

To advertise or for more information, Please contact:

Lynn Walter at (732) 363-0431 (lynnpierce@hotmail.com)
Mat Laskowski at (973) 889-4256 (sponsor@laanj.org)

**ADVERTISING 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, to messenger services, to transcription, to title work (to name a few), it's now the support staff that makes the call to arrange for the service.

Wouldn't you like to market yourself directly to those people???... **Here's your opportunity!!!**

The Legal Assistants Association of New Jersey, Inc. (LAANJ) offers a variety of print opportunities to advertise to our members. They are as follows:

- 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). These inserts must be supplied by the advertiser to LAANJ. Advertising with our General Membership Meeting Notices is exclusive to the type of service that the advertiser provides. There are three options available, they are:

Length	Cost	You \$ave	Note
1 Month	\$125.00		Month to month option
7 Months	\$750.00	\$125.00	Months must be consecutive. 7 th Month is FREE!!!
10 Months	\$900.00	\$350.00	This is for our Fiscal Year (10 Meetings)

- 2) **Advertising in our bi-monthly newsletter, *Perspective*:** The *Perspective* is published and sent to our members 6 times per year.

Size	1 Issue	6 Issues (1yr)	6 Issue Savings
Full Page Ad	\$150.00	\$800.00	\$100.00
1/2 Page Ad	\$75.00	\$400.00	\$50.00
1/3 Page Ad	\$50.00	\$250.00	\$50.00
Business Card Ad	\$25.00	\$125.00	\$25.00
Entire Issue***	\$1,000.00	\$5,500.00	\$500.00

Full Page Inserts to the newsletter can also be purchased!!!
\$250.00 for 1 Issue or \$400.00 for 2 Issues... **YOU \$ave \$100.00**

*** If you sponsor an entire issue, a full page "Thank You" ad will be included.

- 3) **Sponsorship of a monthly general meeting:** Rates depend on location, however costs tend to average around \$400.00 to \$500.00 per meeting.

Sponsorship of a meeting includes:

Recognition in the Dinner Meeting Notice as a sponsor.

Special recognition during the Dinner Meeting.

Notice of your sponsorship on LAANJ's Website on the "Events" page.

The ability to address those who attend the meeting and discuss how your company can help them.

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In March of 2003, LAANJ launched it's website, www.LAANJ.org. In its first year the site logged over 2000 'hits' and that number steadily grows each month.

LAANJ.org has not only information about LAANJ, but also houses valuable information about educational opportunities for Paralegals and Legal Assistants. The site also has a comprehensive "resource" page, called "LAANJ's LINKS" with many links to websites and services that we use in our jobs everyday. The site is as much a tool as it is a place to communicate with our membership. There are plans to further expand LAANJ.org with the goal of one day making it a top resource for legal professionals, not just in New Jersey but Nationally.

LAANJ is now in a position to offer advertising on the website. You not only reach our membership, you reach potentially everyone with an Internet connection!!!

The following are opportunities to advertise with LAANJ on the Internet:

1) **Page Banners:**

Page Name	Banner Location	Term	Cost	Print Advertiser Cost***	Savings to Print Advertiser for "Cross-marketing"
Main Page	Bottom	1 Year	\$300.00	\$240.00	\$60.00
News Page	Top	1 Year	\$250.00	\$200.00	\$50.00
Events Page	Top	1 Year	\$300.00	\$240.00	\$60.00
Resources Page	Top	1 Year	\$250.00	\$200.00	\$50.00
Education Page	Top	1 Year	\$250.00	\$200.00	\$50.00
LAANJ's Links	Top	1 Year	\$300.00	\$240.00	\$60.00

*** Sponsors who advertise in "Print" with LAANJ qualify for a **20% discount** on Internet advertising. They will also receive a **FREE** listing on our "Vendor page," a **\$25.00 VALUE!!!**

Banner Terms:

- a. Banners Run for One (1) Year and are Exclusive to the page!
- b. Sponsors may advertise on more than one page.
- c. Sponsor has right of first refusal to renew the Banner
- d. Banner cannot be in the form of a "pop-up"
- e. Banner cost may increase at the end of the term.
- f. Banner "Art"
 - i. Is to be provided by the sponsor and is subject to the approval of LAANJ
 - ii. Can be created by LAANJ for a negotiated price based on complexity and time
 - iii. Must be "static" and have no moving images.

2) **"Vendor Page" Listing:**

The best \$25.00 you ever spent!...

LAANJ.org will soon launch its "Vendor Page."

For \$25.00, you will receive:

- A listing under the heading of your service (ie: Copy Service, Messenger, Title Company, Court Reporter, etc...) (*Note: This area is not exclusive.*)
- Your listing will contain the name of your:
 - Company
 - Street Address
 - Phone Number, and...
 - The listing can be linked to **YOUR** website (should you have one).