

ADVERTISING AGREEMENT

Page 1 of 5

MONTGOMERY COUNTY
PARALEGAL ASSOCIATION



Company Name	Company Website	
Company Address		
First Name	Last Name	Title
Telephone	Email	

SPONSORSHIP LEVELS

Please select your sponsorship level.

Gold Sponsor - \$750

Newsletter Advertising	Website Advertising	Social Media Advertising	Listserv	Advertising at regular CLE meetings	Opportunity to sponsor MCPA's annual events
Full page 6 issues	1 year	12 postings	1 year subscription	Up to 2 meetings	Offered on a "first-choice" basis

- Corporate membership with subscription to MCPA's bi-monthly newsletter, [MCPA Today](#), for one (1) year (6 issues).
- Full page color advertisement in *MCPA Today* for 1 (one) year (6 issues), plus 20% discount on additional advertising (Sponsor to provide the ad).
- Opportunity to write an article for *MCPA Today*.
- New sponsor is automatically added to the MCPA listserv.
- Sponsor Spotlight on MCPA website [Homepage](#) for 1 (one) year.
- Sponsor's logo displayed on MCPA website [Sponsor](#) page and linked to Sponsor's website.
- New Sponsor "welcome" posting on MCPA [Facebook](#) page (Sponsor to provide the ad).
- 11 (eleven) additional Featured Sponsor postings on MCPA Facebook page throughout the year (Sponsor to provide the ad).
- Opportunity to give a brief presentation and distribute your advertising materials at up to two (2) MCPA's regular membership meetings per year (reservations required).
- First choice to sponsor or co-sponsor one of MCPA annual events at a discounted rate:
 - *January Kick Off Meeting* – Highly attended event, where the new Board is inducted.
 - *March Breakfast Meeting* – Breakfast event, open to paralegal members and their non-member paralegal guests.

ADVERTISING AGREEMENT

Page 2 of 5

MONTGOMERY COUNTY
PARALEGAL ASSOCIATION



- *Paralegal Week Celebration* – Networking social for paralegal week, open to paralegal members and their non-member paralegal guests.
- Opportunity to sponsor regular membership meetings throughout the year at a discounted rate.
- First choice to sponsor the [National Federation of Paralegal Associations](#) or the [Keystone Alliance of Paralegal Associations](#) meeting hosted by MCPA (when available).
- Use of MCPA name, with prior approval, in publications, announcements, etc.
- Recognition as Gold Sponsor of MCPA.

Silver Sponsor - \$550

Newsletter Advertising	Website Advertising	Social Media Advertising	Listserv	Advertising at regular CLE meetings	Opportunity to sponsor MCPA's annual events
Half page 6 issues	1 year	6 postings	1 year subscription	Up to 2 meetings	Offered on a "second-choice" basis

- Corporate membership with subscription to MCPA's bi-monthly newsletter, [MCPA Today](#), for one (1) year (6 issues).
- Half page color advertisement in *MCPA Today* for 1 (one) year (6 issues), plus 10% discount on additional advertising (Sponsor to provide the ad).
- Opportunity to write an article for *MCPA Today*.
- New sponsor is automatically added to the MCPA listserv.
- Sponsor's logo displayed on MCPA website [Sponsor](#) page and linked to Sponsor's website.
- New Sponsor "welcome" posting on MCPA [Facebook](#) (Sponsor to provide the ad).
- 5 (five) additional Featured Sponsor postings on MCPA Facebook page throughout the year (Sponsor to provide the ad).
- Opportunity to give a brief presentation and distribute your advertising materials at one of MCPA's regular membership meetings per year (reservations required).
- Second choice to sponsor or co-sponsor one of MCPA annual events at a discounted rate:
 - *January Kick Off Meeting* – Highly attended event, where the new Board is inducted.
 - *March Breakfast Meeting* – Breakfast event, open to paralegal members and their non-member paralegal guests.
 - *Paralegal Week Celebration* – Networking social for paralegal week, open to paralegal members and their non-member paralegal guests.
- Opportunity to sponsor regular membership meetings throughout the year at a discounted rate.

ADVERTISING AGREEMENT

Page 3 of 5

MONTGOMERY COUNTY
PARALEGAL ASSOCIATION



- Second choice to sponsor the [National Federation of Paralegal Associations](#) or the [Keystone Alliance of Paralegal Associations](#) meeting hosted by MCPA (when available).
- Use of MCPA name, with prior approval, in publications, announcements, etc.
- Recognition as Silver Sponsor of MCPA.

Bronze Sponsor - \$250

Newsletter Advertising	Website Advertising	Social Media Advertising	Listserv	Advertising at regular CLE meetings	Opportunity to sponsor MCPA's annual events
Quarter page 6 issues	1 year	3 postings	1 year subscription	Up to 1 meeting	Offered on a "third-choice" basis

- Corporate membership with subscription to MCPA's bi-monthly newsletter, [MCPA Today](#), for one (1) year (6 issues).
- Quarter page color advertisement in *MCPA Today* for 1 (one) year (6 issues), plus 5% discount on additional advertising (Sponsor to provide the ad).
- Opportunity to write an article for *MCPA Today*.
- New sponsor is automatically added to the MCPA listserv.
- Sponsor's logo displayed on MCPA website [Sponsor](#) page and linked to Sponsor's website.
- New Sponsor "welcome" posting on MCPA [Facebook](#) (Sponsor to provide the ad).
- 2 (two) additional Featured Sponsor postings on MCPA Facebook page throughout the year (Sponsor to provide the ad).
- Opportunity to give a brief presentation and distribute your advertising materials at one of MCPA's regular membership meetings per year (reservations required).
- Third choice to sponsor or co-sponsor one of MCPA annual events at a discounted rate:
 - *January Kick Off Meeting* – Highly attended event, where the new Board is inducted.
 - *March Breakfast Meeting* – Breakfast event, open to paralegal members and their non-member paralegal guests.
 - *Paralegal Week Celebration* – Networking social for paralegal week, open to paralegal members and their non-member paralegal guests.
- Opportunity to sponsor additional regular membership meetings throughout the year at a discounted rate.
- Third choice to sponsor the [National Federation of Paralegal Associations](#) or the [Keystone Alliance of Paralegal Associations](#) meeting hosted by MCPA (when available).
- Use of MCPA name, with prior approval, in publications, announcements, etc.
- Recognition as Bronze Sponsor of MCPA.

ADVERTISING AGREEMENT

Page 4 of 5

MONTGOMERY COUNTY
PARALEGAL ASSOCIATION



MISCELLANEOUS ADVERTISING

If you cannot participate as an annual sponsor, but are interested in advertising with MCPA, please select any of the following advertising options.

Newsletter Advertising

Ad Size	1 issue	3 issues 10% discount	6 issues
Full page	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$405.00	<input type="checkbox"/> \$720.00
Half page	<input type="checkbox"/> \$100.00	<input type="checkbox"/> \$270.00	<input type="checkbox"/> \$480.00
Quarter page	<input type="checkbox"/> \$75.00	<input type="checkbox"/> \$205.00	<input type="checkbox"/> \$360.00
Business card	<input type="checkbox"/> \$55.00	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$265.00

Website Advertising

* Advertiser's logo displayed on MCPA website and linked to the Advertiser's website:

- | | |
|--|--|
| <input type="checkbox"/> \$200.00 for one year | <input type="checkbox"/> \$100.00 for three months |
| <input type="checkbox"/> \$125.00 for six months | <input type="checkbox"/> \$65.00 for one month |

Social Media Advertising

* Advertiser's ad posted on MCPA Social Media page. Schedule to be ascertained by the Social Media Chairperson in conjunction with the Advertiser.

- \$10 for 1 posting
- \$25 for 3 postings within a 3-month period
- \$45 for 6 postings within a 6-month period
- \$80 for 12 postings within a 12-month period

Terms and Conditions

Payment Terms – Full payment must be received before advertising is placed in any of our advertising mediums.

Publisher's Copy Protection - Sponsors and advertisers assume liability for all content (including text, representation and illustrations) in advertisements placed in the newsletter and/or on the website and responsibility for any claim arising against MCPA. MCPA reserves the right to reject at any time any advertising that is not in keeping with its standards.

Contract Requirements - Once advertising is accepted by the Marketing Committee, actual display in the newsletter will be completed in time for distribution of the next issue. All ads are required two (2) weeks in advance of publication. The Sponsor or advertiser will indemnify and hold MCPA harmless from any claims or suits for libel, violation of privacy rights, copyright infringement, and any other claims or suits based upon the content of the subject matter.

Rate Protection - Published rates will be valid for twelve (12) calendar months.

ADVERTISING AGREEMENT

Page 5 of 5

MONTGOMERY COUNTY
PARALEGAL ASSOCIATION



Non-Compete - MCPA will make every effort to ensure that co-sponsors of MCPA's regular membership meetings are non-competing sponsors. This clause does not apply to our special events, such as our Annual Kickoff Event, Paralegal Day Celebration, Holiday Social and other events which MCPA deems to be "special events" which may be open to all MCPA Sponsors and supporters at our own discretion.

It is the sole responsibility of the Sponsor or advertiser to provide all advertisement information without solicitation on the part of the MCPA. All advertisements to be placed on MCPA's website, Facebook page, and/or newsletter must be in JPEG format with a maximum size of 720 pixels.

At no time will MCPA provide sponsors or advertisers with its membership mailing or distribution lists.

Date: _____ Authorized signature: _____

Total Due USD \$: _____

Please return this form with your payment, **payable to Montgomery County Paralegal Association**, to:

Montgomery County Paralegal Association
P.O. Box 1765
Blue Bell, PA 19422

If you have any questions about advertising with MCPA, please do not hesitate to contact us at marketing@montcoparalegals.org.