



ADVERTISING MEDIA KIT

ABOUT LPI

In 1929, an idea was formed and initiated to gather together a group of legal secretaries in order to learn what was required in the preparation and filing of legal documents. By 1934, this idea blossomed and spread throughout the state of California, and in 1940, Legal Secretaries, Incorporated (also known as LSI®) was formed as a nonprofit mutual benefit corporation. In the new millennium, LSI® has emerged as **Legal Professionals Incorporated (LPI)** and continues to grow by serving legal professionals throughout the state of California with a variety of programs and services, including:

- Continuing education and professional development
- Certification through the **California Certified Legal Secretary® (CCLS®)** program
- Membership in the Legal Specialization Sections
- **THE LEGAL PROFESSIONAL®** magazine, published quarterly
- **LEGAL PROFESSIONAL'S HANDBOOK** (published by The Rutter Group)
- **LAW OFFICE PROCEDURES MANUAL** (published by The Rutter Group)
- **LEGAL PROFESSIONAL'S REFERENCE GUIDE** (available on Amazon.com)
- Networking with other legal professionals
- Membership benefits and discounts
- Legal Professionals Incorporated is a State Bar-approved MCLE provider

Associations located throughout the state offer monthly educational and professional programs with many sponsoring lunchtime learning, evening and weekend long-term educational workshops. Conferences are held in May, August, November, and February at various locations throughout California, hosted by an LPI local association. Continuing educational seminars and workshops are offered at each conference conducted by respected attorneys, judges, and educators. Updated materials are provided for every workshop.

For current advertising rates and availability, please contact:

Heather Czuleger-Nowak

LPI Advertising Chair

Email: Advertising@LegalProfessionalsInc.org

Phone: (714) 642-3985

THE LEGAL PROFESSIONAL®

MAGAZINE ADVERTISING



THE LEGAL PROFESSIONAL® now features a fresh new design and updated look! With a cleaner layout, modern visuals, and a more engaging reader experience, your ad will stand out like never before. Reach over 4,000 legal professionals across California with each issue—4,000+ prospective clients, decision-makers, and influencers who turn to our publication for trusted insights and resources.

The electronic version now includes access to statistical data, providing you with insights into readership and engagement, so you can see how your ad is performing and fine-tune your outreach strategy.

For current magazine advertising opportunities, please refer to the rate card at the back.

ADVERTISING+PLUS PLAN



Save Big with the Advertising+PLUS Plan!

Maximize your exposure and savings with LPI's Advertising+PLUS Plan. This exclusive package offers up to 75% off standard advertising rates when you combine print and digital placements. It's a powerful way to reach your audience through both THE LEGAL PROFESSIONAL® magazine and the LPI website.

The Advertising+PLUS Plan includes a full-page ad in the magazine plus a prominent static ad on our website—giving you multi-channel visibility at a fraction of the cost.

LegalProfessionalsInc.org

ONLINE ADVERTISING



Legal professionals regularly visit our website to stay informed about upcoming conferences, local association events, and educational programs. They also use the site to register for training and purchase our publications. With hundreds of daily visitors, your brand can reach a highly engaged and professional audience.

Our website also hosts the full archive of The Legal Professional magazine. These archives are made publicly accessible—expanding your ad's visibility even further. Website advertisements include a direct link to your website or promotional video, with **no per-click charges**.

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SOCIAL MEDIA



LPI actively connects with its members, prospective members, and the broader legal community through a variety of social media platforms. We use these channels to share information about upcoming events, educational programs, webinars, and conferences that support professional growth and networking in the legal industry. We also proudly spotlight our valued vendor partners, promoting the services and resources they provide to our community.

Our social media outreach drives legal professionals to our website for more information on membership benefits, educational offerings, and industry news. LPI shares content across LinkedIn, Facebook, X (formerly Twitter), Instagram, YouTube, TikTok, and our official blog, *THE PODIUM*, ensuring we reach audiences where they are most active. Through these platforms, we deliver timely updates, celebrate our members and partners, and foster a vibrant, informed legal community.



CONFERENCE SPONSORSHIP

LPI hosts quarterly conferences each year in February, August, and November, with our flagship Annual Conference held every May. These events are hosted by local associations across California, offering members and attendees a chance to connect, learn, and grow professionally.

Each conference features a range of educational workshops designed to enhance skills and keep legal professionals up to date on industry developments. Conferences also include corporate business sessions conducted by the LPI Board of Governors, giving members insight into the organization's governance and direction.

Advertisers enjoy valuable exposure through placements in the official conference program, pre-conference slide deck presentations, and live announcements during key conference moments. Vendors have the opportunity to reserve a table, allowing them to display products, engage with attendees, and showcase their services throughout the weekend.

For more information about advertising, sponsorship, or vendor opportunities at our upcoming conferences, please contact us. We look forward to partnering with you!

GUEST WRITER & BLOG CONTRIBUTORS



LPI invites you to contribute articles to *THE LEGAL PROFESSIONAL*® magazine and *THE PODIUM*, our official online blog. We are always looking for fresh perspectives, practical insights, and thoughtful commentary on topics of general interest to legal professionals. Whether you have advice to share, trends to discuss, or experiences to highlight, we want to hear from you!

Please note that articles should focus on educational or professional topics and should not promote specific products or services. All submissions are subject to review, editing, and approval by LPI's editorial team, and we reserve the right to decline submissions that do not meet our editorial standards. Unless prior permission is obtained, all submitted articles become the property of LPI.

Ready to be published?

- To submit an article for *THE LEGAL PROFESSIONAL*®, email: TLPeitor@LegalProfessionalsInc.org
- To contribute to LPI's blog, *THE PODIUM*, email: LegalProcedure@LegalProfessionalsInc.org

We look forward to featuring your work and helping you make an impact in the legal community!

ADVERTISING+PLUS PLAN



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This exclusive package offers up to 75% off standard advertising rates when you combine print and digital placements. It's a powerful way to reach your audience through both *THE LEGAL PROFESSIONAL*® magazine and the LPI website. The Advertising+PLUS Plan includes a full-page ad in the magazine plus a prominent static ad on our website—giving you multi-channel visibility at a fraction of the cost.

OPTION	AD TYPE	SIZE	DURATION	RATE
A	FOUR (4) FULL Page , Color Print Ads ONE (1) LPI Website Static Ad	Print: 8½" x 11" Online: 250 x 208 Pixels	Four Issues / One Year	\$750
B	FOUR (4) HALF Page , Color Print Ads ONE (1) LPI Website Static Ad	Print: 7½" x 5" Online: 250 x 208 Pixels	Four Issues / One Year	\$500

MAGAZINE ADVERTISING



LPI's quarterly publication, *THE LEGAL PROFESSIONAL*® is newly reimagined

to help your brand stand out. With a bold new design, sleek visuals, and a dynamic reading experience, your ad will capture attention from 4,000+ legal professionals across California. Plus, statistical engagement insights let you fine-tune your message and maximize results.

OPTION	AD TYPE	SIZE	DURATION	RATE
C	BACK OUTSIDE COVER – Full Page, Color Ad	Print: 8½" x 11"	Four Issues / One Year	\$1,200
D	FRONT or BACK INSIDE COVER – Full Page, Color Ad	Print: 8½" x 11"	Four Issues / One Year	\$1,120
E	FULL PAGE, Preferred (before fold) – Full Page, Color Ad	Print: 8½" x 11"	Four Issues / One Year	\$950
F	FULL PAGE – Full Page, Color Ad	Print: 8½" x 11"	Four Issues / One Year	\$850
G	HALF PAGE – Half Page, Color Ad	Print: 8½" x 5"	Four Issues / One Year	\$600
H	QUARTER PAGE – Quarter Page, Color Ad	Print: 3½" x 5"	Four Issues / One Year	\$500

Ad Deadlines: Spring Issue: April 1; Summer Issue: July 1; Fall Issue: October 1; Winter Issue: January 1 **Artwork Guidelines:** Submit your camera-ready ad in PNG format, with a 1/4" bleed on all sides and a minimum resolution of 300 dpi. To ensure your design shines, keep all important text and images within a 3/4" safe area around the border.



ONLINE ADVERTISING

Tap into a thriving hub for legal professionals! With hundreds of daily visitors seeking events, training, and resources, your brand gets prime exposure. Plus, ads link straight to your site or video—with **no per-click fees**—and enjoy extended visibility through our full magazine archive.

OPTION	AD TYPE	SIZE	DURATION	RATE
I	SCROLLING BANNER AD – LPI Website	Online: 888 x 211 Pixels	One Year	\$750
J	STATIC BANNER AD – LPI Website	Online: 250 x 208 Pixels	One Year	\$600



Please make checks payable to Legal Professionals Incorporated. (Note: Payments made out to "LPI" will not be accepted by our financial institution.)

For additional information, placement availability, or to secure your spot among California's top legal professionals, contact:



HEATHER CZULEGER-NOWAK
LPI Advertising Chair 2024-2026

Advertising@LegalProfessionalsInc.org
(714) 642-3985



LEGAL PROFESSIONALS INCORPORATED

ADVERTISING AGREEMENT

Please Return to: **Heather Nowak**, LPI Advertising Chair
(714) 642-3985
Advertising@LegalProfessionalsInc.org

Advertiser's Name _____		Contact Name _____
Mailing Address _____		Contact E-mail Address _____
City / State / Zip Code _____	Telephone _____	Fax _____

PRINT AD & WEBSITE BANNER AD PLUS PLAN - Please publish both Print Ad and Web Ad as follows:

1. Print Ad in *The Legal Professional*® magazine, an 8½" x 11" quarterly (electronic) publication, and
2. Web Banner Ad on the Legal Professionals Incorporated website, www.LegalProfessionalsInc.org

<input checked="" type="checkbox"/> ONE YEAR – Four (4) Full Page, Color Print Ads (7½" x 10") and One (1) Web Banner Ad (250 x 208 pixels)	\$ 750
<input type="checkbox"/> ONE QUARTERLY – One (1) Half Page, Color Print Ad (7½" x 5") and One (1) Web Banner Ad (180 x 150 pixels)	\$

Print and Website ads will run for the same time period and will expire at the end of the last month of the quarter. One Year color print ads are published quarterly throughout the contract year.

PRINT AD — Please publish in *The Legal Professional*® magazine, an 8½" x 11" quarterly (electronic) publication, the following advertisement, at the following rate per quarterly issue:

<input type="checkbox"/> BACK OUTSIDE COVER (7½" x 10")	\$	<input type="checkbox"/> FRONT or <input type="checkbox"/> BACK INSIDE COVER (7½" x 10")	\$
<input type="checkbox"/> FULL PAGE, Preferred (before fold) (7½" x 10")	\$	<input type="checkbox"/> FULL PAGE (7½" x 10")	\$
<input type="checkbox"/> HALF PAGE (7½" x 5")	\$	<input type="checkbox"/> QUARTER PAGE (3½" x 5")	\$

February (December 1,) **May** (March 1,) **August** (June 1,) **November** (September 1,)

WEBSITE BANNER AD — Please publish on LPI's website, www.LegalProfessionalsInc.org, the following advertisement, at the following rate (consecutive quarters required for pricing shown):

<input type="checkbox"/> FEB / MAR / APR	<input type="checkbox"/> MAY / JUN / JUL	<input type="checkbox"/> AUG / SEP / OCT	<input type="checkbox"/> NOV / DEC / JAN
<input type="checkbox"/> One Quarter: \$	<input type="checkbox"/> Two Quarters: \$	<input type="checkbox"/> Three Quarters: \$	<input type="checkbox"/> Four Quarters: \$

We understand that all engraving of art work, photographs, illustrations or other special work to be used in the advertisement will be provided by advertiser to LPI by the date(s) specified. If no copy is received by such date, Legal Professionals Incorporated (LPI) will publish the advertisement on the basis of the last copy received, or if none has been forwarded, it will publish the name, address, telephone number and email address of the advertiser as shown above.

1. This agreement is not transferable and will only cover advertising relating to the regular business of the advertiser. Its privileges cannot be transferred in whole or in part to any other advertiser.
2. The location of the advertisement shall be at the option of the publisher/webmaster, unless specific arrangement are made for a special position.
3. If advertising is accidentally omitted or placed in a wrong location, no charge will be made thereof, but such errors shall not operate to abridge or cancel the remaining number of insertions due under this agreement.
4. Legal Professionals Incorporated is not responsible for any oral agreements or for any arrangement not expressed in this agreement.

Special Notes: _____

ACCEPTED FOR LEGAL PROFESSIONALS INCORPORATED:

By: Heather Nowak
Heather Nowak, LPI Advertising Chair

Dated: _____

Total Ad Buy: \$ 750.00

ACCEPTED FOR ADVERTISER:

By: _____
SIGNATURE

By: _____
PLEASE PRINT NAME

Title: _____

Dated: _____





CREDIT CARD PROCESSING FORM



Name on Card:

Card Number:

Expiration Date:

Billing Zip Code:

3 Digit CVC (Security Code)

Type of Card

Amount to be Charged

\$

Dated

Signature

Print Name

NOTES:

Advertising+PLUS Plan

PLEASE RETURN COMPLETED AND SIGNED FORM TO: Advertising@LegalProfessionalsInc.org

If sending check, make payable to: **LPI**

Send Check to:

Heather Czuleger-Nowak
1230 Palm Court, Tustin, California 92780

**For questions, contact: Heather Czuleger-Nowak, LPI Advertising Chair
(714) 642-3985
Advertising@LegalProfessionalsInc.org**

Date Received	Processed Stripe	Invoice #	Receipt #