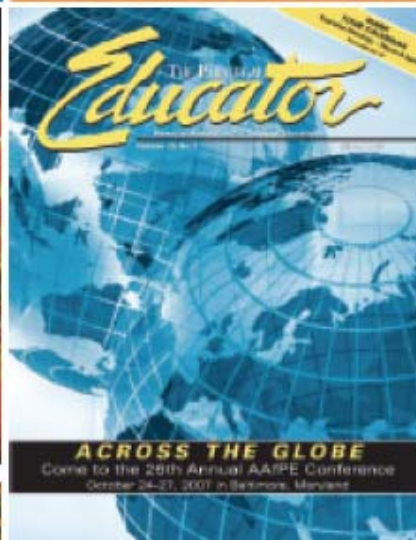
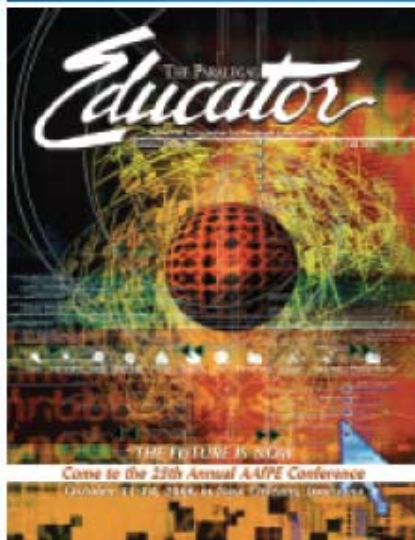
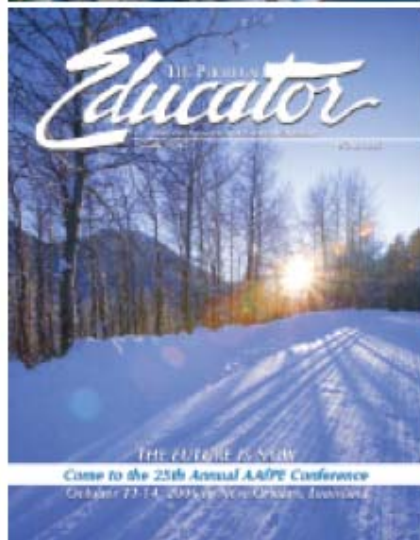
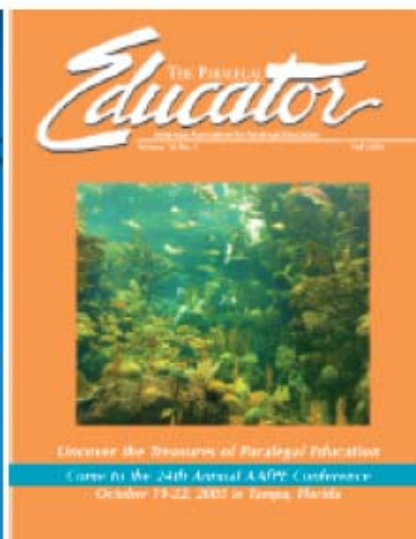
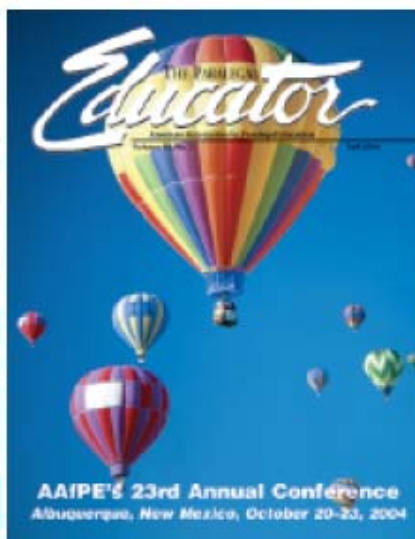
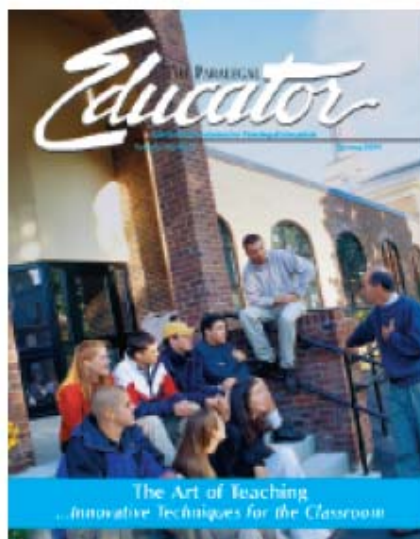


THE PARALEGAL *Educator*

Editorial Calendar and Rate Card



AAIPE American Association for
Paralegal Education
19 Mantua Road
Mount Royal, NJ 08061



Established in 1981, AAfPE's roots go back to the mid 1970s when the American Bar Association sponsored the first conferences for paralegal educators. Much has been accomplished in the field of paralegal education since this beginning. There is much more to be done, however, to fully develop the potential for both the paralegal field and education for the profession.

MISSION STATEMENT

Recognizing the need to increase and improve access to the legal system, the American Association for Paralegal Education (AAfPE) promotes quality paralegal education, develops educational standards and encourages professional growth, in order to prepare graduates to perform a significant role in the delivery of legal services.

- June 9, 2001

The goals that AAfPE strives to accomplish:

- Promote high standards for paralegal education
- Provide a forum for professional improvement for paralegal educators
- Plan, promote and hold annual conferences and seminars
- Provide technical assistance and consultation services to institutions, educators and employers
- Promote research and disseminate information on the paralegal profession
- Cooperate with the American Bar Association and other professional associations and institutions in developing an approval process for paralegal education programs
- Promote the goals of the Association through cooperation with other national, regional and local groups and organizations interested in paralegal education

MEMBERSHIP

AAfPE membership includes over 450 universities, colleges, private schools and institutions of higher learning. Its members represent 50 states along with Australia and Canada. These institutions have been responsible for producing more than 200,000 paralegal graduates and presently have enrollments totaling more than 50,000 in their programs.

The Paralegal Educator

AAfPE's professional magazine, *The Paralegal Educator*, provides its readers with information and resources they can use. It helps its readers stay on top of developments and trends in the paralegal arena.

The Paralegal Educator is published three times a year. It has circulation of 600+ paralegal education program directors, faculty members, students and academic libraries. Bonus distribution includes the AAfPE Annual Conference. Advertising in *The Paralegal Educator* is an economical way to reach this specialized target audience.

Space is limited. An early commitment to *The Paralegal Educator* secures you a place to make your case directly to the AAfPE members through ongoing advertising.

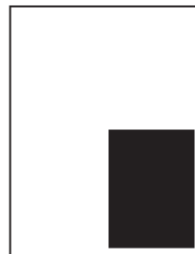
RATES

Black & White

Size	1X	3X
Quarter page	\$300	\$600
Half page	\$500	\$1,000
Full Page	\$800	\$1,500

Premium Advertising (available in full color)

Size / Location	1X	3X
Full Page/inside front cover	\$1,000	\$2,500
Full Page/inside back cover	\$900	\$2,000
Half page/back cover	\$600	\$1,500



Quarter Page
(4" w by 5" h)



Half Page
(8" w by 5" h)



Full Page
(8" w by 10" h)

ART SPECIFICATIONS

- 1) Quark Xpress — INCLUDE all fonts and links.
- 2) Illustrator or Freehand eps files WITH FONTS OUTLINED.
- 3) Photoshop files (.eps, .jpg, or .tif files) but resolution must be 300 dpi for color, 200 dpi for grayscale, and 600 dpi for line art. If you receive a file with an extension of .bmp or .gif (and sometimes .jpg files) it will mean that it's an internet file and chances are the resolution will only be 72 dpi (poor print quality).
- 4) Acrobat pdf files accepted though not encouraged. (pdf files have to be converted to eps, often causing font problems).

We don't accept Word Document, Powerpoint, or art off the Internet because quality is poor. The only exception for downloading art off the internet is if it is from a site specifically designed for that purpose.

Send a PDF or hardcopy with disk for reference purposes. Include the art provider's contact information in case there are technical problems.

The Paralegal Educator c/o AAfPE
19 Mantua Road
Mt. Royal, NJ 08061



Insertion Order

AAfPE American Association
for Paralegal Education
19 Mantua Road
Mt. Royal, NJ 08061

Date _____

Company _____

Address _____

City/State/Zip _____

Contact _____

Email _____

Phone _____ Fax _____

This agreement serves as an authorization for AAfPE to insert our advertisement as indicated in *The Paralegal Educator*.

We plan to place ads in the following (check all that apply):

SPRING ISSUE	FALL ISSUE	WINTER ISSUE
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> Quarter Page	<input type="checkbox"/> Quarter Page
<input type="checkbox"/> Half Page	<input type="checkbox"/> Half Page	<input type="checkbox"/> Half Page
<input type="checkbox"/> Full Page	<input type="checkbox"/> Full Page	<input type="checkbox"/> Full Page
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Inside Front Cover
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Inside Back Cover
<input type="checkbox"/> Half Page Back Cover	<input type="checkbox"/> Half Page Back Cover	<input type="checkbox"/> Half Page Back Cover

We agree to pay at the prevailing rates and under AAfPE's terms and conditions as specified in the Rate Card and hereby incorporated as part of this agreement by reference.

It is understood that all agreements are contained herein and that this contract becomes effective upon receipt and acceptance by AAfPE.

Signature of Advertiser _____ Date _____

Name of Advertiser (Print) _____

Accepting for AAfPE _____ Date _____

PAYMENT INFORMATION

Check *All checks should be made payable to AAfPE and drawn on U.S. banks in U.S. dollars.*

Visa MasterCard AmEx

Credit Card # _____

Exp. _____

Name on Card _____

Signature _____

AD SPACE RATES*

Black & White

Size	1X	3X
Quarter page	\$300	\$600
Half page	\$500	\$1,000
Full Page	\$850	\$1,500

Premium Advertising (available in full color)

Size / Location	1X	3X
Full Page/inside front cover	\$1,000	\$2,500
Full Page/inside back cover	\$900	\$2,000
Half page/ back cover	\$600	\$1,500

*Rates are based on ads submitted as prescribed in the specifications published in AAfPE's Rate Card. Deviations may result in additional costs to the advertiser. All advertising is non-commissionable.

DEADLINES

Issue	Space Reservation	Ad Copy Due	Mail Date
Spring	Feb 1	Feb 15	April 15
Fall	July 1	Aug 15	Sept 15
Winter	Nov 1	Nov 15	Jan 15

THE PARALEGAL EDUCATOR CONTACT

Direct all inquires regarding advertising to:
Kathy Suckiel
American Association for Paralegal Education
19 Mantua Road
Mt. Royal, NJ 08061
(856) 423-2829 Fax: (856) 423-3420
Email: KSuckiel@Talley.com

Send ad materials on CD-ROM along with a hardcopy or pdf for reference to:
The Paralegal Educator
c/o AAfPE
19 Mantua Road
Mt. Royal, NJ 08061