sharply in September" (October 9), "In rural America, there are job opportunities and a need for lawyers" (October 1), "Women Find a Way Back Into Big Law Careers" (September 19).
- NALP NEWS:** "NALP's Long Range Strategic Planning Committee Needs Your Input" (October 9), "Public Service Mini-Conference Is Fast Approaching - Register Today" (October 9), "Registration for the 2015 Legal Recruiting Summit Is Now Open" (October 9), "Registration for the 2014 Professional Development Institute Is Now Open" (October 9), "Registration for the 2015 Newer Professionals' Forum Now Available" (October 9).
- NALP JOB CENTER:** A section for job seekers with "POST A JOB" and "SEARCH JOBS" buttons, and a "YOUR ADVERTISEMENT HERE" placeholder.

At the bottom of the page, there is a "WEBSITE SPONSOR" section and a footer with contact information and a privacy policy link.

NALP Bulletin

At the core of NALP is the *NALP Bulletin*, our industry leading, monthly flagship magazine. The *NALP Bulletin* delivers the essential information, insights, and ideas that empower NALP’s members to master challenges, inspire imagination, and act decisively to advance law careers.

The *NALP Bulletin* is a leading benefit of membership in NALP, and provides a forum for the major players in legal career development to exchange information. The *NALP Bulletin* maintains a readership of over 2,400 legal career professionals representing more than 850 organizations.

All prices listed are per issue.

Advertisements appear in printed and digital issues of the NALP Bulletin.



NALP Bulletin Advertisement (will appear in both print and digital editions)

Advertisements may include up to two (2) URL links that will be live links in the digital edition.

AD SIZE	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Full Page	\$750	\$700	\$675	\$630
2/3 Page	\$590	\$550	\$525	\$490
1/2 Page	\$450	\$425	\$405	\$380
1/3 Page	\$305	\$295	\$275	\$255
1/6 Page	\$155	\$150	\$145	\$140

NALP Bulletin Rich Media Advertisement

Rich media advertisements may include links, audio, flash, or video elements.

AD SIZE	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Full Page	\$1,600	\$1,490	\$1,380	\$1,270
2/3 Page	\$1,250	\$1,165	\$1,080	\$1,015
1/2 Page	\$960	\$895	\$830	\$765

Full Issue Package

Advertiser’s logo will appear on the initial issue notification email (sent to members and subscribers) with an embedded URL. Advertisements may include links, audio, flash, or video.

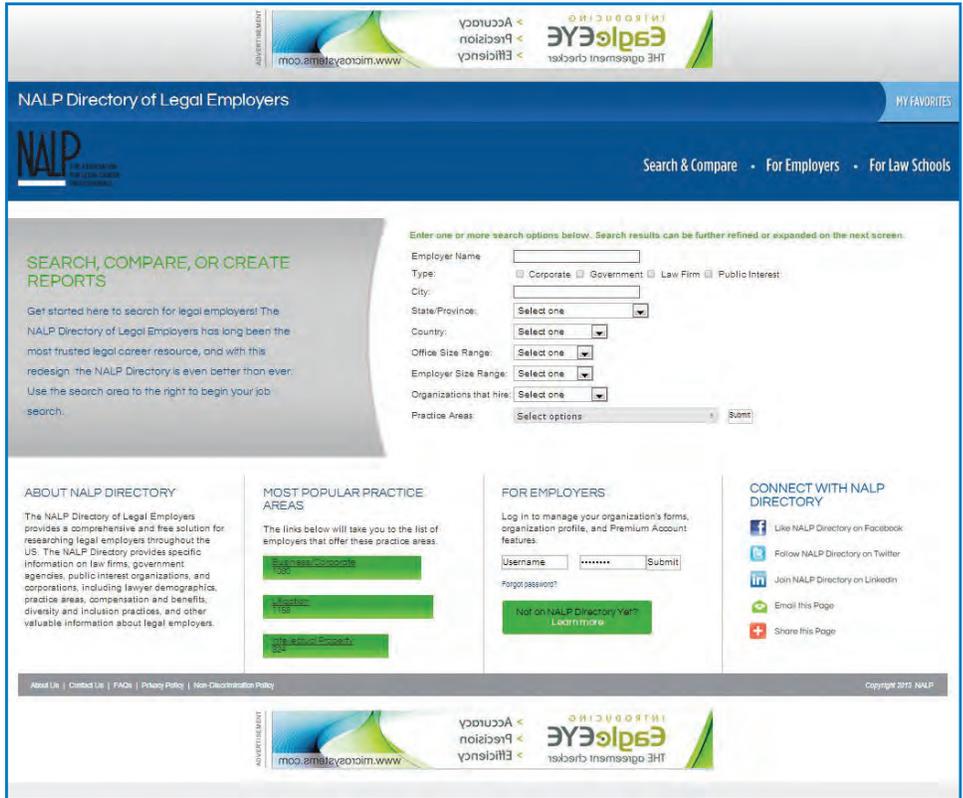
AD SIZE	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Full Page	\$2,000	\$1,875	\$1,750	\$1,625

NALP Directory of Legal Employers

The *NALP Directory of Legal Employers* provides a comprehensive and free solution for researching legal employers throughout the US. The *NALP Directory* provides specific information on law firms, government agencies, public interest organizations, and corporations, including lawyer demographics, practice areas, compensation and benefits, diversity and inclusion practices, and other valuable information about legal employers. The *NALP Directory* is an excellent way for your company to advertise to law students, job seekers, law schools, and law firms.

NALP Directory of Legal Employers Banner Specifications

Formats: Static images only, no flash; GIF or JPEG only
 Resolution: 72 dpi
 Dimensions :645 px wide by 84 px tall



Banner Advertisement

Advertisers may place an image/banner across the top or bottom of the NALP Directory of Legal Employers website. This banner will appear on the homepage, search page, and results page, but will not appear on any organization’s individual profile pages.

AD SIZE	TWO WEEKS	MONTH	THREE MONTHS	SIX MONTHS
Banner*	\$750	\$1,500	\$4,000	\$7,500

* No more than four advertisers will be listed at any time. In the case of two or more advertisers, advertisers will randomly rotate between the top and bottom banners.

PD Quarterly

PD Quarterly offers thoughtful, in-depth explorations of lawyer professional development and talent management topics by PD people for PD people. In every issue leading experts in lawyer professional development, career development, and talent management present advanced-level content in core areas of lawyer PD — sharing research, best practices, lessons learned, and new developments in the field.

PD Quarterly, a digital-only publication, is published four-times a year.

All prices listed are per issue.

PD Quarterly Advertisement Specifications

Half Page Advertisement*

Dimensions: 7.5” x 4”

*Half-Page ads may appear with a 1 pixel black border.

Full Page Advertisement

Dimensions: 8.5” x 11”

Format: Hi-Resolution PDF

Bleeds: 1/8” or more

Color: All ads should be supplied in CMYK

Resolution: 300 dpi

(Note: Images taken from web sites often use a much lower resolution (72 dpi) and do not print clearly.)



NALP Bulletin Advertisement

Advertisements may link to one URL.

AD SIZE	ONE ISSUE	TWO ISSUES	THREE ISSUES	FOUR ISSUES
Half Page	\$300	\$275	\$250	\$225
Full Page	\$500	\$475	\$450	\$425

CONTACT INFORMATION

Individual Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Direct Dial Phone: _____

Website: _____

Email: _____

NALP Bulletin Advertisement

NALP Bulletin Advertisement (all prices listed are per issue)

	1 issue	3 issues	6 issues	12 issues
Full Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700	<input type="checkbox"/> \$675	<input type="checkbox"/> \$630
2/3 Page	<input type="checkbox"/> \$590	<input type="checkbox"/> \$550	<input type="checkbox"/> \$525	<input type="checkbox"/> \$490
1/2 Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$425	<input type="checkbox"/> \$405	<input type="checkbox"/> \$380
1/3 Page	<input type="checkbox"/> \$305	<input type="checkbox"/> \$295	<input type="checkbox"/> \$275	<input type="checkbox"/> \$255
1/6 Page	<input type="checkbox"/> \$155	<input type="checkbox"/> \$150	<input type="checkbox"/> \$145	<input type="checkbox"/> \$140

NALP Bulletin Rich Media Advertisement (all prices listed are per issue)

	1 issue	3 issues	6 issues	12 issues
Full Page	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,490	<input type="checkbox"/> \$1,380	<input type="checkbox"/> \$1,270
2/3 Page	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,165	<input type="checkbox"/> \$1,080	<input type="checkbox"/> \$1,015
1/2 Page	<input type="checkbox"/> \$960	<input type="checkbox"/> \$895	<input type="checkbox"/> \$830	<input type="checkbox"/> \$765

Full Issue Package (all prices listed are per issue)

	1 issue	3 issues	6 issues	12 issues
Full Page	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,875	<input type="checkbox"/> \$1,752	<input type="checkbox"/> \$1,625

Note: If you are reserving NALP Bulletin advertising, you will be emailed a reservation form that will allow you to specify desired dates and provide you with specifications and terms.

PD Quarterly Advertising

	1 issue	3 issues	6 issues	12 issues
Full Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	<input type="checkbox"/> \$450	<input type="checkbox"/> \$425
Half Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$275	<input type="checkbox"/> \$250	<input type="checkbox"/> \$225

NALP Directory of Legal Employers Advertisement

Banner Advertisement

<input type="checkbox"/> Two Weeks	\$750
<input type="checkbox"/> One Month	\$1,500
<input type="checkbox"/> Three Months	\$4,000
<input type="checkbox"/> Six Months	\$7,500

NALPnow!

NALPnow! Sponsorship

<input type="checkbox"/> One Month	\$500
<input type="checkbox"/> Three Months	\$1,350
<input type="checkbox"/> Six Months	\$2,500
<input type="checkbox"/> Twelve Months	\$4,000

NALPnow! Banner Advertisement

<input type="checkbox"/> One Month	\$1,200
<input type="checkbox"/> Three Months	\$3,300
<input type="checkbox"/> Six Months	\$5,700
<input type="checkbox"/> Twelve Months	\$9,000

NALPnow! Advertisement Highlight

<input type="checkbox"/> One Month	\$1,200
<input type="checkbox"/> Three Months	\$3,300
<input type="checkbox"/> Six Months	\$5,700
<input type="checkbox"/> Twelve Months	\$9,000

NALP Website

Sponsorship

<input type="checkbox"/> One Month	\$750
<input type="checkbox"/> Three Months	\$2,050
<input type="checkbox"/> Six Months	\$4,000
<input type="checkbox"/> Twelve Months	\$7,200

Advertisement

<input type="checkbox"/> One Month	\$1,000
<input type="checkbox"/> Three Months	\$2,700
<input type="checkbox"/> Six Months	\$5,000
<input type="checkbox"/> Twelve Months	\$8,000

Combined NALPnow! and Website Sponsorship

<input type="checkbox"/> One Month	\$1,000
<input type="checkbox"/> Three Months	\$2,700
<input type="checkbox"/> Six Months	\$5,200
<input type="checkbox"/> Twelve Months	\$9,000

Total Investment:

ADVERTISING AND SPONSORSHIP ORDER

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

Notes:

Sponsorship and 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: _____ Verification Code: _____

Name on Card (printed): _____ Authorized Signature: _____

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.

Christopher Brown, Director of Meetings and Sponsorship
NALP
1220 19th Street NW, Suite 401
Washington, DC 20036
P (202) 835-1001
F (202) 835-1112
cbrown@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: _____

FOR NALP OFFICE USE ONLY

Standards and Appropriateness

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.

All advertising 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 the Bulletin's editorial purpose or not meeting its production standards. 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.