



# Legal Secretaries, Incorporated



**Advertising Media Kit**

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# About LSI

In 1929, an idea was formed and initiated to gather together a group of legal secretaries in order to learn what was required in the preparation and filing of legal documents. By 1934, this idea blossomed and spread throughout the state of California, and in 1940, Legal Secretaries, Incorporated, (also known as LSI®) was formed as a nonprofit mutual benefit corporation. In the new millennium, LSI continues to grow by serving legal secretaries as well as law office support staff throughout the state of California with a variety of programs and services:

- *Continuing education and professional development*
- *Certification through the California Certified Legal Secretary (CCLS®) program*
- *Membership in the Legal Specialization Sections*
- *[The Legal Secretary®](#) (published quarterly)*
- *[LSI Legal Professional's Handbook](#) (published by The Rutter Group)*
- *[Law Office Procedures Manual](#) (published by The Rutter Group)*
- *Networking with other legal professionals*
- *Membership benefits and discounts*
- *Legal Secretaries, Incorporated is an MCLE provider*

Associations located throughout the state offer monthly educational and professional programs. Many sponsor lunchtime learning, evening and weekend long-term educational workshops. Conferences are held May, August, November, and February at various locations throughout California, hosted by an LSI local association. Continuing educational seminars and workshops are offered at each conference conducted by respected attorneys, judges and educators. Updated materials are provided for every workshop.

# Print Advertising

## ***THE LEGAL SECRETARY***

LSI distributes a quarterly publication to its members four times a year called ***THE LEGAL SECRETARY***. The magazine contains educational and professional development articles submitted by LSI officers, chairmen, members and guest writers; a list of all officers and chairmen; notification of upcoming conferences, workshops, seminars, dates for upcoming California Certified Legal Secretary examinations and much, much more!

In February, May, August and November of each calendar year, this magazine is distributed to over 2,000 members that represent 39 local associations throughout California. Our members represent some of the top law firms in the country. Our Advertisers get exposure to these firms and their colleagues through LSI.

### **Print Ad Rates and Size Specs:**

4 Color and Black & White options available:

- Back Outside Cover (4 Color) 7 ½ x 10" - \$300
- Front or Back Inside Cover (4 Color) 7 ½ x 10" - \$280
- Full Page Preferred (before fold) 7 ½ x 10" - \$225
- Full Page 7 ½ x 10" - \$210
- Half Page 7 ½ x 5" - \$150
- Quarter Page 3 ½ x 5" - \$125
- Postcard stitched in or blown in 5 ½ x 4" - \$200

Discounts are available when purchasing more than one quarter of print ad space at a time.

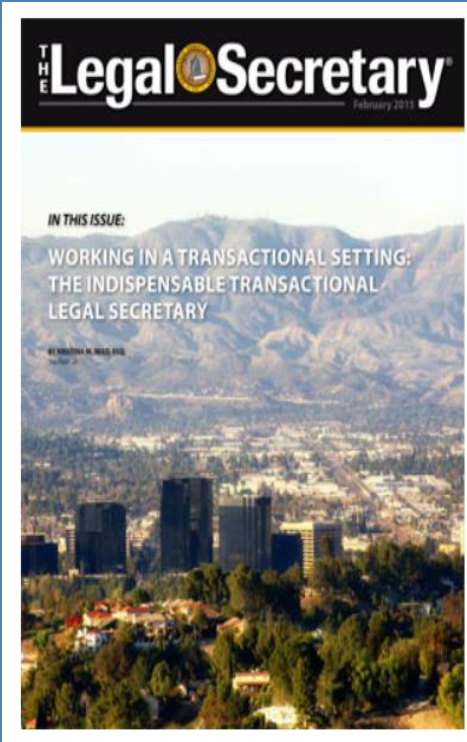
Publication timelines are as follows:

February Issue – Ad deadline is December 1<sup>st</sup>

May Issue – Ad deadline is March 1<sup>st</sup>.

August Issue – Ad deadline is June 1<sup>st</sup>.

November Issue – Ad deadline is September 1<sup>st</sup>.



# Web Advertising

## Web Advertising Opportunities:

Members of LSI use the website for finding information about: Upcoming Conferences, Local Association Events, Register for Educational Programs, Order Training Materials as well as to access Committee Reports as well as finding information about other Association Events. We get hundreds of visitors each day. We also have all of our Magazine Archives stored on our website. After a year, those archives are available to the public.

The screenshot shows the LSI website homepage. At the top left is the LSI logo with the tagline "Educating California's Legal Support Professionals". To the right is a navigation menu with links: HOME, ABOUT, JOIN LSI, EVENTS, PROGRAMS, RESOURCES, MEMBERS, CONTACT. There is also a search bar and social media icons for Facebook, LinkedIn, and Twitter.

The main content area is divided into several sections:

- EVENTS:** LSI offers quarterly conferences and many educational programs. Below this are three buttons: "Upcoming Conferences", "Upcoming Classes", and "Local Association Events".
- CCLS CERTIFICATION:** Obtain California Certified Legal Secretary (CCLS) certification to enhance your career! Below this is a "Learn More" button.
- MEMBERSHIP BENEFITS:** LSI members make an investment in their present and future and benefit from certification opportunities, continuing ed., networking, and more. Below this is a "Learn More" button.
- Educational Materials:** Represented by a circular icon showing various books and materials.
- Publications:** Represented by a circular icon showing a stack of books.
- Merchandise:** Represented by a circular icon showing a USB drive and a coin.

## Banner Ad Rates and Size Specs:

Annual and quarterly Web Banner Ad space is available for the following rates:

Annual/Quarterly Rates:

- Large Rectangular Ad: 336 x 280 - \$1,000/\$375
- Medium Rectangular Ad: 300 x 250 - \$950/\$325
- Small Rectangular Ad; 180 x 150 - \$900/275

There are NO per click charges.

# Advertising Plus Plan

(Print & Web)

## LSI Advertising Plus Plan:

The plus plan offers discounted rates for choosing to purchase Print and Web Ad Space. The rates are as follows:

- **Annual Plus Plan: Full Page Print Ad 7 ½ x 10" and 300 x 250 Rectangular Banner Ad - \$750**
- **Quarter Plus Plan: Half Page Print Ad 7 ½ x 5" and 180 x 150 Rectangular Banner Ad - \$200**

## Social Media:

Our Advertisers will be mentioned on our Social Media sites.



## Advertising Contact:

For information about Advertising with LSI, please contact the following:

Deborah Schmidt, CCLS - LSI Advertising Chair

Phone: (714) 957-5742

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