



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 46k combined worldwide members.**

Paralegals Connect also publishes **The Paralegals Connect Magazine**, which is distributed to our 46k worldwide members. In 2023, Paralegals Connect celebrated 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 **46k 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.**

June 2024

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: 22,767

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 company or firm.

Number of group members: 13,282

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: 5,116

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: 1,148

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

Number of Followers: 1,318

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

#ParalegalsConnect

Number of followers: 1,402

Paralegals Connect: X (Twitter) - <https://Twitter.com/ParalegalsCnnect>

@ParalegalsCnnect

Number of followers: 320

LinkedIn:

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

Group: <https://www.linkedin.com/groups/9052061/> **Number of group members: 958**

Founder/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: **19.5k**

What does Affiliate Partnership Include?

Affiliate Partnership with our organization includes all the following:

- **Affiliate Partner Introduction:** Paralegals Connect will make an introductory post about our Affiliation and your company information on all social media platforms.
- **Facebook Posts:** *Only Affiliate Partners 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 Magazine:** Listing your company information, logo, and brief description under our ‘Meet our Affiliate Partners’ Pages in our Magazines. <http://www.paralegalsconnect.com/magazines.html>
- **Option to Submit an Article in our Magazine:** 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 a Full or Half Page Ad Space in our Magazine:** ½ Page Ad Space is included with our Affiliate Partnership. Full page ad space can be purchased at an additional cost.

Affiliate Partnership Pricing

3-Month Affiliation will include the August Issue only.

6-Month Affiliation will include August and November issues.

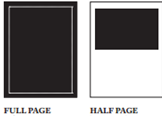
A free ½ Page Ad Space in The Paralegals Connect Magazine is included in Affiliation

<u>Length of Affiliation</u>	<u>Price</u>
3-Months	\$200
6-Months	\$300

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 Magazine.



FULL PAGE HALF PAGE

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

3-Month: Full Page Ad Space: (August Issue Only)	\$100
3-Month: ½ Page Ad Space: (Included in Affiliation)	\$0
6-Month: Full Page Ad Space: (August & November Issues)	\$200
6-Month: ½ Page Ad Space (Included in Affiliation)	\$0

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

Paralegals Connect can help you design your Full-Page or Half-Page Ad Space for our 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 Magazine:**

Our magazine is released to our 46k members and sent via email to our 19.5k email distribution list, posted on all Social Media platforms including all 4 Facebook groups, FB Page, LinkedIn, Twitter, Instagram, and 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	
	August 2024:	\$350	August 2024:	\$100
	November 2024:	\$350	November 2024:	\$100

- Email Campaign to our Email distribution list: \$50 per Email

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 19.5k email distribution list.

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

*We ask that emails are not scheduled during the first week of August or November as these are the weeks we are preparing for the release of our Magazine.

Frequently Asked Questions

1. The next issues of The Paralegals Connect Magazine will be released on **August 6th** (Submission Deadline is July 16th) and **November 5th** (Submission Deadline is October 15th).
2. All articles, ad space, and Affiliate Partner Applications and advertising payments must be submitted by the above deadlines to be included in our next issues.
3. All advertising materials, including magazine ad space and cover graphics must be supplied by the Affiliate Partner.
4. Paralegals Connect does not offer exclusivity per vendor service(s).
5. The Affiliate Partner Application must be emailed to Crystal@ParalegalsConnect.com for approval.
6. 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.
7. Payments can be made via or Zelle to Crystal@ParalegalsConnect.com, or we can send you a special link to pay via credit card. A 3% charge will be applied to all credit card payments.
8. The fully executed contract, and payment, along with all advertising information must be received before advertising will be permitted within our groups.
9. If you have any questions, please contact Crystal Cornett at 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: _____ X (Twitter) Handle: _____

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

3-Month Affiliation will include the August Issue only. 6-Month Affiliation will include August and November issues.		<u>Calculate Price</u>
Affiliation:	<ul style="list-style-type: none"> • 3-Month \$200 • 6-Month \$300 	
Half-Page Ad Space (Free with Affiliation)	<ul style="list-style-type: none"> • 3-Month \$0 • 6-Month \$0 	
Optional Affiliate Partner Options		
Full-Page Ad Space	<ul style="list-style-type: none"> • 3-Month \$100 • 6-Month \$200 	
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"> • August 2024 \$350 • November 2024 \$350 	
Back Cover of Magazine	<ul style="list-style-type: none"> • August 2024 \$100 • November 2024 \$100 	
Customized email to distribution list: (19.5k List)	\$50 each (max 1 per month)	

Estimated Total Amount Due: _____

I agree to the terms of the items listed above and I have read the Advertising with Paralegals Connect: Affiliate Partner Information Packet.

Signature

Title

Company

Date