



# 2009 ADVERTISING RATES

## Tap Into Paralegal Power!

### Advertise in the **NATIONAL Paralegal Reporter**

National Federation of Paralegal Associations, Inc.

The *National Paralegal Reporter* reaches paralegals who work for corporations, law firms, and freelancers who make buying decisions.

**Dynamic Layout** — the *National Paralegal Reporter* is designed for fast reading! It includes short articles focused on timely topics for the professional paralegal. Paralegals are excited about the new *Reporter* — **providing maximum benefit to advertisers!**

- **Increased Color** — the *Reporter* layout includes lots of four-color graphics and advertising!
- **Enhanced Content** — *Reporter* articles are written by practicing paralegals, attorneys and professional writers.
- **Compelling Graphics** — graphics that lead the reader inside to a dynamic layout.

**Bi-Monthly Frequency** — the *Reporter* is published six times a year. Issue dates are Feb/Mar, Apr/May, June/July, Aug/Sept, Oct/Nov, Dec/Jan.

2009 Deadlines		
Issue	Closing Dates	
	Space	Materials
Dec '08/Jan '09 mails 12/10	11/07/08	11/20/08
Feb/March mails 2/13	01/05/09	01/20/09
Apr/May mails 4/10	03/06/09	03/20/09
June/July mails 6/13	05/08/09	05/18/09
Aug/Sept mails 8/12	07/10/09	07/20/09
Oct/Nov mails 10/13	09/04/09	09/18/09
Dec '09/Jan '10 mails 12/07	11/06/09	11/20/09

### Readers Who

- **MAKE** and **INFLUENCE** buying decisions daily.
- **Work for** law firms, corporations, the government and other organizations.
- **PURCHASE** legal services on a one-time and on-going basis.
- have the **AUTHORITY to approve expenditures** for legal matters and projects.
- **ENJOY** a high-quality professional magazine!



The *National Paralegal Reporter* is the official magazine of the National Federation of Paralegal Associations, Inc.

**For further information, or to place an advertisement, contact:**  
**National Paralegal Reporter**

c/o ROI Marketing Services • 11826 Washington Street • Kansas City, MO 64114  
 Phone 816-942-1600 • Fax 816-941-4655 • email roi@kc.rr.com

## Advertising Rates

<b>Black and White</b>	<b>1X</b>	<b>2X</b>	<b>6X</b>
2 Pg Spread	\$ 2,025	\$ 1,900	\$ 1,782
Full Page	1,225	1,100	1,042
2/3 Pg	950	892	838
1/2 Pg	675	635	560
1/3 Pg	585	540	495
1/4 Pg	468	429	385
1/6 Pg	358	330	300
1/12 Pg	238	220	205

### Cover Rates

Inside Front	\$ 1,420	\$ 1,300	\$ 1,220
Inside Back	1,420	1,300	1,220
Back	1,450	1,350	1,265

### Color Rates

Second color	\$ 300
Four-color	500

### Inserts

Call for a quote

### Special Position

space rate plus 15%

### Bleed

\$100 per page or fraction

### Professional Announcements

Call for rates

### Classified

\$60 min \$2.00/word

**Mechanical Requirements** — The *Reporter* is printed using the computer to plate (CTP) process.

**Acceptable Ad Formats:** files created in InDesign CS, QuarkXpress 4.x or 5.x, Adobe Photoshop 7.0 – CS2 TIFF or EPS, Adobe Illustrator 10.0 – CS2 EPS. (minimum 300 DPI) on either IBM compatible or Macintosh platforms.

All type should be converted to outlines. High -resolution press ready PDFs are also acceptable. Files can be sent on a CD-ROM. Email files need to be zipped or stuffed and sent to: [roi@kc.rr.com](mailto:roi@kc.rr.com). Please include all supporting graphics, fonts and files. *For files larger than 10MB, call or email for FTP information.*

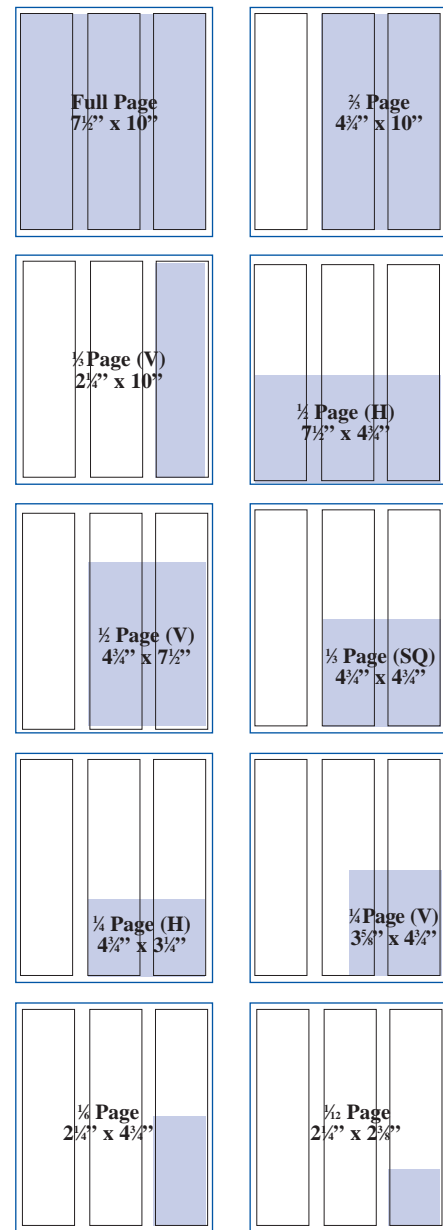
**Trim** — 8 $\frac{1}{8}$  x 10 $\frac{1}{2}$

**Live Area** — 7.5x10

**Binding** — Saddle-stitched

**Line Screen** — 133-lpi acceptable

## Ad Sizes



Two Page Spread 16 $\frac{1}{2}$ " x 10 $\frac{1}{4}$ " (with bleed)

## GENERAL INFORMATION

**Commissions and Cash Discounts** — If paid within 30 days, agency commission runs 15% of gross billing to recognized agencies (if no other discount is given). No agency discount on classified advertising.

**Terms** — All invoices are due net 30 days with 1 $\frac{1}{2}$ % per month added to account balances after 30 days. No discounts or agency commission on customer's new billing if the previous balance is unpaid after more than 40 days. MasterCard, VISA and American Express accepted.

**Publisher's Copy Protection Clause** — Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) in advertisements printed and also assume responsibility for any claim arising against the publisher. The publisher reserves the right to reject at any time any advertising that is not in keeping with the publisher's standards.

**Contract Requirements** — Written insertion orders are required for each insertion before the closing date in which the insertion will appear. Orders are not accepted after the closing date. Cancellations must be in writing, and the publisher must confirm cancellations in writing before they are valid. No cancellations after closing date.

**If materials are not received by the ad closing date, NFPA will use the last ad submitted to NFPA.**

In regard to advertisement publication, the advertiser and/or agency will indemnify and hold the publisher harmless from and against any claims or suits for libel, violation of privacy rights, copyright infringement, and any other claims or suits based upon the contents or subject matter of such publications.

**Short Rate and Rebates** — You earn rates on the total number of inserts you use within one year of your first insertion. If you do not use the amount of space upon which billings are based within a 12-month period from the date of the first insertion, fees will be short-rated. If you use sufficient additional space within the 12-month period following your first insertion to warrant a lower rate, you will receive a rebate.

**Rate Protection Policy** — You will be protected at your contract rate for 90 days after the date the new rate goes into effect.

**Destruction Policy** — Layouts, plates and copy are held for one year before NFPA disposes of them. Discs are returned upon request.

**Classified** — Policy is payment in advance. There is no agency commission. The publisher selects the classified advertising format and reserves the right to designate classifications.

**Mailing Instructions** — Send all contracts, orders and materials to the address shown on the first page.