



New York City Paralegal Association, Inc.
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Please contact sales@nyc-pa.org, for details.



Who We Are?

In a dynamic, metropolitan city like New York, the paralegal profession has experienced tremendous growth, progressively becoming more challenging in job responsibilities and more competitive in compensation and benefits. The New York City Paralegal Association, Inc. (NYCPA) represents and promotes the interests of paralegal professionals and is dedicated to the professional advancement of all paralegals working in the New York Metropolitan area! We share insightful information and advice that will help to guide and build successful careers for our members. NYCPA provides numerous opportunities for our members to participate in various conferences, network events, and seminars that aid our members' legal education. NYCPA forums: Linked In, Facebook and Twitter pages extend our public and member outreach, offer paralegals and students a place to connect – to discuss topics of interest, post questions and answers, and pass on job opportunities via NYCPA's partnership with legal employment agencies.

Why NYCPA?

[The U.S. Department of Labor Bureau of Labor Statistics](#) has projected that employment of paralegals and legal assistants to grow 28 percent between 2008 and 2018, much faster than the average for all occupations. The NYCPA targets a large audience and is the only not-for-profit paralegal association representing paralegals, legal assistants and paralegal students in New York City, Westchester and Rockland Counties and partnered with The Institute of Paralegals (London, England).

Our website, launched November 3, 2009 is a big hit in our community. The NYCPA's website intends to mirror the growth of our profession providing free news, articles, links, career tools and much more to our members and visitors. Our goal is to offer a one-stop research site by providing our visitors the opportunity to concentrate on a work product and helping them in providing their clients with the best service. We are actively increasing our web outreach by employing SEO tactics and different medias of advertising. For the last Google Analytics available please review pages 9-14. Please check back often as we are new on the market and thus our numbers will be closely watched and updated monthly.

Our bi-weekly newsletter, The Paralegal Buzz, has a list of subscribers doubled in less than two months and is continuing to grow. Use our newsletter to target the “niche” market for specialized advertising and publicity for your products. We will offer you numerous opportunities to reach an estimated 500 subscribers to our mail-list with one targeted advertisement. If you would like more information on how you or your organization can be a part of the growth of the paralegal profession, please take a look at what we can offer you or contact sales@nyc-pa.org.

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Advertisement Opportunities

Website

We actively promote our website www.nyc-pa.org using different media. Our website is target-marketed and listed on many search engines.

Rates are for a Six (6) Month Run:

Button Link (front page)	\$600.00
Button Link (Leadership or Membership Page (most visited)	\$550.00
Banner Ad (Sponsors Page)	\$500.00
Additional Month (per month, paid in advance)	\$ 50.00

To submit your button link or banner ad for the NYCPA's website, please visit our website www.nyc-pa.org and click on "Sponsorship & Advertisement" or contact sales@nyc-pa.org.

You will receive instructions as to where to submit your button link or banner ad after the Board of Directors has accepted you as an advertiser. You will be notified of the acceptance by the Board of Directors and billed in 5 business days after your submission. (Note: Your button link or banner ad must be for a website that provides legitimate products and/or services to the paralegal and legal community).

Career Center

Our Career Center comprised of Job Bank, Mentor Blog and Law Firm Search is available to our members only and located on our Resources Page.

HTML Email/E-zine Blast

We employ HTML email blasts in our marketing campaigns. An exclusive, sole-ad spot in our HTML email/e-zine costs \$200 and is distributed once a week for 4 weeks.

Please contact sales@nyc-pa.org, for details.



Social Event Sponsorship

Host an NYCPA event, for the cost of food and promotional items. (Food costs vary depending on locations.) Our events and sponsorship chairperson will discuss the per venue cost at the initial intake of the event, where upon an agreement of sponsor cost will be agreed upon. Your company must provide relevant products or services for paralegals or the legal community. Your company will be the sole sponsor allowed to provide a commercial message during the event. Additionally, the NYCPA will be allowed to make association announcements and/or present a guest speaker for a product to make a presentation.

The sponsor provides: (costs are covered by the sponsor)

1. Poster board with company’s logos and it brand name jointly with “The New York City Paralegal Association and its logo hosts with xxxxx”.
2. Promotional materials including – designed event flyers, informational brochures and or promotional items.

The average cost for an event can range between \$500 and \$2000 depending on the locale and the event setup.

The Paralegal Buzz

Do you want to deliver your message to our membership via our widely distributed, biweekly newsletter? Not a problem. Packed with the latest news and information, it is a great way to reach our members. Space and availability are limited. See sample ads in the newsletter shown below. The cost for these ads is shown in the table below.

Advertising Rates based on the size of ad and placement:

# of Issues	4 (2 consecutive prints with re-prints 4 weeks later)	8 (4 consecutive prints with re-prints 4 weeks later)	12 (1 print per month)	24 (2 prints per month)
Banner	\$500	\$900 or \$450 per 4 issues	\$1,299 or \$433 per 4 issues	\$1,648 or \$412 per 4 issues
1/2 Page	\$250	\$450 or \$225 per 4 issues	\$645 or \$215 per 4 issues	\$820 or \$205 per 4 issues
1/4 Page	\$125	\$232 or \$116 per 4 issues	\$330 or \$110 per 4 issues	\$400 or \$100 per 4 issues
Bus. Card (Ad Size Two)	\$100	\$190 or \$95 per 4 issues	\$246 or \$82 per 4 issues	\$300 or \$75 per 4 issues
Bus. Card (Ad Size One)	\$75	\$140 or \$70 per 4 issues	\$180 or \$60 per 4 issues	\$250 or \$50 per 4 issues

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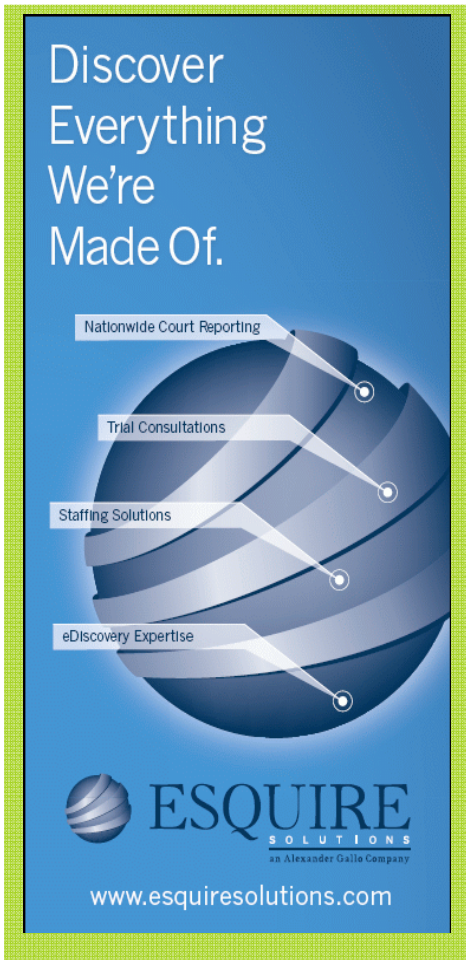
Newsletter Ad Rates & Sizes

Association Perks

Ad Size One: 2.22" X 2.22"

Esquire

Ad Size Two: 4.78" X 2.22"



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Sponsorship Opportunities

Rockefeller Sponsor \$6,000 (limited to 2 sponsors)

- A button link placed on main page of the NYCPA website for one (1) full year
- Company Logo/Name placed on the NYCPA's Sponsorship Page for one (1) full year with link to your website for one year
- Your Company Logo/Name and/or Full-Page Ad placed in two (2) consecutive issues of The Paralegal Buzz repeated in four (4) week intervals for a total of six (6) times
- 10 Package Job Postings on official job bank through Job Target **or**
- Ability to make postings to entire membership 12 times per year via NYCPA Member ListServ (subject to approval by the NYCPA Board of Directors)
- Invitation to all official NYCPA events
- First Choice of Major Event Sponsorship. 2009 BiMonthly Social Events - 2010 Events opportunities: **Event 1:** Members Welcome Event (Feb/Mar), **Event 2:** Annual Elections/Awards Dinner (April/May), **Event 3:** Summer Event/Paralegal Day Celebration (July/August), **Event 4:** End of Year/Holiday Event (Nov/Dec)

Empire State Sponsor \$3,000 (limited to 4 sponsors)

- Company Logo/Name placed on the NYCPA's Sponsorship Page with link to your website for one year.
- Your Company Logo/Name and/or Half-Page Ad placed in one (1) issue of The Paralegal Buzz repeated in four (4) week intervals for a total of four (4) times
- 5 Package Job Postings on official job bank through Job Target **or**
- Ability to make ten postings per year to entire membership via NYCPA Member ListServ (subject to approval by the NYCPA Board of Directors)
- Invitation to all official NYCPA events
- Second Choice of Major Event Sponsorship. 2009 Social Events 2010 Events opportunities: **Event 1:** Members Welcome Event (Feb/Mar), **Event 2:** Annual Elections/Awards Dinner (April/May), **Event 3:** Summer Event/Paralegal Day Celebration (July/August), **Event 4:** End of Year/Holiday Event (Nov/Dec)



Gold Tier Sponsor \$1,500

- Your Company Logo/Name and/or Half-Page Ad placed in one (1) issues of The Paralegal Buzz repeated with six (6) week intervals for a total of three (3) times
- 25% Discount on ad placement on the NYCPA website
- Available 10 % discounts for job postings on official Job Bank – Job Target, contact Job Bank Coordinator
- Invitation to all official NYCPA events
- Ability to sponsor three events per year for the NYCPA membership. (subject to approval by the NYCPA Board of Directors)

Silver Tier Sponsor \$750

- 20% Discount on ad placement on the NYCPA website
- Your Company Logo/Name and a business card size Ad placed in one issue of The Paralegal Buzz
- Available 10 % discounts for job postings, contact Job Bank Coordinator
- Ability to make three postings per year to entire membership via NYCPA Member ListServ (subject to approval by the NYCPA Board of Directors)
- Invitation to two official NYCPA events
- Ability to sponsor two events per year for the NYCPA membership. (subject to approval by the NYCPA Board of Directors)

Bronze Tier Sponsor \$375

- 50% Discount on rates for placement of Your Company Logo/Name and/or Ad placed in The Paralegal Buzz
- 15% Discount on ad placement on the NYCPA website
- 15% Discount on rates for placement in directories for legal support services found on the NYCPA website
- Available 5% discounts on job postings, contact Job Bank Coordinator
- Ability to make two postings per year to entire membership via NYCPA Member ListServ (subject to approval by the NYCPA Board of Directors)
- Invitation to one official NYCPA event
- Ability to sponsor one event per year for the NYCPA membership. (subject to approval by the NYCPA Board of Directors)



Advertising Terms and Conditions

Payment Terms -- Payment for advertising can be made by check or credit card via paypal. Full payment must be received before advertising is placed in the newsletter and/ or website.

Publisher's Copy Protection Clause -- Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) in advertisement placed in the newsletter and/or website and responsibility for any claim arising against NYCPA. NYCPA reserves the right to reject at any time any advertising that is not in keeping with its standards.

Contract Requirements -- Written insertion orders are required for each advertising option. Once an order is accepted, actual display in the newsletter will be completed in time for distribution of the next issue. All ads are required at least two (2) weeks in advance. Once information is placed in the newsletter, cancellations cannot be accepted. Advertisements can be changed for an additional charge.

The advertiser or advertising agency will indemnify and hold NYCPA harmless of any claims or suits for libel, violation of privacy rights, copyright infringement, and any other claims or suits based upon the content of the subject matter.

Rate Protection Policy -- Published rates will be valid for twelve (12) calendar months.

Vendor Submission Requirements -- All ad copy is to be supplied electronically in ASCII or Word format. Graphics must be provided as GIFs and photos as JPEGs via regular CD or e-mail, or be available through a URL.