



NAELATM News

National Academy of Elder Law Attorneys

MEDIA KIT

NAELA NEWS READERS

- **Over 4,000 members**
- **70% male / 30% female**
- **90% private practitioners**
- **4% professors or retired**
- **6% legal services, judges**
- **More than 30 law schools**

ELDER AND SPECIAL NEEDS LAW IS A BOOMING INDUSTRY:

- **In 2008 there were over 37 million people age 65 or older in the United States — 12% of the population.**
- **In 2011 the “baby boom” generation will reach age 65. By 2030 one in five people will be age 65 or older.**
- **By 2050, its projected the number of people age 65 and older will be 86.7 million. People in this age group would comprise 21% of America’s total population at that time.**
- **The current estimated number of people age 65 and over who are military veterans is 9.7 million.**

Your message can reach over 4,000 attorneys and 30 law schools around the United States and abroad. These individuals include decision makers in small and large firms as well as future Elder Law Attorneys.

And because we have ad sizes to fit any budget you can reach all of these people no matter what size company you are.

There’s never been a more important time to target Elder Law Attorneys and their clients. That’s because the U.S. Census Bureau has shown that the elderly population is the fastest growing segment of the U.S. population. In fact, the number of citizens over the age of 65 is expected to double in the coming years as the “baby boom” generation ages. So whether your product is used by lawyers or their clients, you can expect an increased need for your services.

NAELA News is the only national publication that serves Elder Law Attorneys. So if you want them to use your services, this is the best way to reach them and get your message out.

| NAELA NEWS Deadlines | | | |
|----------------------|------------------|---------------|---------------|
| Issue | Publication Date | Reserve Space | Materials Due |
| No. 1 (Feb/Mar) | February | December 15 | January 2 |
| No. 2 (Apr/May) | April | February 15 | March 1 |
| No. 3 (Jun/Jul) | June | April 15 | May 1 |
| No. 4 (Aug/Sep) | August | June 15 | July 1 |
| No. 5 (Oct/Nov) | October | August 15 | September 1 |
| No. 6 (Dec/Jan) | December | October 15 | November 1 |



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Advertising Rates (per issue)

Four Color Rates

| | |
|-----------------|---------|
| Full Page | \$1,250 |
| 1/2 Page | \$790 |
| 1/4 Page | \$560 |

Cover Positions

| | |
|------------------------------------|---------|
| Inside Front Cover Full Page | \$1,560 |
| Inside Front Cover 1/2 Page | \$980 |
| Inside Back Cover Full Page | \$1,400 |
| Inside Back Cover 1/2 Page | \$880 |
| Back Cover 1/2 Page | \$1,025 |

Black and White Rates

| | |
|-----------------|---------|
| Full Page | \$1,000 |
| 1/2 Page | \$630 |
| 1/4 Page | \$450 |

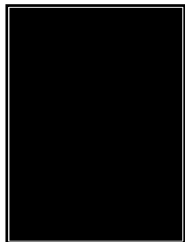
Cover Positions

Cover positions not available at black and white rates.

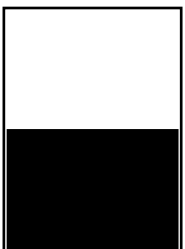
NAELA Members

NAELA Members receive a 25% discount on all advertising rates.

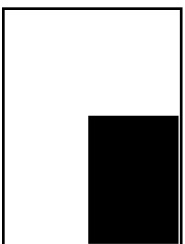
NAELA News is published six times a year. Cancellation can not be accepted after closing date. NAELA reserves the right to reject any advertising. Advertising is accepted at the discretion of NAELA News.



Full Page
7^{1/4} (w) x 9^{1/4} (h)



1/2 Page H
7^{1/4} (w) x 4^{1/2} (h)



1/4 Page V
3^{1/2} (w) x 4^{1/2} (h)



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Ad Submission Guidelines

DO...

Send high-resolution PDF files (PDF/X-1A:2001) that have:

- Fonts embedded in the PDF
- Photos with high resolution TIF or JPEG images

Send four-color ads in InDesign, Illustrator, and Photoshop.

- InDesign: Include all fonts and image links
- Illustrator: Convert all fonts to outlines
- Photoshop: flatten layers. File should be a minimum of 300 dpi.

Send PDF, TIF, and EPS files.

- EPS files are accepted. Make sure all text is converted to outlines.
- TIF files are accepted. Make sure the ad is created with a minimum of 300 dpi.

DON'T...

- Send artwork in Microsoft Word
- Send artwork in Microsoft Publisher
- Place low-resolution graphics such as GIF, PNG, WMF, or BMP files into your ad image
- Send EPS files without text converted to outlines
- Send low-resolution TIF files
- Send files on floppy disks

Files can be sent electronically to nsween@naela.org, or by mail on CD to:

NAELA News
Nancy Sween, Director of
Communications and Publications
1577 Spring Hill Road, Suite 220
Vienna, VA 22182

We can create your ad for you at the following rates:

Quarter-page ad: \$250

Half-page ad: \$300

Full-page ad: \$500

Need more information?

Contact:

Nancy Sween, Director of
Communications and Publications
nsween@naela.org
703-942-5711 x225



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- **All advertisements MUST be paid for in advance.**
- The discounts and fees below relate to the rates and sizes on page 2.
- A 10% discount is given for advertising six times per year.
- A 10% nonprofit discount is available.
- Add 10% if you wish to specify a guaranteed position.
- NAELA can create your ad—see rates on page 3.

| Issue | Year | Size | Size/Rate (Add 10% for special position. Indicate position*) | Non-Profit Discount (less 10%) | Six Time Discount (less 10%) | Design My Ad (rates on page 3) | Cost Per Issue |
|-----------------|------|------|---|-----------------------------------|---------------------------------|-----------------------------------|----------------|
| No. 1 (Feb/Mar) | | | | | | | |
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| No. 5 (Oct/Nov) | | | | | | | |
| No. 6 (Dec/Jan) | | | | | | | |

*Does not apply to cover positioning.

Total _____

Name _____

Company _____

Address _____ City _____ State ____ Zip _____

Phone _____ Fax _____ E-mail _____

• I am a NAELA Member Membership ID Number _____

• I have enclosed a check for \$ _____

• Please bill my credit card for \$ _____ Credit Card # _____

• Please Circle: VISA / MC/ AMEX Expiration Date _____ Signature _____

Name as it appears on card (please print): _____