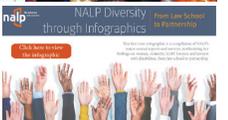
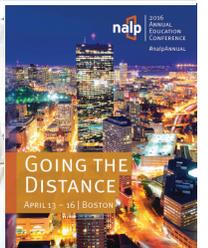
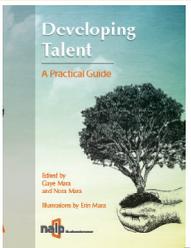
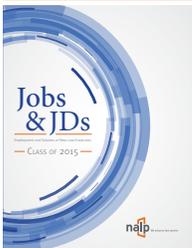


ADVERTISING PROSPECTUS





WELCOME!

Reach your customers – professionals who advance law careers – quickly and cost-effectively through NALP’s media sponsorship opportunities.

A multi-platform approach is essential to remain competitive when developing a relationship with potential clients. To gain maximum exposure to NALP members inquire about a customized package suited to your marketing needs. Your media plan achieves maximum results with an integrated program combining both traditional print and digital media outlets.

I look forward to meeting your advertising needs and enriching the work of NALP’s membership.

Christopher Brown

Director of Meetings and Sponsorship
 CBrown@nalp.org

Advertising opportunities:

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Advertising on the NALP website is a convenient, affordable way to bring your message to the NALP community. NALP’s website is an excellent way to enhance your visibility with our members in the legal community.

Per month the website averages more than 110,000 page views, over 25,000 unique visitors and nearly 42,000 individual sessions. The top 10 pages on NALP.org include the Job Center, the NALP Principles and Standards and the “What Do Lawyers Do” page. Additionally, traffic reflects visitors’ desire for data each time NALP publishes a new report. NALP is a proven resource for job search, hiring and professional development information.

Website A: sidebar homepage + interior *

Specs: 300 W x 250 H pixels
 Formats: animated GIF or JPEG only

One month	\$650
Three months	\$1,700
Six months	\$3,000
Twelve months	\$5,000

Website B: sidebar homepage + interior *

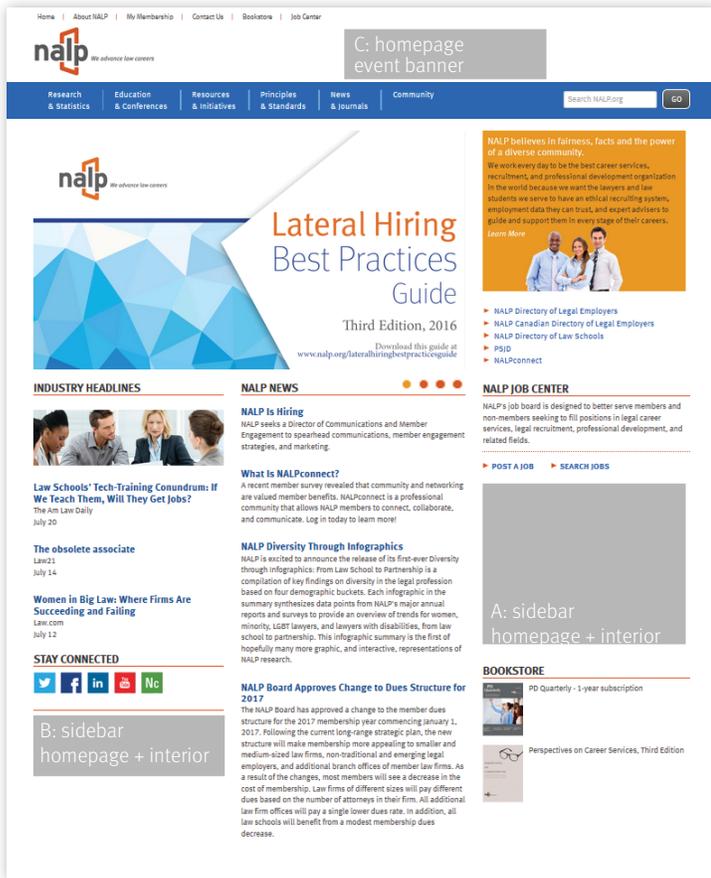
Specs: 220 W x 160 H pixels
 Formats: static GIF or JPEG only

One month	\$500
Three months	\$1,350
Six months	\$2,500
Twelve months	\$4,000

Website C: homepage event banner †

Specs: 220 W x 160 H pixels
 Formats: static GIF or JPEG only

One month	\$850
Three months	\$2,100



* NALP research pages do not show advertisements.

† This placement is only available as part of an event sponsorship package. Want to know more? Email Chris at CBrown@nalp.org!

Advertising in NALPnow! is a convenient, affordable way to bring your message to the NALP community. You have a unique opportunity to deliver information about your products and services straight to the email boxes of every NALP member and better engage with the consumers of your products and services.

NALPnow! is distributed twice a month to over 2,400 professionals in the NALP community. The first six months of 2016 saw an open rate over 36% and a click-through rate of almost 29%. Prices include two issues per month.

NALPnow! A: sidebar

Specs: 200 W x 225 H pixels
Formats: static GIF or JPEG only

One month	\$500
Three months	\$1,350
Six months	\$2,500
Twelve months	\$4,000

NALPnow! B: in-line content

Specs: logo 50 W x 50 H pixels
Title: 75 characters or less,
Body: 100 words or less.

One month	\$650
Three months	\$1,700
Six months	\$3,000
Twelve months	\$5,000

Website A + NALPnow! A: sidebar package

One month	\$900
Three months	\$2,400
Six months	\$4,000
Twelve months	\$7,000

Website B + NALPnow! B: content package

One month	\$900
Three months	\$2,400
Six months	\$4,000
Twelve months	\$7,000

The NALP Directory of Legal Employers (NDLE) provides a comprehensive and free solution for researching legal employers throughout the United States. This 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.

Per month the NDLE website averages more than 464,000 page views, over 16,000 unique visitors and over 46,000 individual sessions. The NDLE provides an excellent way for your company to advertise to law students, job seekers, law schools, and law firms.

This banner advertisement will appear on the homepage, search page and results page, but will not appear on any organization profile pages.

NDLE A: banner

Specs: 645 W x 84 H pixels

Formats: static JPEG or animated GIF

One month	\$650
Three months	\$1,700
Six months	\$3,000
Twelve months	\$5,000

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

The screenshot displays the NALP Directory of Legal Employers website. At the top, there is a blue navigation bar with the NALP logo and the tagline "We advance law careers". The main content area is divided into several sections:

- Search Section:** A large grey box on the left contains the text "SEARCH, COMPARE, OR CREATE REPORTS" and a call to action: "Get started here to search for legal employers! The NALP Directory of Legal Employers has long been the most trusted legal career resource, and with this redesign the NALP Directory is even better than ever. Use the search area to the right to begin your job search."
- Search Form:** On the right, there is a search form with the following fields:
 - Employer Name:
 - Type: Corporate Government Law Firm Public Interest
 - City:
 - State/Province:
 - Country:
 - Office Size Range:
 - Employer Size Range:
 - Organizations that hire:
 - Practice Areas:
 A green "SEARCH" button with a right-pointing arrow is located at the bottom right of the form.
- ABOUT NALP DIRECTORY:** A section on the left with a brief description of the directory's services.
- WHY USE THE NALP DIRECTORY:** A section in the middle featuring a video player titled "Why Students Should Use...".
- FOR EMPLOYERS:** A section on the right with a login form:
 - Log in to manage your organization's forms, organization profile, and Premium Account features.
 - Username:
 - Forgot password? [Link](#)
 - Not on NALP Directory yet? [Learn more](#)
- CONNECT WITH NALP DIRECTORY:** A section on the far right with social media links:
 - Like NALP Directory on Facebook
 - Follow NALP Directory on Twitter
 - Join NALP Directory on LinkedIn
 - Email this Page
 - Share this Page

The footer contains links for "About Us", "Contact Us", "FAQs", "Privacy Policy", and "Non-Discrimination Policy", along with the copyright notice "Copyright 2016 NALP".



At the core of NALP is the *NALP Bulletin*, our industry leading, monthly flagship magazine. The *NALP Bulletin* delivers 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 are per issue. Advertisements appear in printed and digital issues.

Advertisement Specifications

- Full: 8.5 W x 11 H inches plus bleed
- 2/3 vertical: 4.75 W x 9.5 H inches
- 1/2 horizontal: 7.25 W x 4.625 inches
- 1/2 vertical: 4.75 W x 7.125 inches
- 1/3 horizontal: 4.75 W x 4.625 H inches
- 1/3 vertical: 2.25 W x 9.5 H inches
- 1/6 vertical: 2.25 W x 4.625 H inches

- Resolution: 300 dpi
- Format: Hi-Resolution PDF
- Bleed: .125 inches
- Inside trim: .25 inches to critical images
- Color: CMYK

Bulletin A: standard ad

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	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

Bulletin B: rich media

May include links, audio, flash, or video elements.

AD SIZE	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Full page	\$1,200	\$1,050	\$900	\$750
2/3 page	\$900	\$750	\$600	\$450
1/2 page	\$675	\$525	\$400	\$275

PD Quarterly offers thoughtful, in-depth explorations of lawyer and law student 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 publication, is published four times per year.

All prices are per issue.



PDQ A: standard ad

May include link to one URL.

AD SIZE	ONE ISSUE	TWO ISSUES	THREE ISSUES	FOUR ISSUES
Full page	\$650	\$600	\$560	\$525
1/2 page	\$400	\$375	\$355	\$340
1/4 page	\$250	\$225	\$200	\$175

Advertisement Specifications

Full: 8.5 W x 11 H inches
 1/2 horizontal: 7.5 W x 4 H inches
 1/4 vertical: 3.5 W x 4 H inches

Resolution: 300 dpi
 Format: Hi-Resolution PDF
 Bleed: .125 inches
 Inside trim: .25 inches to critical images
 Color: CMYK

Advertising Placement Form

CONTACT INFORMATION

Individual Name: _____

Title: _____

Organization: _____

Address: _____

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

Phone: _____ Fax: _____

Direct Dial Phone: _____

Website: _____

Email: _____

NALP Website

	1 month	3 months	6 months	12 months
Website A	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000
Website B	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000
Website C	<input type="checkbox"/> \$850	<input type="checkbox"/> \$2,100		

NALPnow!

	1 month	3 months	6 months	12 months
NALPnow! A	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000
NALPnow! B	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000

Website + NALPnow! Packages

	1 month	3 months	6 months	12 months
A: Sidebar	<input type="checkbox"/> \$900	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$7,000
B: Content	<input type="checkbox"/> \$900	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$7,000

NALP Directory of Legal Employers

	1 month	3 months	6 months	12 months
Banner	<input type="checkbox"/> \$650	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000

NALP Bulletin

Bulletin A: standard ad (all prices 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

Bulletin B: rich media (all prices are per issue)

	1 issue	3 issues	6 issues	12 issues
Full Page	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$900	<input type="checkbox"/> \$750
2/3 Page	<input type="checkbox"/> \$900	<input type="checkbox"/> \$750	<input type="checkbox"/> \$600	<input type="checkbox"/> \$450
1/2 Page	<input type="checkbox"/> \$675	<input type="checkbox"/> \$525	<input type="checkbox"/> \$400	<input type="checkbox"/> \$275

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

	1 issue	2 issues	3 issues	4 issues
Full Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$600	<input type="checkbox"/> \$560	<input type="checkbox"/> \$525
1/2 Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$375	<input type="checkbox"/> \$355	<input type="checkbox"/> \$340
1/4 Page	<input type="checkbox"/> \$250	<input type="checkbox"/> \$225	<input type="checkbox"/> \$200	<input type="checkbox"/> \$175

Advertising Placement Form

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

Notes:

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: _____

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: _____

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 its 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.