

### PRINT AND ONLINE ADVERTISING

#### Reach influential thought leaders and decision-makers in the practice of elder and special needs law

Work with NAELA to elevate your marketing initiatives and reach more than 4,000 elder and special needs law attorneys.

NAELA members address the legal, health, social, and financial needs of their clients. Our members include private attorneys, legal services attorneys, law professors, and other legal professionals — and they buy the products and services that keep their offices running.

According to a NAELA member survey, the majority of respondents are involved in the purchase of business software, office equipment/furniture, computer hardware, computer maintenance, and office supplies.

#### How involved are NAELA members in the purchase of products?

	Involved in purchasing process	Review	Recommend	Make final decision
Accounting, scheduling, or other database programs/software	80%	8%	13%	58%
Office equipment/furniture	80%	10%	11%	58%
Computer hardware	78%	8%	10%	60%
Computer maintenance	75%	8%	10%	58%
Office supplies	73%	13%	11%	49%

#### PRINT ADVERTISING DATES & DEADLINES



##### Issue

Jan/Feb/Mar  
April/May/Jun  
July/Aug/Sep  
Oct/Nov/Dec



##### Reserve Space

December 1  
March 1  
June 1  
September 1



##### Materials Due

December 15  
March 15  
June 15  
September 15



##### Mail Date

End of February  
End of May  
End of August  
End of November

#### WHO WE ARE

The National Academy of Elder Law Attorneys (NAELA) is a professional association dedicated to improving the quality of legal services provided to older adults and people with disabilities.

##### NAELA Mission

We equip attorneys for the complexity of serving older adults and people with disabilities through education, advocacy, and community.

#### Why Partner With NAELA?

- Reach influential decision-makers
- Establish brand recognition
- Strengthen your presence and messaging as an industry leader
- Develop lasting customer relationships and strengthen existing ones
- Introduce new products and services
- Generate new sales leads
- Give product demonstrations
- Conduct market research



# NAELANEWS

## 2025 ADVERTISING MEDIA KIT

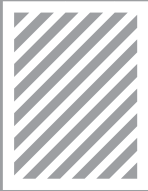


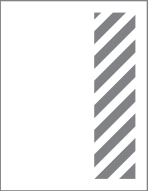

### PRINT ADVERTISING

**NAELA News is published four times a year.** Take advantage of our 10% discount by purchasing four ads in advance.

Cancellations cannot be accepted after closing date. NAELA reserves the right to reject any advertising (see [NAELA Advertising and Sponsorship Policy](#)). Advertising is accepted at the discretion of NAELA News.

#### INQUIRIES & ORDERS

Susan Simolunas  
[ssimolunas@naela.org](mailto:ssimolunas@naela.org)  
703-942-5711 #225

SIZES AND RATES	 7 1/4 X 9 1/4" Full Page Bleed 8 1/4 x 10 7/8" plus 1/8" bleed	 7 1/4 X 4 1/4" Half Page	 3 1/2 X 4 3/4" Quarter Page	 2 1/4 X 9 1/4" Third Page	 2 1/4 X 4 3/4" Sixth Page
Four Color	\$1,430	\$880	\$620	\$670	\$510
Inside Front Cover	\$1,720	\$1,080			
Inside Back Cover	\$1,550	\$975			
Back Cover		\$1,130			
Black and White	\$1,140	\$720	\$510	\$550	\$430

- All advertisements must be paid for in advance.
- Add 10% if you wish to specify a guaranteed position in NAELA News.
- A 10% discount is given for advertising four times per year in NAELA News and paying in advance for all four issues.

### NEW PROMOTIONAL OPPORTUNITY

#### Sponsored Content Article in NAELA News \$3,000

Must be submitted for approval by NAELA News Editorial Board prior to publication. Content will be identified as advertising/sponsored content. Limit to one sponsored content article per issue.

### ONLINE ADVERTISING

Reach NAELA members as well as consumers with an online presence. A banner ad on the [NAELA.org](https://naela.org) homepage will get you noticed. Choose from two placement options: primary placement and secondary placement.

Advertising is accepted at the discretion of NAELA. NAELA reserves the right to reject any advertising (see [NAELA Advertising and Sponsorship Policy](#)).

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### NAELA.org HOMEPAGE BANNER AD RATES AND REQUIREMENTS

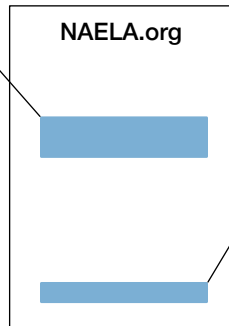
#### Primary Placement

3 consecutive months: \$975  
6 consecutive months: \$2,070  
12 consecutive months: \$3,840

#### Image Requirements

To optimize ad for both desktop and mobile, please provide ad in two sizes:

- Desktop 1260 x 350 px, 72 ppi, JPG file
- Mobile 600 x 300 px, 72 ppi, JPG file



#### Secondary Placement

3 consecutive months: \$510  
6 consecutive months: \$1,140  
12 consecutive months: \$1,980

#### Image Requirements

To optimize ad for both desktop and mobile, please provide ad in two sizes:

- Desktop 960 x 120 px, 72 ppi, JPG file
- Mobile 600 x 200 px, 72 ppi, JPG file

### NEW PROMOTIONAL OPPORTUNITY

#### Banner Ad in NAELA News Email \$700

Banner ad (600 x 200 px) included in NAELA News email sent to all members. One-time deployment. Provide ad as 300 ppi JPG file.

#### Images Not Accepted Include:

- Images that are blurry, unclear, unrecognizable, or contain illegible text.
- Images that are sideways, upside down, or don't take up the entire space.
- Images that are strobing, flashing, or otherwise distracting.
- Colors that are fluorescent or overly bright.

### PRINT AND ONLINE ADVERTISING

#### How to Send Files

Send files by email to  
Susan Simolunas at  
[ssimolunas@naela.org](mailto:ssimolunas@naela.org)

For additional information,  
contact Susan Simolunas.

#### Space Reservation and Payment

All advertisements must be paid for in advance.

Contact Susan Simolunas  
NAELA Publisher  
[ssimolunas@naela.org](mailto:ssimolunas@naela.org)  
703-942-5711 #225

### SUBMISSION GUIDELINES FOR PRINT ADVERTISING

#### Preferred File Format

High-resolution PDF file | Fonts embedded in PDF | Use photos with high resolution (TIF or JPG)

#### How to Prepare Files

When using Adobe programs,  
make sure to prepare files  
according to the following  
specifications.



##### Adobe Photoshop

Flatten layers. File should  
be a minimum of 300 DPI.



##### Adobe Illustrator

Convert all fonts to  
outlines.



##### Adobe InDesign

Include all fonts and  
image links.

#### Avoid These Common Problems

Help make the process easier  
and ensure the best possible  
product by avoiding these  
common mistakes.



##### Image Files

Do not place low-resolution  
graphics such as GIF, PNG,  
WMF, or BMP files into  
your ad file.



##### Text Files

Do not send Microsoft  
Word files. The resolution  
is too low for print.



##### Vector Files

Remember to convert text  
to outlines for EPS files.