



# Advertising with Paralegals Connect

## Affiliate Information Packet

**Who we are:** **Paralegals Connect** was 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 for every stage of your legal career. **Paralegals Connect currently has 31,800+ combined members.**

Paralegals Connect is always looking for Affiliates 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 with our groups offers worldwide visibility to approximately **31,800+ combined members** in the industry. Additional information about our groups can be found by visiting [www.ParalegalsConnect.com](http://www.ParalegalsConnect.com).

\*\* Only Affiliates are permitted to advertise or share links within our groups. All affiliates must provide a service relevant to the legal industry. Unrelated products will be denied.

*April 2022*

# Organization Demographics

## Paralegals Connect (Main FB Group): [www.Facebook.com/Groups/ParalegalsConnect](http://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: 16,639**

## Paralegals Connect: Employment Board - [www.Facebook.com/Groups/PCEmploymentBoard](http://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: 7,391**

## Virtual/Freelance Paralegals Connect - [www.Facebook.com/Groups/Virtual.FreelanceParalegalsConnect](http://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: 3,819**

## Paralegals Connect: Study Group - [www.Facebook.com/Groups/ParalegalsConnectStudyGroup](http://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: 911**

## Paralegals Connect: Facebook Page - [www.Facebook.com/pg/ParalegalsConnect](http://www.Facebook.com/pg/ParalegalsConnect)

**Number of Followers: 879**

## Paralegals Connect: Instagram - [www.Instagram.com/ParalegalsConnect](http://www.Instagram.com/ParalegalsConnect)

#ParalegalsConnect

**Number of followers: 1,332**

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

@ParalegalsCnnct

**Number of followers: 235**

## LinkedIn:

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

Group: <https://www.linkedin.com/groups/9052061/> **Number of group members: 557**

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

## Website:

[www.ParalegalsConnect.com](http://www.ParalegalsConnect.com)

## Email distribution list:

Collected paralegal email distribution list: **15,402**

# What does Affiliation Include?

## Affiliation 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 five 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 Affiliates 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 “Affiliates” tab on our website. [www.ParalegalsConnect.com/Affiliates.html](http://www.ParalegalsConnect.com/Affiliates.html)
- **Blog:** Listing your company information, logo, and full detailed description of your company under our “Blogs of Information” tab on our website. We do not limit the amount of information that you can add to your blog. [www.ParalegalsConnect.com/Blogs-of-Information](http://www.ParalegalsConnect.com/Blogs-of-Information)
- **Quarterly Magazines:** Listing your company information, logo, and brief description under our ‘Meet our Affiliates’ Pages in our Quarterly Magazines. <http://www.paralegalsconnect.com/magazines.html>
- **Receive 1 free printed copy of the Quarterly 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.
- **Instagram:** Paralegals Connect will post your company information and periodic advertisements in our Instagram Account: [www.instagram.com/paralegalsconnect](http://www.instagram.com/paralegalsconnect) #paralegalsconnect
- **Twitter:** Paralegals Connect will post your company information and periodic advertisement in our Twitter Account: [@paralegalscnnct](https://twitter.com/ParalegalsCnnct)
- **LinkedIn:** Paralegals Connect will post your company information and periodic advertisement in our LinkedIn Group: <https://www.linkedin.com/groups/9052061/>

# Affiliate Pricing

<u>Length of Affiliation</u>	<u>Price</u>
6-Months	\$300
9-Months	\$400
12-Months	\$500

## Frequently Asked Questions

1. All advertising materials, including magazine ad space and cover graphics must be supplied by the Affiliate.
2. Paralegals Connect does not offer exclusivity per vendor service(s).
3. The Affiliate Application must be emailed to [Crystal@ParalegalsConnect.com](mailto: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, blog space information, and all other pertinent affiliate/advertising information including the wording for all introductory posts.
5. Payments can be made via PayPal (friends and family so fees are not deducted), Venmo, or Zelle to [CrystalMCornett@gmail.com](mailto:CrystalMCornett@gmail.com).
6. The fully executed contract and payment must be received along with all advertising information before advertising will be permitted.
7. If you have any questions, please contact Crystal Cornett at 832-696-9315 [Crystal@ParalegalsConnect.com](mailto:Crystal@ParalegalsConnect.com).

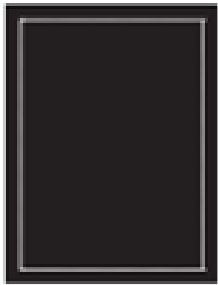
# Optional Affiliation Services

**Paralegals Connect offers the below optional affiliation services:**

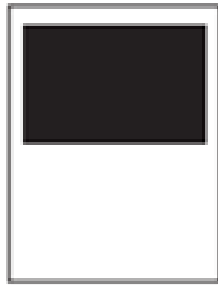
We only offer Full-Page or Half-Page (7.5 x 4.5”) Horizontal Ad Spaces.

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

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



**FULL PAGE**



**HALF PAGE**



- **Feature on the Front or Back Cover of our Quarterly Magazine:**

Our magazine is released quarterly, four times per year, and is released to our 31,800+ members and sent via email to our 15,400+ 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.

<b>FRONT COVER</b>		<b>BACK COVER</b>	
<b>March 2022:</b>	n/a	<b>March 2022:</b>	<b>\$200</b>
<b>June 2020:</b>	n/a	<b>June 2022:</b>	<b>\$200</b>
<b>September 2022:</b>	<b>\$500</b>	<b>September 2022:</b>	<b>\$200</b>
<b>December 2022:</b>	<b>\$500</b>	<b>December 2022:</b>	<b>\$200</b>
<b>March 2023:</b>	<b>\$500</b>	<b>March 2023:</b>	<b>\$200</b>

- **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 Affiliates. However, we now offer to send emails promoting your services to our **15,400+** email distribution list. (Sent via Mailchimp)

**\$50 per email**

# 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"> <li>• 6-Month \$300</li> <li>• 9-Month \$400</li> <li>• 12-Month \$500</li> </ul>	<a href="#">Calculate Price Here</a>
Half-Page Ad Space	<ul style="list-style-type: none"> <li>• 6-Month \$100</li> <li>• 9-Month \$120</li> <li>• 12-Month \$150</li> </ul>	
Full-Page Ad Space	<ul style="list-style-type: none"> <li>• 6-Month \$200</li> <li>• 9-Month \$250</li> <li>• 12-Month \$300</li> </ul>	
Front Cover of Magazine	<ul style="list-style-type: none"> <li>• September 2022 \$500</li> <li>• December 2022 \$500</li> <li>• March 2023 \$500</li> <li>• June 2023 \$500</li> </ul>	
Back Cover of Magazine	<ul style="list-style-type: none"> <li>• June 2022 \$200</li> <li>• September 2022 \$200</li> <li>• December 2022 \$200</li> <li>• March 2023 \$200</li> </ul>	
Add your items/products to our Merchandise Store	10% of all Sales	
Customized email to distribution list: (15,400 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"> <li>• September 2021</li> <li>• December 2021</li> <li>• March 2022</li> <li>• June 2022</li> </ul>	

Estimated Total Amount Due: \_\_\_\_\_

I agree to the terms of items listed above.

\_\_\_\_\_  
Signature/Title

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date

\_\_\_\_\_  
Admin Name of who assisted you.