

To advertise or for more information, please contact:

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ADVERTISING/SPONSORSHIP OPPORTUNITIES WITH THE LEGAL ASSISTANTS ASSOCIATION OF NEW JERSEY

Today's Paralegals and Legal Assistants have more input than ever in deciding which vendor is used to support their respective firms. From copy services, messenger services, transcription, title work, the list is endless. In many firms it's the support staff that makes the call to arrange for the service.

Wouldn't you like to market yourself directly to these people???... **Here is your chance!!!**

The Legal Assistants Association of New Jersey, Inc. (LAANJ) is a not-for-profit professional organization that caters to paralegals/legal assistants. Our sizeable membership, as well as others, account for the thousands of people who visit our website, www.laanj.org, each month. We provide dinner meetings where attendees can network and are treated to live speakers on a variety of topics, such as "How to Prepare for Trial," "Document Productions" and "A Day in the Life of an Estates Paralegal," to name a few.

We communicate with our membership five ways.

- In person at the above Dinner Meetings (held from September to June);
- In paper through our Dinner Meeting Notices;
- In paper through our bi-monthly newsletter, "The Perspective"
- Our website; and finally
- Our e-mail list that alerts our subscribers to upcoming meetings or other important information, around the middle of the month, 12 months out of the year.

1) **General Membership Meeting Notice Inserts:** These notices are sent to our members for each monthly meeting running from September to June (we do not hold meetings during July and August). We also may send notices from time to time about special events, such as Job Fairs and/or Saturday Seminars. Advertising is available as follows:

Length	Cost	Savings	Note
1 Mailing	\$125.00		Month to Month Option
7 Mailings	\$750.00	\$125.00	Months must be consecutive. 7 th Month is essentially Free!!!
10-12 Mailings* EXCLUSIVE SPONSORSHIP	\$1000.00	At least \$250.00	You will be the exclusive sponsor of all paper meeting notices sent during our fiscal year (July to June) and are at least 10 mailings. You will have a full page ad in each mailing.* For an additional \$200.00 we will add your name and contact information to our "Mid-Month E-mails."

*If you select exclusive sponsorship you will have the right of first refusal for the next year's sponsorship.

Note: Unless a sponsor has "exclusive sponsorship" LAANJ reserves the right to include multiple inserts in one mailing.

2) **Advertising in our bi-monthly newsletter, "The Perspective":** The Perspective is published and sent to our members and friends of the organization 6 times per year. Consider adding **website advertising** to your print advertising at extremely reasonable rates!

Size	1 Issue Cost	6 Issues (1 Year)*	"Add-A-Banner" Webpage Mix	Banner Terms:
Full Page	\$150.00	\$800.00 <i>(\$100.00 Savings)</i>	+\$200 - Main Page +\$175 - Events Page +\$125 - Resources Page +\$125 - LAANJ's Links +\$ 75 - Education Page (This can only be a NJ School with an ABA Paralegal Program) Note: This is in addition to the 6 Issue price. Add \$100.00 to above price to sponsor a webpage only.	1) Banners run for 1 Year and are exclusive to the page 2) Sponsors may elect to advertise on more than one page 3) Sponsor has right of first refusal to renew the banner 4) Banner cannot be in the form of a "pop up" 5) Banner art is to be provided by the sponsor and is subject to the approval of LAANJ – If no banner is available LAANJ can assist with the creation of your banner for a negotiated price based on complexity and time.
Half Page	\$75.00	\$400.00 <i>(\$50.00 Savings)</i>		
Third Page	\$50.00	\$250.00 <i>(\$50.00 Savings)</i>		
Business Card	\$25.00	\$125.00 <i>(\$25.00 Savings)</i>		
Issue Inserts*	\$150.00	\$800.00 <i>(\$100.00 Savings)</i>		

*These are loose, full page size inserts to the Newsletter.

3) **Dinner Meeting Sponsorship:** Rates are negotiated per meeting and depend on day, location, etc..., however, costs tend to average around \$400.00 to \$500.00 per meeting. Sponsors have the opportunity to sponsor an entire meeting or a portion of a meeting.

"Full meeting sponsorship" allows the sponsor to tie their product or service into an educational seminar.

"Partial meeting sponsorship" allows the sponsor to address the attendees for a predetermined period of time prior to the start of the main speaker.

In both instances, sponsors are allowed and encouraged to bring marketing materials about their product or service to hand out to attendees. Sponsors will also be mentioned on the Events Page of LAANJ.org.

Thanks for your interest and we look forward to working with you!!!!

Note: Advertising Rates are as of January 2007 and may be adjusted at any time, as necessary.