



# Advertising Opportunities

## Georgia Association of Paralegals

Paralegals play an instrumental role in determining which companies to use when they are in need of a service, i.e. court reporters, employment, videographers, copying, records retrieved, process servers, and many, many others. Members often refer to our advertisers to meet these needs.

*Place Your Ad Now – So They Can Find You.*

### **NEWSLETTER ADS**

---

The GAP Newsletter, *The Paragraph*, is a quarterly publication that is electronically distributed to all GAP members. Past issues of *The Paragraph* are also archived on the GAP website, accessible by the general public.

We invite our Sustaining Members to advertise in *The Paragraph*. If you are interested in accessing this marketing tool for your business, the following information will help you get started.

Newsletter Advertising Rates	Size	One Issues	Two or more issues*
	Half Page	\$350	\$325
	Quarter Page	\$250	\$225
*Frequency discounts based upon number of ads during a consecutive period. If pre-payment is not received for multiple issue ads, the one-time rate will apply to each ad.			

### **WEBSITE ADS**

---

The GAP Website was totally redesigned in August 2008. As part of that redesign and in response to several requests, GAP is offering advertising on its website for the first time.

Advertising space is available on the Home page and the Membership page and the ads will rotate on a quarterly basis.

Website Advertising Rates	Size	Ad Location	Quarterly Rate
	Banner Ad w/active link to advertisers' home page*		Home page
		Membership page	\$250

**An additional 10% discount will be given to Newsletter and Website Ads that run simultaneously.**



# Advertising Opportunities

GAP currently lists all Sustaining Members by name on the website. New for 2009, GAP is offering the option for Sustaining Members to have their logo exhibited with that basic listing.

Sustaining Member website option	Active Link on Sustaining Members page	included with Sustaining Membership dues
	Optional Logo & Active Link on Sustaining Members page	\$150 (for term of membership year)

## **PROCEDURE – PLACING AD**

---

1. To place an ad, please notify the GAP office of your interest in purchasing ad space to find out if space is still available.
2. Submit the attached “Advertising Request Form”
3. Ad space is available on a first come, first served basis. You may purchase space at any time during the year.
4. Newsletter Ads must be provided as camera-ready copy or digital files (can be sent via email). We are happy to work with your marketing representatives.
5. Website Ads must be provided in one of the following file formats: jpeg or gif preferred, but can also accept tiff or bitmap.
6. Deadlines for each issue will be posted on the GAP website under “Publications” as that information becomes available.

## **POLICY**

---

1. Your ad space can be reserved upon your written agreement to purchase such space (*see attached “Advertising Request Form”*). You will be invoiced by GAP. The invoice is due upon receipt and must be paid prior to the publication deadline or your ad will not run.
2. GAP will not be obligated to alter publishing deadlines to accommodate late ad copy. No refund will be provided if the advertiser or its representatives are responsible for missing a copy deadline.
3. In order to advertise with GAP, you must be a Sustaining Member in good standing with no past due invoices.



# Advertising Opportunities

## ADVERTISING REQUEST FORM

Return this completed form to the GAP office and you will be invoiced for the appropriate amount. We will also contact you to obtain the appropriate advertising files.

Firm Name: \_\_\_\_\_

Contact Name(s): \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Direct Link to Home Page: \_\_\_\_\_

### NEWSLETTER AD(S):

<u>Size</u>	<u>Rate</u>	<u>Issue(s)</u>	<u>Two or more issues?</u>	<u>Subtotal</u>
<input type="checkbox"/> Half Page	\$350	<input type="checkbox"/> 1 <sup>st</sup> quarter	_____ x \$325	
<input type="checkbox"/> Quarter Page	\$250	<input type="checkbox"/> 2 <sup>nd</sup> quarter	_____ x \$225	
		<input type="checkbox"/> 3 <sup>rd</sup> quarter		
		<input type="checkbox"/> 4 <sup>th</sup> quarter		

### WEBSITE AD(S):

<u>Location</u>	<u>Rate</u>	<u>Quarter(s)</u>	<u>Subtotal</u>
<input type="checkbox"/> Home Page	\$300	<input type="checkbox"/> 1 <sup>st</sup> quarter	
<input type="checkbox"/> Membership Page	\$250	<input type="checkbox"/> 2 <sup>nd</sup> quarter	
		<input type="checkbox"/> 3 <sup>rd</sup> quarter	
		<input type="checkbox"/> 4 <sup>th</sup> quarter	

I am simultaneously running Newsletter and Website Ads: **apply 10% discount**

### SUSTAINING MEMBER OPTION

\$150.00 (place logo on Sustaining Members listing on website)

\_\_\_\_\_  
DATE

\_\_\_\_\_  
Authorized Signature