

PRINT AND ONLINE ADVERTISING

Reach 4,000+ thought leaders and decision-makers in the practice of elder and special needs law.

NAELA members address the legal, health, social, and financial needs of their clients. They include private attorneys, legal services attorneys, law professors, and other legal professionals — and they buy the products and services that keep their offices running.

Work with NAELA to elevate your marketing initiatives and reach more than 4,000 potential customers.

According to a NAELA member survey, the majority of respondents are involved in the purchase of business software, office equipment/furniture, computer hardware, computer maintenance, and office supplies.

How involved are NAELA members in the purchase of products?

	Involved in purchasing process	Review	Recommend	Make final decision
Accounting, scheduling, or other database programs/software	80%	8%	13%	58%
Office equipment/furniture	80%	10%	11%	58%
Computer hardware	78%	8%	10%	60%
Computer maintenance	75%	8%	10%	58%
Office supplies	73%	13%	11%	49%

PRINT ADVERTISING DATES & DEADLINES



Issue

Jan/Feb/Mar
April/May/Jun
July/Aug/Sep
Oct/Nov/Dec



Reserve Space

December 1
March 1
June 1
September 1



Materials Due

December 15
March 15
June 15
September 15



Mail Date

End of February
End of May
End of August
End of November

WHO WE ARE

The National Academy of Elder Law Attorneys (NAELA) is the leading professional association dedicated to improving the quality of legal services for older adults and individuals with disabilities.

NAELA Mission

We equip attorneys for the complexity of serving older adults and people with disabilities through education, advocacy, and community.

Why Partner With NAELA?

- Reach decision-makers actively seeking solutions for their practices and clients
- Build brand recognition and credibility
- Strengthen your presence and positioning as an industry leader
- Showcase new products and services
- Generate high-quality sales leads
- Develop lasting customer relationships and deepen existing ones



PRINT ADVERTISING

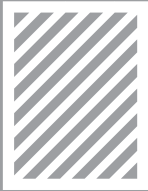


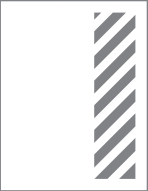

NAELA News is published four times a year. Take advantage of our 10% discount by purchasing four ads in advance.

Cancellations cannot be accepted after closing date. NAELA reserves the right to reject any advertising (see [NAELA Advertising and Sponsorship Policy](#)).

Advertising is accepted at the discretion of NAELA News.

INQUIRIES & ORDERS

Susan Simolunas
ssimolunas@naela.org
 703-349-1887

SIZES AND RATES	 7 1/4 X 9 1/4" Full Page Bleed 8 1/4 x 10 7/8" plus 1/8" bleed	 7 1/4 X 4 1/4" Half Page	 3 1/2 X 4 3/4" Quarter Page	 2 1/4 X 9 1/4" Third Page	 2 1/4 X 4 3/4" Sixth Page
Four Color	\$1,430	\$880	\$620	\$670	\$510
Inside Front Cover	\$1,720	\$1,080			
Inside Back Cover	\$1,550	\$975			
Back Cover		\$1,130			
Black and White	\$1,140	\$720	\$510	\$550	\$430

- All advertisements must be paid for in advance.
- Add 10% if you wish to specify a guaranteed position in NAELA News.
- A 10% discount is given for advertising four times per year in NAELA News and paying in advance for all four issues.

NEW PROMOTIONAL OPPORTUNITY

Sponsored Content Article in NAELA News \$3,000

Must be submitted for approval by NAELA News Editorial Board prior to publication. Content will be identified as advertising/sponsored content. Limit to one sponsored content article per issue.

ONLINE ADVERTISING

Reach NAELA members as well as consumers with an online presence. A banner ad on the NAELA.org homepage will get you noticed. Choose from two placement options: primary placement and secondary placement.

Advertising is accepted at the discretion of NAELA. NAELA reserves the right to reject any advertising (see [NAELA Advertising and Sponsorship Policy](#)).

INQUIRIES & ORDERS

Susan Simolunas
ssimolunas@naela.org
703-349-1887

NAELA.org HOMEPAGE BANNER AD RATES AND REQUIREMENTS

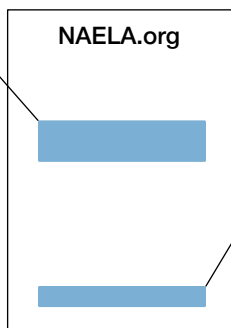
Primary Placement

3 consecutive months: \$975
6 consecutive months: \$2,070
12 consecutive months: \$3,840

Image Requirements

To optimize ad for both desktop and mobile, please provide ad in two sizes:

- Desktop 1260 x 350 px, 72 ppi, JPG file
- Mobile 600 x 300 px, 72 ppi, JPG file



Secondary Placement

3 consecutive months: \$510
6 consecutive months: \$1,140
12 consecutive months: \$1,980

Image Requirements

To optimize ad for both desktop and mobile, please provide ad in two sizes:

- Desktop 960 x 120 px, 72 ppi, JPG file
- Mobile 600 x 200 px, 72 ppi, JPG file

NEW PROMOTIONAL OPPORTUNITY

Banner Ad in NAELA News Email \$700

Banner ad (600 x 200 px) included in NAELA News email sent to all members. One-time deployment. Provide ad as 300 ppi JPG file.

Images Not Accepted Include:

- Images that are blurry, unclear, unrecognizable, or contain illegible text.
- Images that are sideways, upside down, or don't take up the entire space.
- Images that are strobing, flashing, or otherwise distracting.
- Colors that are fluorescent or overly bright.

PRINT AND ONLINE ADVERTISING

How to Send Files

Send files by email to
Susan Simolunas at
ssimolunas@naela.org

For additional information,
contact Susan Simolunas.

Space Reservation and Payment

All advertisements must be paid for in advance.

Contact Susan Simolunas
NAELA Publisher
ssimolunas@naela.org
703-349-1887

SUBMISSION GUIDELINES FOR PRINT ADVERTISING

Preferred File Format

High-resolution PDF file | Fonts embedded in PDF | Use photos with high resolution (TIF or JPG)

How to Prepare Files

When using Adobe programs,
make sure to prepare files
according to the following
specifications.



Adobe Photoshop

Flatten layers. File should
be a minimum of 300 DPI.



Adobe Illustrator

Convert all fonts to
outlines.



Adobe InDesign

Include all fonts and
image links.

Avoid These Common Problems

Help make the process easier
and ensure the best possible
product by avoiding these
common mistakes.

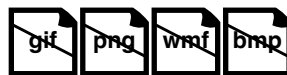


Image Files

Do not place low-resolution
graphics such as GIF, PNG,
WMF, or BMP files into
your ad file.



Text Files

Do not send Microsoft
Word files. The resolution
is too low for print.



Vector Files

Remember to convert text
to outlines for EPS files.