



2020 MEDIA KIT

**Connect with Criminal
Defense Law Professionals**

**Advertising, Exhibits,
and Sponsorships**

**The National Association
of Criminal Defense Lawyers®**

1660 L St., NW, 12th Floor,
Washington, DC 20036

Phone: 202-465-7637

Fax: 202-872-8690

NACDL.org

**// Advertising and exhibiting
with NACDL works: people are
contacting us saying that they
have seen our ads in NACDL
publications and seen our emails
sent to NACDL members.
Our website has seen a significant
increase in traffic.**

Thank you, NACDL! //

Hayes Thomas, CEO
Addiction Resource Systems Inc./WingMan

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WHAT IS NACDL?

The National Association of Criminal Defense Lawyers (NACDL) is the preeminent organization in the United States advancing the mission of the nation's criminal defense lawyers to ensure justice and due process for persons accused of crime or other misconduct. A professional bar association founded in 1958, NACDL has thousands of direct members in 28 countries — and 90 state, provincial and local affiliate organizations totaling up to 40,000 attorneys — include private criminal defense lawyers, public defenders, active U.S. military defense counsel, law professors and judges committed to preserving fairness within America's criminal justice system.

NACDL envisions a society where all individuals receive fair, rational, and humane treatment within the criminal justice system.

NACDL's mission is to serve as a leader, alongside diverse coalitions, in identifying and reforming flaws and inequities in the criminal justice system, and redressing systemic racism, and ensuring that its members and others in the criminal defense bar are fully equipped to serve all accused persons at the highest level.

7 SENSATIONAL REASONS TO MARKET TO NACDL MEMBERS

- 1. NACDL members are your prospective clients.**
- 2. NACDL is a trusted leader.**
- 3. NACDL represents a captive audience.**
- 4. NACDL's reach expands far beyond its membership.**
- 5. NACDL can help build and expand your brand.**
- 6. NACDL can save you time and money.**
- 7. It will make you feel good. Not only will you be growing your business, but you will be partnering with an association that is doing what's right, working with an association that has a mission you can proudly support.**

EXHIBITS AND SPONSORSHIPS

INCREASE BRAND EXPOSURE, BUILD TRUST, AND STRENGTHEN CREDIBILITY.

NACDL hosts at least 13 seminars annually. These informative seminars, which deal primarily with criminal defense issues, are unique and attract the very best speakers from across the U.S. The events offer your company a wonderful opportunity to promote your products and services and meet with lawyers who have decision-making authority. Our seminars average over 300 attendees and deliver a one-stop location to market your offerings to hundreds of potential long-term clients.

NACDL's Advanced Criminal Law Seminar

January 19-22, 2020 / St. Regis Hotel / Aspen, CO / **Average Attendance: 150**

NACDL's Midwinter Meeting & Seminar

February 12-15, 2020 / Manchester Grand Hyatt / San Diego, CA / **Average Attendance: 350**

NACDL's 13th Annual Forensic Science Seminar

April 2-4, 2020 / The Four Seasons Hotel / Las Vegas, NV / **Average Attendance: 400**

NACDL's Spring Meeting & Seminar

May 6-9, 2020 / Hilton Charlotte City Center / Charlotte, NC / **Average Attendance: 450**

NACDL's 10th Annual West Coast White Collar Conference

June 17-19, 2020 / The Fairmont Miramar Hotel & Bungalows / Santa Monica, CA / **Average Attendance: 175**

NACDL's Annual Meeting & Seminar

August 12-15, 2020 / The Breakers / Palm Beach, FL / **Average Attendance: 470**

NACDL's 22st Annual Making the Case for Life Seminar

August 26-28, 2020 / Astor Crowne Plaza / New Orleans, LA / **Average Attendance: 260**

NACDL & NCDD's 24th Annual DUI Seminar "DWI Means Defend With Ingenuity"

October 14-17, 2020 / Planet Hollywood Hotel & Casino / Las Vegas, NV / **Average Attendance: 500**

NACDL's 13th Annual Defending Drug Cases Seminar

October 14-17, 2020 / Planet Hollywood Hotel & Casino / Las Vegas, NV / **Average Attendance: 225**

NACDL's Presidential Summit on Sentencing

October 22-23, 2020 / Georgetown University Law School / Washington, DC / **Sponsorships Only**

NACDL's Race Matters III "The Impact of Race on Criminal Justice"

November 5-6, 2020 / The Charleston Museum / Charleston, SC / **Average Attendance: 200**

NACDL's 11th Annual Defending Sex Crimes Conference

November 19-20, 2020 / Planet Hollywood Hotel & Casino / Las Vegas, NV / **Average Attendance: 470**

3 Great Sponsor Packages for Every Seminar

/ 1 / Exclusive Gold Package /

Includes all benefits below for Bronze and Silver Sponsorships, plus:

- Banner ad on the seminar webpage, linkable to your website.
- Logo recognition in promotional flyers (if secured prior to printing) and in three promotional email blasts to potential attendees
- Logo recognition with "Table Tents" at General Session seating
- Full page color advertisement in onsite program (must be secured six weeks prior to event)
- Tweet about our organization onsite as well as a solo social media post *pre-* and *post-* conference
- Two-paragraph announcement made on your organization's behalf by NACDL at the opening of the General Session to promote your support and product. (*The script to be reviewed and approved by NACDL in advance of seminar and should have a reading time limit of two minutes*)
- One email blast to event attendees sent via NACDL post-conference (valued at over \$1,000)
- Opportunity to distribute materials (two items total) to attendees at General Session and Tote Bag (valued at \$1,000)
- 20' Premium exhibit space and prime location (valued at \$3,500)
- Five complimentary registrations to the seminar (valued at over \$3,000)
- Only one available per seminar

/ 2 / Silver Package / Includes all benefits below for Bronze Sponsorship, plus:

- Logo recognition in promotional flyers (if secured prior to printing) and in two email blasts sent to recruit attendance
- Tweet about our organization onsite at the event as well as a solo Tweet *post-conference*
- One-paragraph announcement made on your organization's behalf by NACDL at the opening of the General Session (*The script to be reviewed and approved by NACDL in advance of seminar and should have a reading time limit of two minutes*)
- Opportunity to distribute materials (single item) to attendees at General Session (valued at \$500)
- Featured exhibit space and prime location (valued at \$1,400)
- Three complimentary registrations to the seminar (valued at over \$1,800)
- Only two available per seminar

/ 3 / Bronze Package

- Logo recognition in promotional flyers (if secured prior to printing) and in one email blast sent to recruit attendance
- Logo recognition in the Seminar Program Book
- Poster signs recognizing your firm throughout the conference space
- Your logo and recognition on the screen in the General Session room
- Verbal recognition from the moderators throughout the seminar
- Included in the post-seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®
- Complimentary post-attendee list (appx. 3 weeks after event: mailing addresses only — no phone numbers or email addresses as per NACDL policy)
- Featured exhibit space and prime location (valued at over \$1,200)
- Two complimentary registrations to the seminar (valued at over \$1,200)
- Only four available per seminar

Events, Sponsorships, and Other Opportunities

Evening Receptions

NACDL® offers several social events for the attendees to meet and mingle. These informal gatherings offer a great opportunity to get your message to the members and speak with them on a one-on-one basis.

We offer TWO receptions to choose from:

- 1. Welcoming Reception**
- 2. Friday Night Reception**



Photo by Koichi Take

Sponsorship Includes:

- Named sponsor with logo recognition on NACDL seminar webpage.
- Logo recognition in the Seminar Program Book
- Poster signs recognizing your sponsorship throughout the event
- Your logo and recognition on the screen in the General Session Room
- "Table Tent" signs recognizing your sponsorship throughout the reception.
- Logo recognition in promotional flyers (if secured prior to printing) and in three email blasts sent to potential attendees
- Verbal recognition from the moderators throughout the seminar
- Brief welcome remarks (your 2-minute script must be pre-approved by NACDL) to attendees during reception
- Included in the post-seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®
- Complimentary post-attendee list (appx. 3 weeks after event: mailing addresses only — no phone numbers or email addresses as per NACDL policy)
- Standard Exhibit Space in prime location (valued at over \$1,200)
- Two complimentary registrations to the seminar (valued at over \$1,200)
- Option to provide additional promotional materials such as your own *branded* napkins, coasters, glassware, etc. with prior approval from NACDL

Course Material

All attendees will receive the conference materials prior to arrival (and onsite) at event — with your message front and center. By placing a *full page/back-cover/color advertisement*, this is a great opportunity to brand your company. **Everyone receives these materials = everyone sees your ad!**

In addition, you receive:

- Logo recognition in promotional flyers (if secured prior to printing) and recognition in multiple NACDL email blasts prior to event
- Logo recognition in the on-site agenda
- Your logo and recognition on the screen in the General Session room.
- Verbal recognition from the moderators throughout the seminar
- Included in the post-seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®
- Complimentary post-attendee list (appx. 3 weeks after event: mailing addresses only — no phone numbers or email addresses as per NACDL policy)

Breaks

At each meeting we have a breakfast, morning and afternoon break, which is co-located in the exhibit hall. This is a great way to brand your company to the attendees.

Attendee Spotlight Break: (Two per day/4 opportunities available): **\$650/each**

Attendee Breakfast: (One per day/2 opportunities available): **\$850/each**

Breaks & Breakfast: Daily Discount Package **\$2,000/day**

These breaks are centrally held in the NACDL Exhibit & Registration space and are a great opportunity to spotlight your company and its services

- ▶ Logo recognition in promotional flyers (if secured prior to printing) and recognition in multiple NACDL email blasts prior to event
- ▶ Signage with your company's name and logo will be posted in the break areas along with multiple "Table Tents" named sponsor with logo recognition on NACDL Seminar webpage
- ▶ Logo recognition in the on-site agenda
- ▶ Your logo and recognition on the screen in the conference room throughout the seminar recognizing your organization
- ▶ Verbal recognition from the moderators throughout the seminar
- ▶ Included in the post-seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®
- ▶ Option to provide additional promotional materials such as your own *branded* napkins, coasters, glassware, etc. with prior approval from NACDL



Photo by Korchi Take

Other Sponsorship Opportunities

- ▶ Table-top displays for non-attending companies looking to have a presence at the seminar
- ▶ Flyers at attendees' seats
- ▶ Bags handed out to all attendees
- ▶ Company logo lanyards handed out to every attendee
- ▶ Wi-Fi sponsor for attendees
- ▶ At-a-Glance Schedule Boards

NACDL® is committed to making our events a success for your company. We can create a package that fits your budget and marketing needs. If you have other marketing ideas or need a more customized package, please call **Jason Hawthorne Petty** at **202-465-7637** or email **jpetty@nacdl.org**.

Exhibits

Meet prospective, new, and current clients in person.

Quarterly Seminars

(Includes Midwinter, Spring, and Fall)

\$1,000 / 8-foot space

2020 Annual Meeting & Seminar

(Palm Beach, FL)

\$1,400 / 8-foot space

Advanced Criminal Law Seminar

(Aspen, CO)

\$750 / 8-foot space

Forensics Science & the Law Seminar

(Las Vegas, NV)

\$1,000 / 8-foot space

Defending Sex Cases Seminar

(Las Vegas, NV)

\$1,000 / 8-foot space

DWI & Drug Defenses Seminar

(Las Vegas, NV)

\$2,000 / 8-foot space

East Coast White Collar Crime Seminar

(Washington, DC)

\$1,000 / 8-foot space

Defending Sex Assault Cases Seminar

(Las Vegas, NV)

\$1,000 / 8-foot space

Making the Case for Life Capital Defenses Seminar

(New Orleans, LA)

\$1,000 / 8-foot space

**Additional sizes and rates available upon request.
Sign up to expand your business today!**

ADVERTISING OPPORTUNITIES

The Champion®

NACDL's renowned journal, *The Champion*® magazine, offers timely, informative articles written for and by criminal defense lawyers, featuring the latest developments in search and seizure laws, DUI/DWI, grand jury proceedings, habeas, the exclusionary rule, death penalty, RICO, federal sentencing guidelines, forfeiture, white collar crime, and more. *The Champion*® is published ten times per year. *The Champion*® provides you with the opportunity to reach, communicate with, and influence over 14,000 readers.



About *The Champion*® Readers

The Champion® readers are the decision-makers in their firm and determine what products and services meet their needs. They are highly engaged, legal professionals.

Rated as
**MOST
VALUED**
member
benefit!

Reach an
audience
of over
14,000!

*“Running ads in *The Champion*® has assisted us in obtaining leads that have generated into long-term client relationships — some as many as 26 years.”*

Harriet Shumski

Complete Equity Markets, Inc.

The Champion® Display Ad Rates

SIZE FREQUENCY	1x	3x	6x	10x
Full Page	\$1405 \$1125	\$1265 \$985	\$1185 \$905	\$1050 \$790
2/3	\$1185 \$945	\$1075 \$835	\$1005 \$765	\$890 \$650
1/2	\$990 \$790	\$890 \$690	\$830 \$560	\$745 \$545
1/3	\$800 \$640	\$720 \$560	\$675 \$515	\$600 \$440
1/6	\$635 \$510	\$560 \$435	\$535 \$410	\$470 \$345
Special 2-Page Spread	\$2395 \$1440	\$2230 \$1275	\$2065 \$1110	\$1895 \$940

TWO COLOR:

Black plus one additional
color process build in CMYK:
Page rate plus \$410
\$200

FOUR COLOR:

Page rate plus \$750
\$450

BLEEDS:

Add 15% to base ad rate

INSIDE FRONT COVER:

Full page rate plus 35%

BACK COVER:

Full page rate plus 35%

INSIDE BACK COVER:

Full page rate plus 25%

CENTER SPREAD:

Twice full page rate plus 25%

PAGES 1, 2:

Full page rate plus 25%

Professional Announcement Rates

Professional Announcements are reserved
for NACDL members only to announce
any changes to their law practice.

FULL PG

\$875 (1x) if supplied Camera Ready
\$975 if created by NACDL

1/2 PG

\$650 (1x) if supplied Camera Ready
\$730 if created by NACDL

1/4 PG

\$450 (1x) if supplied Camera Ready
\$485 if created by NACDL

All ads have run of book.

Position requests are only honored for paid pages 1, 2, 3, center spread, and cover ads.

Call Jason Hawthorne Petty for more details, 202-465-7637.

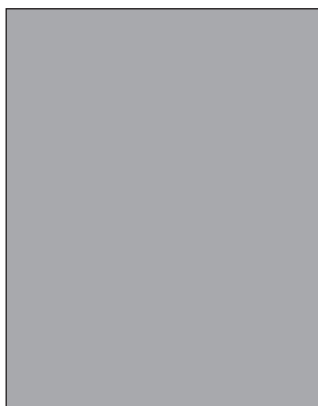
The Champion® Classified Rates

Classifieds ads are typeset with approximately 42 characters per line.
A character is any letter, number, figure, punctuation mark, or space.

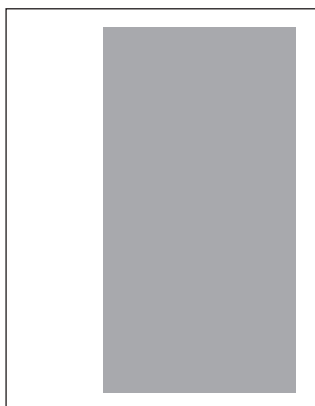
The pricing for classified advertising is as follows:

- ▶ **\$58** for first 4 typeset lines.
- ▶ **\$12** for each additional typeset line.
- ▶ Minimum charge: **\$58**.
- ▶ **10% discount** for classified ads that run 10 consecutive issues.
- ▶ All classified ads must be prepaid with order.

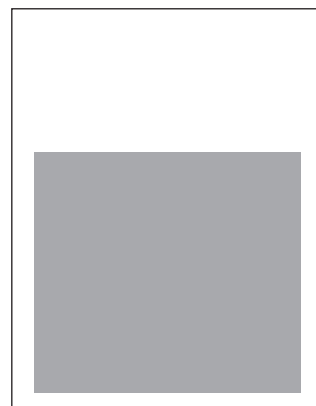
The Champion® Display Ad Specifications



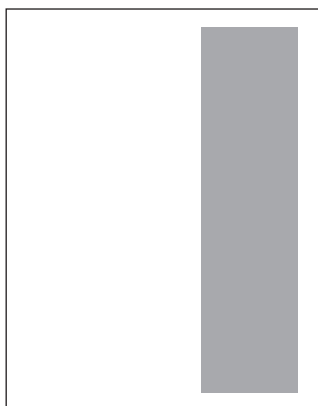
Full page trim size
8.375'w x 10.875'h (50p3 x 65p3 Trim)
Live Area: 7.375' x 9.875'



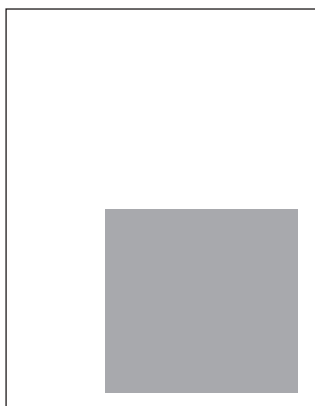
2/3 page Vertical
4.768'w x 9.97'h (28p7 x 59p9)



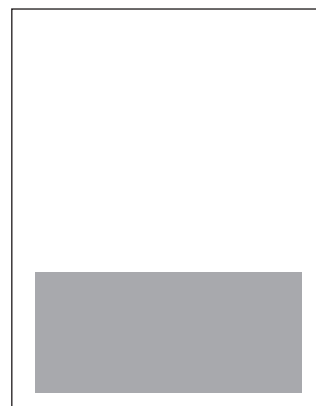
2/3 page Horizontal
7.25'w x 6.5'h (43p6 x 39p)



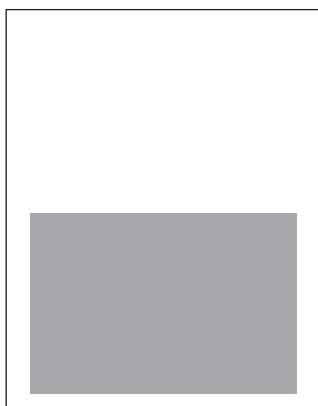
1/3 page Vertical
2.282'w x 9.97'h (13p8 x 59p9)



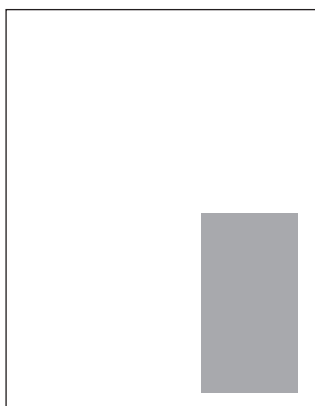
1/3 page Square
4.768'w x 4.833'h (28p7 x 29p)



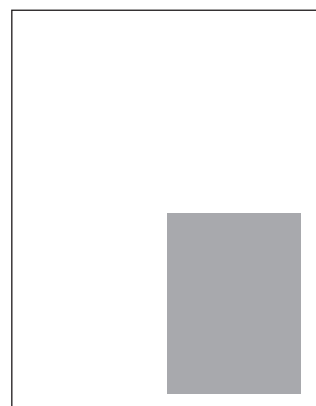
1/3 page Horizontal
7.25'w x 3'h (43p6 x 18p6)



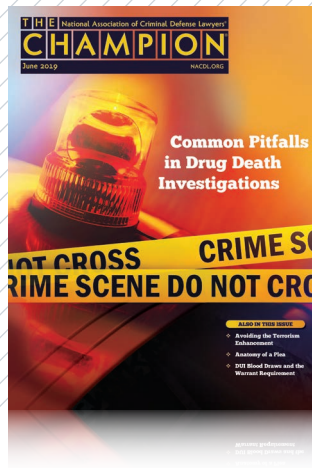
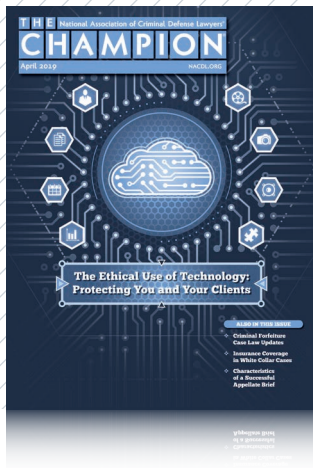
1/2 page Horizontal
7.25'w x 4.83'h (43p6 x 29p)



1/6 page Vertical
2.282'w x 4.833'h (13p8 x 29p)



1/4 page NACDL Professional Announcement
3.554'w x 4.833'h (21p3 x 29p)



Design/Production

Our in-house design and production services are available for an additional one-time fee of 20% of ad rate if requested by the advertising reservation deadline. Please forward ad copy with reservation form. Revisions to or redesign of published ads or late materials require additional fees.

Digital Specifications For Materials

DIGITAL FILES: Designed in QuarkXPress 2018 or in Adobe InDesign CC or lower. Ad should be in CMYK at the actual printing size and must include all images, screen and printer fonts. Illustrator EPS files should have their fonts converted to outlines and saved with images embedded.

PDFS: If using Acrobat Distiller, set to PDF/X-4 preset, or: If using QuarkXPress or Adobe InDesign set to High Quality Press/Print, include crop marks and .125" bleed with hyperlinks off, embed all fonts, color, and greyscale images downsampled to 300 dpi, leave color unchanged (color management off).

IMAGES: Must be in CMYK (not RGB) or greyscale mode and at least 300 dpi when placed at 100%. Spot colors should be defined as their representative process build.

INSERTS: **Sample insert with final content needed to obtain postal approval and to provide an accurate cost estimate.** (Specific preliminary information needed to explore the possibility of an insert includes: the final trim size of the insert, the exact postal weight of one printed insert, the number of pages, type of binding or number and type of folds, size of the folded panels, and if there will be a head, foot, or face trim on the printed piece. Content is subject to the approval of the publisher.)

ISSUANCE: *The Champion*® is issued 10 times per year with combined issues in January/February and September/October. See chart on back for reservation deadlines and mailings.

SIZES: All specifications for ads (below) are listed in picas and inches. Allow an extra 1/4" (1p6) on all sides for a bleed. Please check with the advertising manager before ad is designed to bleed. Remember to keep copy 1/2" (3p) from trim. 1 pt. border on artwork. Publisher will provide or replace border when necessary.

AGENCY COMMISSION: We offer an advertising agency commission of 15% to all recognized agencies for display advertisements. Invoices are mailed directly to advertising agency.

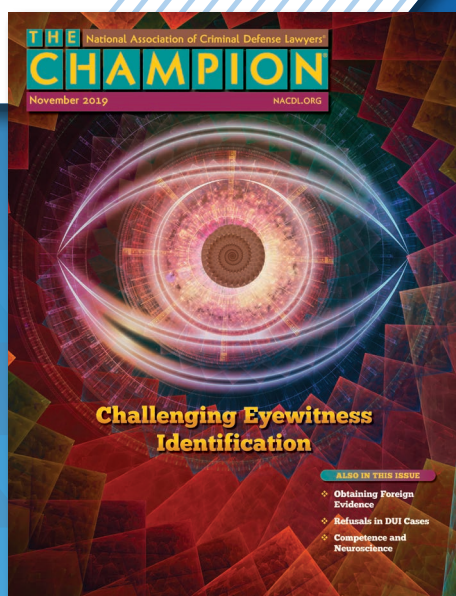
PRINTING SPECIFICATIONS: Paper: 60 lb dull coated text inside and 80 lb dull cover with coating.

Press: Sheetfed | **Binding:** Saddle-Stitch

2020 Issues/Deadlines

ISSUE	RESERVATIONS ¹	MATERIALS	MAILING
Jan/Feb	Nov 28	Dec 5	Jan 24
March	Jan 7	Jan 15	Mar 2
April	Feb 10	Feb 18	Mar 31
May	Mar 9	Mar 16	Apr 28
June	Apr 10	Apr 17	June 1
July	May 8	May 15	June 26
August	June 3	June 10	July 30
Sept/Oct	July 13	July 20	Sept 1
Nov	Sept 8	Sept 15	Oct 26
Dec	Oct 8	Oct 15	Nov 30

1. Forward ad copy to be designed with reservation form.



To place an ad or to find out about additional
NACDL advertising options, please contact:

NACDL Marketing/Sales
1660 L St., NW, 12th Floor,
Washington, DC 20036

Phone: 202-465-7637 | Fax: 202-872-8690

Email jpetty@nacdl.org

[NACDL.org/about/Advertise](https://www.nacdl.org/about/Advertise)

E-News

NACDL's monthly e-newsletter, E-News, is sent to NACDL members and beyond, serving as a primary communications tool on recent developments in the field and association programs and services.

E-News provides a unique opportunity for businesses to advertise services or products to the greater criminal defense community.



The e-newsletter is sent monthly to **over 30,000 recipients!**

E-News Advertising Rates (Cost per Month)

1x	\$600	6x	\$450
3x	\$500	12x	\$400

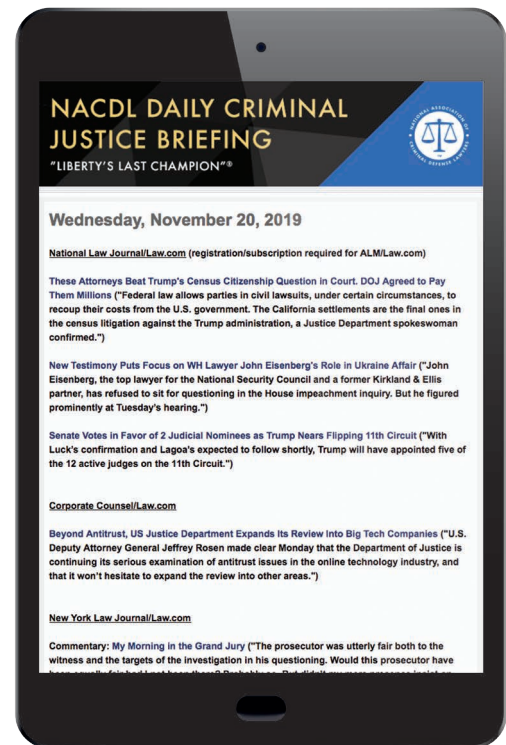
Daily Criminal Justice Briefing

NACDL's Daily Criminal Justice Briefing is comprised of each day's most important stories affecting the criminal defense profession from major new sources and journals. The Daily Criminal Justice Briefing is delivered to more than 8,000 NACDL members each weekday morning and Sundays too.

Advertising in NACDL's Daily Criminal Justice Briefing is a powerful and highly visible way to demonstrate your marketing leadership to NACDL decision-makers.

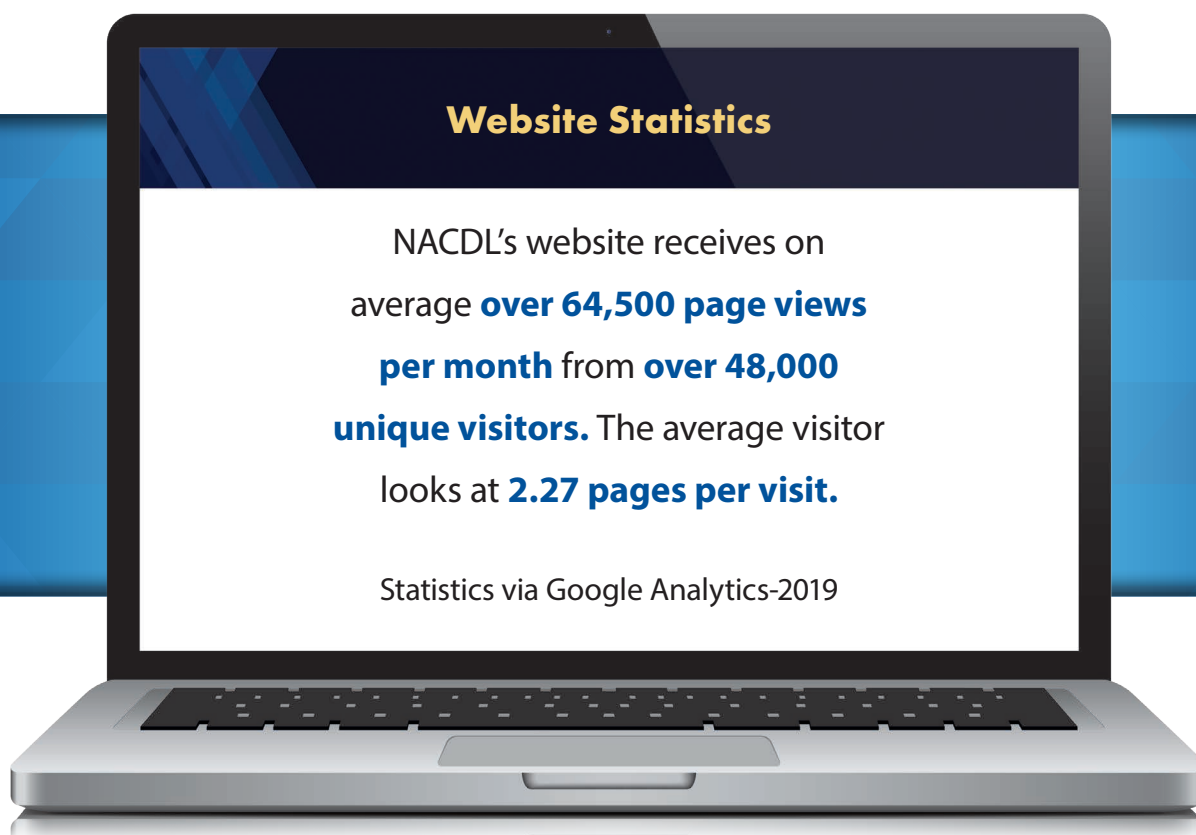
Daily Email Advertising Rates

2 weeks (12 insertions)	cost per week \$500
4 weeks (24 insertions)	cost per week \$475
6 weeks (36 insertions)	cost per week \$400
8 weeks (48 insertions)	cost per week \$300
9 weeks plus	cost per week \$175



Website Banner Advertising

NACDL.org is an essential destination for criminal defense lawyers. To best represent their clients, members access the site for reliable news and developments in criminal justice policy. Visitors go to the website to learn about continuing legal education opportunities, read the online version of *The Champion*®, connect with their peers through various members-only list serves, and more!



Banner Ad Placement

You will need to work with the Sales and Marketing Manager to find a suitable location within the NACDL website for your banner ad.

Banner Ad Rates

Home Page: \$500 a month

Other Page: \$300 a month

NACDL Email Broadcasts

- ✦ Email is a direct and inexpensive way to reach potential customers.
- ✦ NACDL keeps an email database which includes **over 75%** of our membership — **more than 6,500** attorneys who will receive your promotion!
- ✦ Email broadcasts come directly from NACDL using your content.
- ✦ More targeted email lists available.

Email Broadcast Pricing

\$1,500
 for ONE email

OR

\$1,200 EACH
 for THREE emails

Mailing Lists

Our NACDL member mailing list offers advertisers a great opportunity to directly reach criminal defense lawyers, both private and public defenders.

For an additional cost, we offer a very up-to-date list which can be sorted by the following criteria:

- ✦ Type of Lawyer
- ✦ State

The mailing is subject to NACDL's list rental policy.

THANK YOU

NACDL® is committed to making our events a success for your company. We can create a package that fits your budget and marketing needs. If you have other marketing ideas or need a more customized package, please call **Jason Hawthorne Petty** at **202-465-7637** or email **jpetty@nacdl.org**.



Photos by Koichi Take

The background features a series of parallel blue diagonal lines in the upper left quadrant. A large yellow diagonal band runs from the bottom left towards the top right. The bottom right corner is filled with a dark blue geometric pattern of overlapping triangles.

PLEASE CONTACT

Jason Hawthorne Petty with any questions
or for contract and rate details,
202-465-7637 or **jpetty@nacdl.org**.



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01152020