



POWERFUL E-BLAST PROMOS

for reaching the influential readers of *Paralegal Today*

TAKE ADVANTAGE of this unique marketing communications program to send your message directly to *Paralegal Today's* exclusive list of top paralegal professional subscribers! During the year a limited number of special marketing Emails are being made available to give you direct access to our influential readers who are usually reachable only through print advertising in the magazine. Now you can contact them one-on-one **by email**, through this special program—whether or not you also advertise in the magazine.

- **36 Email opportunities** available over a 12-month schedule.
- **Only three opportunities** open within each month of the year. First come, served! Reserve your spots now!
- **Each email message** must conform to a standard layout template provided by *Paralegal Today*, consisting of simple text and one prominent illustration.
- **Advertisers should** include a special offer or event (such as a invitation to a webinar or demo) to attract greater interest and interaction.
- **Each email message** is **sent directly from *Paralegal Today*** to the subscriber with an introductory message from the magazine. Advertisers do not send directly to our subscriber list, and the list is not provided or sold to advertisers for their direct use.
- **All messages** submitted by advertisers are subject to review and approval by the publisher, and publisher may reject any at its own discretion.
- **Reach** approximately 9,000 proprietary email addresses, subscribers of *Paralegal Today*.



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HOW IT WORKS

Your **email message** is placed within a plain border frame under the banner logo of *Paralegal Today* and it is sent directly from the magazine to the readers. The *Paralegal Today* banner includes a separate note from the editor to the readers introducing your company and your message. All you need to do is *provide us with the following*:

- **Your plain text** message up to 300 words in Word.doc format.
- **Your logo or small image** such as photo or screen shot, maximum size 450 px wide by 400 px high.

Paralegal Today utilizes the standard ConstantContact online email program for sending email messages to readers (www.constantcontact.com). Your message must conform to the specifications of this simple program. We will copy your message and image into the ConstantContact program and match it **as near as possible** to your Word.doc layout. **Please note:** we cannot guarantee an exact match to your type style or Word.doc layout due to limitations in the design factors available within the ConstantContact program. Prior to sending, you will receive a checking proof of your Eblast for review and final approval.

2017 E-BLAST RATES

Frequency	1 Time	2 Times	3 or more
Cost Per E-Blast	\$3,500	\$3,200	\$2,900

Other discounts may apply for advertisers who run combination programs in print or digital media with *Paralegal Today* or *Litigation Support Today*. Special discount also available for educational institutions.

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