



# 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:*

**Ron Ackland**

LPI Advertising Chair

**[Advertising@LegalProfessionalsInc.org](mailto:Advertising@LegalProfessionalsInc.org)**



## PRINT 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 PRINT 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 print 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 print 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](mailto:TLPEditor@LegalProfessionalsInc.org)

To be considered for publication in LPI's blog, **THE PODIUM**, email: [LegalProcedure@LegalProfessionalsInc.org](mailto:LegalProcedure@LegalProfessionalsInc.org)

# ADVERTISING RATE CARD

## ADVERTISING+PLUS PLAN

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

OPTION	AD TYPE	SIZE	DURATION	RATE
1	<b>FOUR (4) FULL Page, Color Print Ads</b> <b>ONE (1) LPI Website Banner Ad</b>	Print: 7½" x 10" Online: 300 x 250 Pixels	One Year	<b>\$750</b>
2	<b>ONE (1) HALF Page, Color Print Ad</b> <b>ONE (1) LPI Website Banner Ad</b>	Print: 7½" x 5" Online: 300 x 250 Pixels	One Quarter	<b>\$200</b>



Print 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.

## PRINT 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	<b>BACK OUTSIDE COVER – Full Page, Color Ad</b>	7½" x 10"	One Quarter	<b>\$300</b>
4	<b>FRONT or BACK INSIDE COVER – Full Page, Color Ad</b>	7½" x 10"	One Quarter	<b>\$280</b>
5	<b>FULL PAGE, Preferred (before fold) – Full Page, Color Ad</b>	7½" x 10"	One Quarter	<b>\$225</b>
6	<b>FULL PAGE – Full Page, Color Ad</b>	7½" x 10"	One Quarter	<b>\$210</b>
7	<b>HALF PAGE – Half Page, Color Ad</b>	7½" x 5"	One Quarter	<b>\$150</b>
8	<b>QUARTER PAGE – Quarter Page, Color Ad</b>	3½" x 5"	One Quarter	<b>\$125</b>

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	<b>Rectangular Banner Ad on LPI Website</b>	300 x 250 Pixels	One Quarter	<b>\$325</b>
10	<b>Rectangular Banner Ad on LPI Website</b>	300 x 250 Pixels	Two Quarters	<b>\$625</b>
11	<b>Rectangular Banner Ad on LPI Website</b>	300 x 250 Pixels	Three Quarters	<b>\$925</b>
12	<b>Rectangular Banner Ad on LPI Website</b>	300 x 250 Pixels	Four Quarters	<b>\$1,125</b>

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:**

**Ron Ackland**  
**LPI Advertising Chair**  
**Advertising@LegalProfessionalsInc.org**