



Ad Rate Sheet

Target your marketing dollars more effectively with an advertisement in *The Employee Advocate*. Tailoring your product or service to potential and likely customers couldn't be easier.

The Employee Advocate is the online members-only magazine of the National Employment Lawyers Association. Over 4,000 attorneys, law students, and paraprofessionals receive the magazine as part of their membership benefits, but more importantly members have stated *The Employee Advocate* is one of the most valuable benefits of their NELA membership.

The Employee Advocate delivers timely articles on news, legal trends, and technology to our members who have the same needs and concerns as other business professionals and look to *The Employee Advocate* for advice on money management, insurance, technology, office products, leisure activities, and more. *The Employee Advocate* will turn your targeted ad into a sale because a select group of readers are already turning the pages. Our members are highly educated consumers concerned not only with employment law, but with raising families, and "doing well by doing good."

Color Ad Rates

	1x	2x	3x	4x
Inside Front Cover	\$900	\$1,600	\$2,200	\$2,500
Inside Back Cover	\$800	\$1,400	\$1,900	\$2,300
Back Cover Page	\$900	\$1,600	\$2,200	\$2,500
Full Page	\$700	\$1,100	\$1,550	\$1,990
Half Page	\$450	\$ 750	\$ 950	\$1,100
Quarter Page	\$350	\$ 550	\$ 750	\$ 900
Business Card	\$ 80	\$ 110	\$ 150	\$ 200

Size Requirements

Inside Front Cover	w: 8" x h: 10"
Inside Back Cover	w: 8" x h: 10"
Back Cover Page	w: 8" x h: 10"
Full Page	w: 8" x h: 10"
Half Page Horizontal	w: 7" x h: 5"
Half Page Vertical	w: 3.5" x h: 10"
Quarter Page	w: 3.5" x h: 5"
Business Card	w: 2" x h: 3.5"

Submission Deadlines

Spring Issue	February 28/29
Summer	July 31
Fall Issue	September 30
Winter	December 31

Online Publication Date

April 30
August 31
November 30
February 28/29

NELA members, NELA Affiliates, and nonprofit organizations receive a 20% discount off published rates. All advertising must be submitted camera ready. Position is not guaranteed, however, every effort will be made to accommodate placement requests. All advertising must be pre-paid. NELA accepts checks, DiscoverCard, MasterCard, and VISA . For an additional \$25 charge, ads can be designed.

For more information please contact:

Colleen Goodin at (415) 296-7629, x104 or cgoodin@nelahq.org

National Employment Lawyers Association, 2201 Broadway, Suite 402, Oakland, CA 94612