



Advertising with Paralegals Connect

Affiliate Partner Information Packet and Application

Who we are: **Paralegals Connect** is a support group for paralegals, created in 2013 by Crystal Cornett, with the purpose of connecting paralegals around the world to network, interact, and learn from each other. We started out as one Facebook group and we have transformed into four Facebook groups, a Facebook Page, Instagram, Twitter, and LinkedIn Page & Group, which all provide support in every stage of your legal career. **Paralegals Connect currently has 38k combined worldwide members.**

Paralegals Connect also publishes **The Paralegals Connect Magazine**, which is distributed quarterly in March, June, September, and December to our 38k worldwide members. In June 2023, we will be releasing our 20th issue and celebrating the 10-year anniversary of **Paralegals Connect**, and the 5-year anniversary of **The Paralegals Connect Magazine**.

Paralegals Connect is always looking for Affiliate Partners that can offer our paralegals, legal assistants, future paralegals, and future attorneys the skills and services that will help them succeed in their careers. Our groups strive to provide information to the latest and greatest resources, education, and cost-effective opportunities that will enhance the skills, knowledge, and competency of our members. Becoming an Affiliate Partner with our groups offers worldwide visibility to approximately **38k members** in the legal industry. Additional information about our groups can be found by visiting www.ParalegalsConnect.com.

**** Only Affiliate Partners are permitted to advertise or share links within our groups. All affiliate partners must provide a service relevant to the legal industry. Unrelated products will be denied.**

March 2023

Organization Demographics

Paralegals Connect (Main FB Group): www.Facebook.com/Groups/ParalegalsConnect

Our first and largest group created for paralegals and paralegals-in-the-making to interact with other paralegals worldwide and provide valuable information to succeed in the paralegal industry.

Number of group members: 19,061

Paralegals Connect: Employment Board - www.Facebook.com/Groups/PCEmploymentBoard

A group designed for those seeking legal employment or internships, and for those seeking to hire legal professionals for their firm.

Number of group members: 9,876

Virtual/Freelance Paralegals Connect - www.Facebook.com/Groups/Virtual.FreelanceParalegalsConnect

A group designed for Virtual and/or Freelance Paralegals and those intending to break free of their 8-5 to go out on their own.

Number of group members: 4,606

Paralegals Connect: Study Group - www.Facebook.com/Groups/ParalegalsConnectStudyGroup

A group created for those attending a paralegal school or studying for a Paralegal Certification Exam where you can post questions about your legal studies.

Number of group members: 1,020

Paralegals Connect: Facebook Page - www.Facebook.com/pg/ParalegalsConnect

Number of Followers: 1,115

Paralegals Connect: Instagram - www.Instagram.com/ParalegalsConnect

#ParalegalsConnect

Number of followers: 1,373

Paralegals Connect: Twitter - <https://Twitter.com/ParalegalsCnnct>

@ParalegalsCnnct

Number of followers: 266

LinkedIn:

Company Page: <https://www.linkedin.com/company/paralegals-connect>

Group: <https://www.linkedin.com/groups/9052061/> **Number of group members: 795**

Creator/Admin: Crystal Cornett: <https://www.linkedin.com/in/crystalcornett/>

Website:

www.ParalegalsConnect.com

LinkTree

<https://linktr.ee/ParalegalsConnect>

Email distribution list:

Collected paralegal email distribution list: **20k**

What does Affiliate Partnership Include?

Affiliate Partnership with our organization includes all the following:

- **Facebook Posts:** *Only Affiliates are permitted to advertise or share links within our Groups. Advertise/post within any of our four Paralegals Connect Facebook Groups. We will post an introductory post on your behalf and set as a group announcement. All subsequent posts must be made by you. We encourage you to post at least once a week in each group for maximum exposure.
- **Facebook Comments:** We encourage our Affiliate Partners to search for posts that relate to services that you provide and comment with a link to your site and/or explain your services.
- **Website:** Listing your company information, logo, and brief description under our “Affiliate Partners” tab on our website. <http://www.paralegalsconnect.com/affiliate-partners.html>
- **The Paralegals Connect Quarterly Magazine:** Listing your company information, logo, and brief description under our ‘Meet our Affiliate Partners’ Pages in our Quarterly Magazines. <http://www.paralegalsconnect.com/magazines.html>
- **Receive 1 free printed copy of The Paralegals Connect Magazine each quarter.**
- **Option to Submit an Article in our Quarterly Magazine:** Each quarter our Affiliates have the option to submit an article in our magazine. We suggest your first article include detailed information about the services that you provide to our members.
- **Option to Submit an Full or Half Page Ad Space in our Quarterly Magazine:**
- **Instagram:** Paralegals Connect will post your company information in our Instagram Account: www.instagram.com/paralegalsconnect #paralegalsconnect
- **Twitter:** Paralegals Connect will post your company information in our Twitter Account: [@paralegalscnnct](https://twitter.com/ParalegalsCnnct)
- **LinkedIn:** Paralegals Connect will post your company information in our LinkedIn Group: <https://www.linkedin.com/groups/9052061/>

Optional Affiliate Partner Services

Paralegals Connect offers the below optional affiliation services:

We only offer Full-Page or Half-Page (7.5 x 4.5”) Horizontal Ad Spaces in The Paralegals Connect Quarterly Magazine.



FULL PAGE

HALF PAGE

- **Ad Space in our Quarterly Paralegals Connect Magazines:**

| | |
|--|--------------|
| 12-Month: Full Page Ad Space: (4 Magazines - \$75 each) | \$300 |
| 12-Month: ½ Page Ad Space: (4 Magazines - \$37.50 each) | \$150 |
| 9-Month: Full Page Ad Space: (3 Magazines - \$83.33 each) | \$250 |
| 9-Month: ½ Page Ad Space: (3 Magazines - \$40.00 each) | \$120 |
| 6-Month: Full Page Ad Space: (2 Magazines - \$100 each) | \$200 |
| 6-Month: ½ Page Ad Space: (2 Magazines - \$50 each) | \$100 |

- **Creating of your Company Ad Space in our Quarterly Paralegals Connect Magazines:**


Paralegals Connect can help you design your Full-Page or Half Page Ad Space for our Quarterly Magazine. You must send Paralegals Connect all information including wording and photos of what you wish to include in your Ad Space, and we will create a professional ad space for you.

| | |
|---|--------------|
| Creation of Your Full-Page Ad Space: | \$100 |
| Creation of Your ½ Page Ad Space: | \$65 |

- **Feature on the Front or Back Cover of The Paralegals Connect Quarterly Magazine:**

Our magazine is released quarterly, four times per year, and is released to our 38k members and sent via email to our 20k email distribution list, posted in all 4 Facebook groups and on LinkedIn, Twitter, and Instagram, posted on our website to be viewed by the public for maximum exposure.

Add your company information and photo(s) to the cover page of the Magazine.

|  | FRONT COVER | BACK COVER |
|---|---|--|
| | <p>September 2023:</p> <p>\$500 December 2023:</p> <p>March 2024: \$500</p> <p>June 2024: \$500</p> | <p>June 2023: \$200</p> <p>September 2023:</p> <p>\$200 December 2023:</p> <p>March 2024: \$200</p> <p>June 2024: \$200</p> |

- Purchase additional discounted copies of the Paralegals Connect Magazine:

15 copies - \$30

30 copies - \$55

- Email distribution list:

Paralegals Connect will not be releasing our email distribution list to our Affiliate Partners. However, we now offer to send email campaigns promoting your services to our 20k email distribution list.

Each email campaign can include as much information, photos, video, etc. as you wish and contains as many links as you desire. All information must be submitted to Paralegals connect and we request 7-days prior to the email release for drafting time. The emails can then be sent on the date and time of your choosing.

*We ask that emails are not scheduled during the first week of March, June, September, or December as these are the weeks we are preparing for the release of our Magazine.

\$50 per email

Affiliate Partnership Pricing

| <u>Length of Affiliation</u> | <u>Price</u> |
|------------------------------|--------------|
| 6-Months | \$400 |
| 9-Months | \$500 |
| 12-Months | \$600 |

Frequently Asked Questions

1. All advertising materials, including magazine ad space and cover graphics must be supplied by the Affiliate Partner.
2. Paralegals Connect does not offer exclusivity per vendor service(s).
3. The Affiliate Partner Application must be emailed to Crystal@ParalegalsConnect.com for approval.
4. If your application is approved, a contract will be sent to you for your execution and return. All contracts must be executed and returned within 10-days to secure availability and pricing. Contracts must be returned with your company logo, company description, magazine Ad, payment-in-full, and all other pertinent affiliate/advertising information including the wording for all introductory posts.
5. Payments can be made via or Zelle to Crystal@ParalegalsConnect.com, or we can send you a special link to pay via credit card.
6. The fully executed contract, and payment, along with all advertising information must be received before advertising will be permitted within our groups.
7. If you have any questions, please contact Crystal Cornett at [832-696-9315](tel:832-696-9315) Crystal@ParalegalsConnect.com.

Affiliate Application

Company Information:

Your Name/Position: _____

Business Name: _____

Address: _____

Website Address: _____

Phone Number: _____ E-Mail Address: _____

Instagram Handle: _____ Twitter Handle: _____

Description of your business: (include any sales/offers/promotions to our group members:

| | | |
|--|--|--------------------------------------|
| Affiliation: | <ul style="list-style-type: none"> • 6-Month \$400 • 9-Month \$500 • 12-Month \$600 | Calculate Price Here |
| Half-Page Ad Space | <ul style="list-style-type: none"> • 6-Month \$100 • 9-Month \$120 • 12-Month \$150 | |
| Full-Page Ad Space | <ul style="list-style-type: none"> • 6-Month \$200 • 9-Month \$250 • 12-Month \$300 | |
| Creation of your Ad Space | <ul style="list-style-type: none"> • Full Page \$100 • Half Page \$65 | |
| Front Cover of Magazine | <ul style="list-style-type: none"> • December 2022 \$500 • March 2023 \$500 • June 2023 \$500 • September 2022 \$250 | |
| Back Cover of Magazine | <ul style="list-style-type: none"> • December 2022 \$200 • March 2023 \$200 • June 2023 \$200 • September 2023 \$200 | |
| Add your items/products to our Merchandise Store | 10% of all Sales | |
| Customized email to distribution list: (20k List) | \$50 each (max 1 per month) | |
| Purchase Discounted Printed Copies of the Magazine 15 copies - \$30 30 copies - \$55 | <ul style="list-style-type: none"> • March 2023 • June 2023 • September 2023 • December 2023 | |

Estimated Total Amount Due: _____

I agree to the terms of items listed above.

Signature/Title

Company

Date

Admin Name of who assisted you.