



LPI

*Educating California's
Legal Support Professionals*

LEGAL PROFESSIONALS INCORPORATED

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)
- 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 Nowak

LPI Advertising Chair

Advertising@LegalProfessionalsInc.org



MAGAZINE ADVERTISING

THE LEGAL PROFESSIONAL® (formerly *THE LEGAL SECRETARY*)

THE LEGAL PROFESSIONAL® is a four-times-a-year publication distributed to LPI members. The magazine encompasses educational and professional development articles submitted by LPI officers, chairmen, members, and guest writers, as well as a list of all officers and chairmen, announcements of upcoming conferences, workshops, and seminars, dates for upcoming California Certified Legal Secretary® (CCLS®) examinations, and much more!

This magazine is provided electronically to approximately 1,000+ members (representing 29 local associations across California) in the months of February, May, August, and November. Some of the country's major law firms are represented by our members. Through LPI, our advertisers gain access to these firms and their employees.

PLEASE REFER TO THE RATE CARD AT BACK FOR CURRENT MAGAZINE ADVERTISING OPPORTUNITIES



ONLINE ADVERTISING

LegalProfessionalsInc.org

LPI members utilize our website to learn about upcoming conferences, local association events, register for educational programs, order training materials, and view committee reports. Nearly every day, we attract hundreds of visitors. On our website, we also have all of our magazine archives. After a year, those archives are available to the public. Website ads include a link to advertiser's website or video and there are NO per click charges.

PLEASE REFER TO THE RATE CARD AT BACK FOR CURRENT ONLINE ADVERTISING OPPORTUNITIES

ADVERTISING+PLUS PLAN



Advertisers who purchase a combination of magazine advertising and online advertising through LPI's **Advertising+PLUS Plan** receive a significant discount. The Advertising+PLUS Plan saves you up to 75% off conventional ad rates and gives you the unique option to combine magazine and internet advertising. This package is available for full and half-page advertisements in **THE LEGAL PROFESSIONAL®** and a banner ad on the LPI website.

PLEASE REFER TO THE RATE CARD AT BACK FOR CURRENT ADVERTISING+PLUS PLAN OPPORTUNITIES

SOCIAL MEDIA



LPI uses a variety of social media platforms to keep its members and the legal community up to date on forthcoming events, educational opportunities, webinars, and conferences. (Our vendor partners are also featured in our social media posts.) Prospective members and other legal professionals are also directed to our website via social media. LinkedIn, Facebook, Twitter, Instagram, YouTube, Tik Tok, and our blog, THE PODIUM, are all places where LPI shares content.



CONFERENCE SPONSORSHIP



Our quarterly conferences take place in February, August, and November, with our annual conference in May. These conferences are held throughout California and are hosted by a local association. Advertisers are featured in the conference program, a pre-conference slide deck presentation, and/or during conference announcements. The conference includes educational workshops as well as corporate business conducted by the Board of Governors. Vendors have the opportunity to display and showcase their services at a vendor table throughout the conference weekend. Please contact us for more information on specific opportunities.

GUEST WRITER & BLOG CONTRIBUTIONS



LPI accepts articles for both **THE LEGAL PROFESSIONAL®** magazine and **THE PODIUM**, LPI's online blog. Articles must be of general interest to legal professionals, not a product or service advertisement, and are subject to approval and/or editing. Editors reserve the right to reject submissions. Unless the author obtains prior permission, all articles submitted become the property of LPI.

To be considered for publication in THE LEGAL PROFESSIONAL® magazine, email: TLPEditor@LegalProfessionalsInc.org

To be considered for publication in LPI's blog, THE PODIUM, email: LegalProcedure@LegalProfessionalsInc.org

ADVERTISING+PLUS PLAN

LPI's **Advertising+PLUS Plan** offers advertisers a significantly discounted rate when purchasing a combination of magazine and online advertising; **up to 75% off standard rates!**

OPTION	AD TYPE	SIZE	DURATION	RATE
1	FOUR (4) FULL Page, Color Print Ads ONE (1) LPI Website Banner Ad	Print: 7½" x 10" Online: 250 x 208 Pixels	One Year	\$750
2	ONE (1) HALF Page, Color Print Ad ONE (1) LPI Website Banner Ad	Print: 7½" x 5" Online: 250 x 208 Pixels	One Quarter	\$200



Magazine and website ads will run for the same time period and will expire at the end of the last month of the quarter. The four (4) full page ads in Option 1 are one ad per each quarter of the year.

MAGAZINE ADVERTISING

LPI's quarterly publication, **THE LEGAL PROFESSIONAL®**, is published and distributed four-times-a-year in February, May, August, and November to over 1,000 members representing 29 local associations throughout California. Our members represent some of the top law firms in the country; advertisers get exposure to these firms and their colleagues through LPI.

OPTION	AD TYPE	SIZE	DURATION	RATE
3	BACK OUTSIDE COVER – Full Page, Color Ad	7½" x 10"	One Quarter	\$300
4	FRONT or BACK INSIDE COVER – Full Page, Color Ad	7½" x 10"	One Quarter	\$280
5	FULL PAGE, Preferred (before fold) – Full Page, Color Ad	7½" x 10"	One Quarter	\$225
6	FULL PAGE – Full Page, Color Ad	7½" x 10"	One Quarter	\$210
7	HALF PAGE – Half Page, Color Ad	7½" x 5"	One Quarter	\$150
8	QUARTER PAGE – Quarter Page, Color Ad	3½" x 5"	One Quarter	\$125

Discounts are available when purchasing more than one quarter of print ad space in the same contract. Ad deadlines are December 1 (February issue); March 1 (May issue); June 1 (August issue); and September 1 (November issue). All engraving of art work, photographs, illustrations or other special work to be used in the advertisement will be provided by advertiser. Ads should be submitted in PDF format with at least 300 dpi.

ONLINE ADVERTISING

LPI's website is visited by hundreds of visitors each day, looking for information about upcoming conferences, local association events, our many educational programs, to order training materials, or accessing our vast members' section. We also have all of our magazine archives on the website, which become available to the public one year after publication.

OPTION	AD TYPE	SIZE	DURATION	RATE
9	Rectangular Banner Ad on LPI Website	250 x 208 Pixels	One Quarter	\$325
10	Rectangular Banner Ad on LPI Website	250 x 208 Pixels	Two Quarters	\$625
11	Rectangular Banner Ad on LPI Website	250 x 208 Pixels	Three Quarters	\$925
12	Rectangular Banner Ad on LPI Website	250 x 208 Pixels	Four Quarters	\$1,125

There are NO per click charges. Consecutive quarters required for pricing shown.



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

Heather Nowak
LPI Advertising Chair
Advertising@LegalProfessionalsInc.org



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 type="checkbox"/> ONE YEAR – Four (4) Full Page, Color Print Ads (7½" x 10") and One (1) Web Banner Ad (250 x 208 pixels)	\$ _____
<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 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: \$ _____

ACCEPTED FOR ADVERTISER:

By: _____
SIGNATURE

By: _____
PLEASE PRINT NAME

Title: _____

Dated: _____

Thank You!
For Supporting LPI



LPI
Educating California's
Legal Support Professionals

**LEGAL
PROFESSIONALS
INCORPORATED**

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:

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

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

Send check to: Heather Nowak
1230 Palm Court
Tustin, CA 92780

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

Date Received	Processed Stripe	Invoice #	Receipt #