

Technology and Paralegals

NFPA Paralegals Recommend, Buy, and Use Your Products and Services.

Advertise in the NATIONAL **Paralegal Reporter®**

National Federation of Paralegal Associations, Inc.
 NFPA - The Leader of the Paralegal Profession®

The *National Paralegal Reporter®* reaches paralegals who work for corporations, law firms, governments, 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 *Reporter* — **providing maximum benefit to advertisers!**

- **Full Color** — the *Reporter* is a full-color, high-quality glossy magazine!
- **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.

2011 Deadlines			
Issue	Closing Dates		
	Space	Materials	
Dec '10/Jan '11 mails 12/15	11/09/10	11/16/10	
Feb/March mails 2/10	01/05/11	01/14/11	
Apr/May mails 4/11	03/03/11	03/14/11	
June/July mails 6/13	05/06/11	05/12/09	
Aug/Sept mails 8/12	07/01/11	07/11/11	
Oct/Nov mails 10/12	09/01/11	09/07/11	
Dec '11/Jan '12 mails 12/09	11/04/11	11/10/11	

Our Readers

- **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 • Phone 816-942-1600 • email reporter1@kc.rr.com

Advertising Rates

Black and White

	1X	2X	6X
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

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

Four-color (includes bleed) add \$500

Inserts

Call for a quote

Special Position

space rate plus 15%

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 CS2, QuarkXpress (4.x, 5.x, 6x) Adobe Photoshop CS2, TIFF or EPS, Adobe Illustrator CS2, EPS (minimum 300 DPI) on either PC 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, or reporter1@kc.rr.com. Please include all supporting graphics, fonts and files. *For files larger than 10MB, call or email for FTP information.*

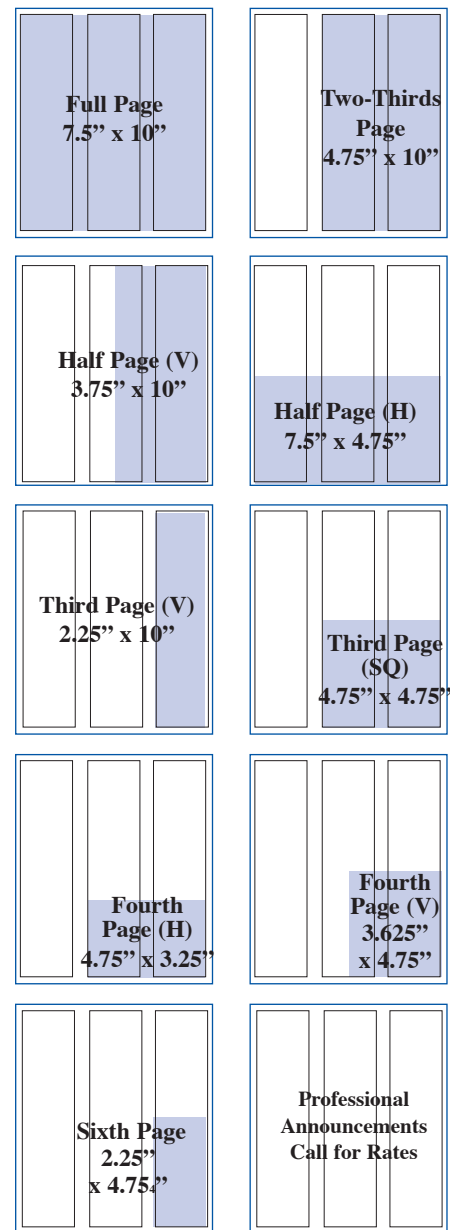
Trim — 8% x 10%

Live Area — 7.5x10

Binding — Saddle-stitched

Line Screen — 133-lpi acceptable

Ad Sizes



Two Page Spread 16¼" x 10¼" (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 1½% 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.

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.

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