2027 MEDIA KIT

- Business Moves at the Speed of Trust:
  NACDL provides you with the right place, time, environment, so your reputation and business grow!
- Connect with Criminal Defense Law Professionals
- Advertising, Exhibits, Sponsorships, Marketing, and More

The National Association of Criminal Defense Lawyers®
1660 L St., NW, 12th Floor, Washington, DC 20036

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

www.NACDL.org

"The eBroadcast/eBlast has been amazing and we're hurrying to secure more items with NACDL!"

Lori Lichtman
TrialKit

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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 95 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.

8 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. NACDL members are among the "who's who" of the criminal defense profession.
8. 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.

Service to our members and meeting participants is our primary focus. As part of that service, we want to offer easy access to goods and services that will benefit their practices — that's where you come in!

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

EXHIBITS AND SPONSORSHIPS

INCREASE BRAND EXPOSURE. BUILD TRUST AND CREDIBILITY.

NACDL hosts 12+ 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.

> "This was my first NACDL event and I developed more clients than I ever thought possible. I will be coming back."
>
> *Steve Chancelor*

NACDL's Advanced Criminal Law Seminar
January 31–February 3, 2027 / St. Regis Hotel / Aspen, CO
Average Attendance: 130

NACDL's Midwinter Meeting & Seminar
March 3–6, 2027 / Hyatt Regency / Austin, TX
Average Attendance: 250

NACDL's 20th Annual Forensic Science Seminar
April 1–3, 2027 / Westgate Resort / Las Vegas, NV
Average Attendance: 300

NACDL's 10th Annual Race Matters Seminar
May 19–21, 2027 / Detroit Marriott / Detroit, MI
Average Attendance: 175

NACDL's 1st Annual Spring AI + Technology Conference
May 26–28, 2027 / W Hotel / Philadelphia, PA

NACDL's Annual Meeting & Seminar
July 28–31, 2027 / Hilton Denver City Center / Denver, CO
Average Attendance: 400

NACDL's 29th Annual Making the Case for Life Seminar
August 25–27, 2027 / Sahara Hotel / Las Vegas, NV
Average Attendance: 320

NACDL & NCDD's 31st Annual DUI Seminar "DWI Means Defend With Ingenuity"
September 22–25, 2027 / Sahara Hotel / Las Vegas, NV
Average Attendance: 325

NACDL's 20th Annual Defending Drug Cases Seminar
September 22–25, 2027 / Sahara Hotel / Las Vegas, NV
Average Attendance: 125

NACDL's White Collar Crime Seminar + Fall Meeting
November 3–6, 2027 / Marriott City Center / Washington, DC
Average Attendance: 150

NACDL's 18th Annual Defending Sex Crimes Conference
November 10–12, 2027 / Sahara Hotel / Las Vegas, NV
Average Attendance: 325

3 Great Sponsor Packages for Every Seminar — Examples include:

/ 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 on "Table Tents" in the registration and exhibit area
- Full page color advertisement in onsite program (must be secured six weeks prior to event)
- Tweet about your 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 your 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 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*

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

Events, Sponsorships, and Other Opportunity Examples

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 reception choices:

1. **Welcoming Reception with food**
2. **Cocktail 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 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 Download and Disk

All attendees will receive the conference materials prior to arrival (and onsite) at event — with your message front and center. This sponsor gets a full-page ad onto the Disk as well as Download site and 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 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): $**2,500/each**
Attendee Breakfast:	(One per day/2 opportunities available): **$3,500/each**
Breaks & Breakfast:	Daily Discount Package **$8,000/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 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 Koichi Take

Other Sponsorship Opportunities

- Table-top displays for non-attending companies looking to have a presence at the seminar
- Flyers at attendees' seats
- Company logo lanyards handed out to every attendee
- Bags handed out to all attendees
- 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.**

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*® provides you with the opportunity to reach, communicate with, and influence over 13,000 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 **13,000!**

"My *CHAMPION* display ad has generated almost 300 responses leading to several challenging and lucrative engagements from new clients across the nation. I could never have achieved this success without NACDL."

Jim Gripp, CEO
Legal Arts, Inc.

The Champion® Display Ad Rates

SIZE | FREQUENCY	1x	3x	6x	8x
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**

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

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%

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.

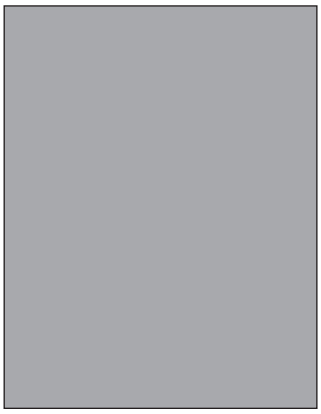
The Champion® Classified Rates

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

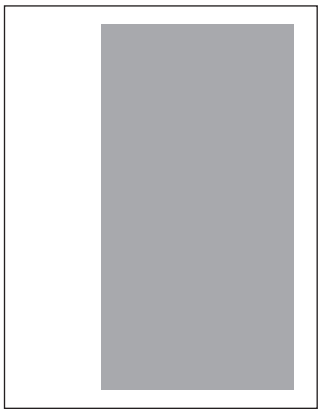
The pricing for classified advertising is as follows:

- **$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.

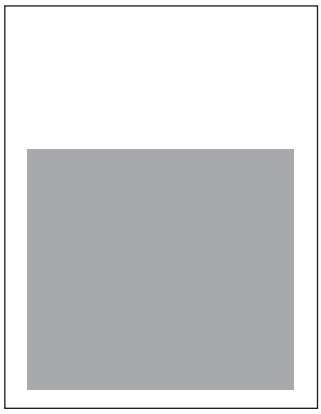
The Champion® Display Ad Specifications



Full page with .25in bleed
8.625'w x 11.125'h (51p9 x 66p9)
Live Area: 7.25' x 9.6264'



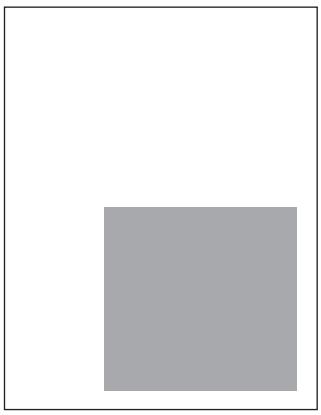
2/3 page Vertical
4.75'w x 9.6264'h (28p6 x 57p9.101)



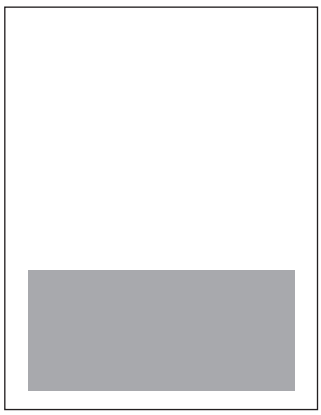
2/3 page Horizontal
7.25'w x 6.2139'h (43p6 x 37p3.398)



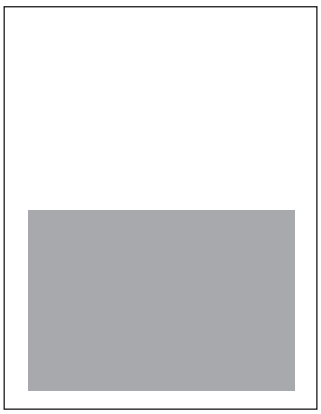
1/3 page Vertical
2.25'w x 9.6264'h (13p6 x 57p9.101)



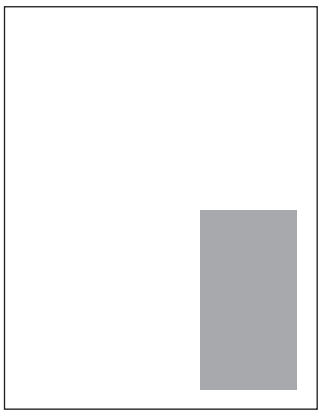
1/3 page Square
4.75'w x 4.7368'h (28p6 x 28p5.05)



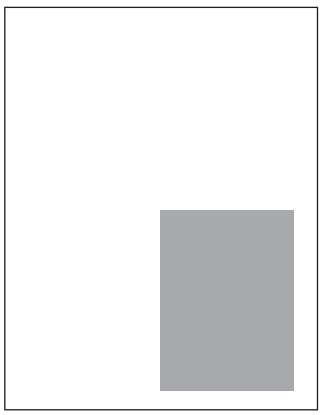
1/3 page Horizontal
7.25'w x 3.1069'h (43p6 x 18p7.699)



1/2 page Horizontal
7.25'w x 4.7368'h (43p6 x 28p5.05)



1/6 page Vertical
2.25'w x 4.7368'h (13p6 x 28p5.05)



1/4 page NACDL Professional Announcement
3.5'w x 4.7368'h (21p0 x 28p5.05)







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 8 times per year. 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.

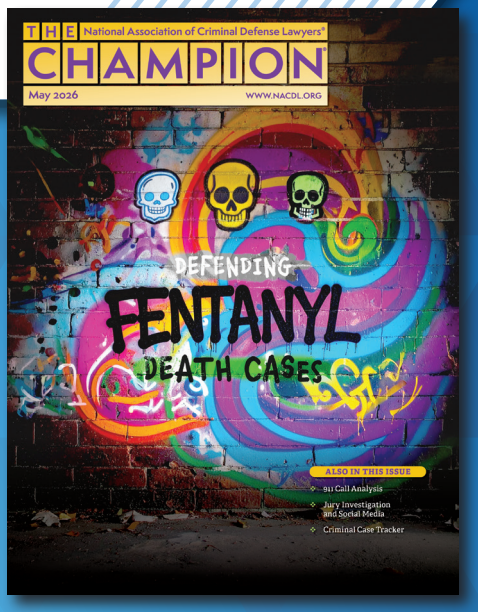
AGENCY COMMISSION: We offer an advertising agency commission of 15% to all recognized agencies for display advertisements. Invoices are mailed directly to advertising agency.

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

2027 Issues/Deadlines

ISSUE	RESERVATIONS[1]	MATERIALS	MAILING
01 Jan/Feb 2027	Nov 23	Dec 7	Jan 20
02 March/April 2027	Jan 4	Jan 8	March 8
03 May 2027	March 1	March 8	April 20
04 June 2027	April 1	April 8	May 10
05 July 2027	April 30	May 7	June 8
06 August 2027	May 25	June 1	July 9
07 Sept/Oct 2027	July 8	July 15	Aug 20
08 Nov/Dec 2027	Sept 8	Sept 15	Oct 20

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/Landing/Advertise

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

E-News

These Rates cannot be beat!
— especially with so many readers viewing NACDL e-messages!

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 23,000 recipients!

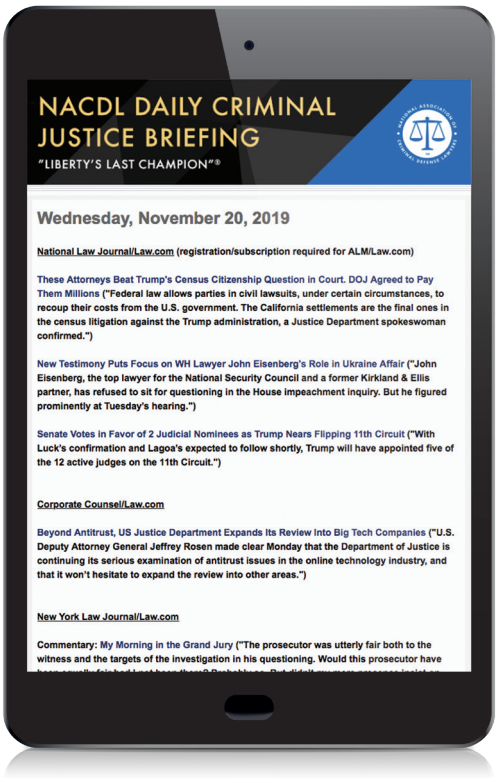
E-News Advertising Rates (Cost per Month)

1x	$300	**6x**	$225
3x	$275	**12x**	$200

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 10,000 NACDL members each weekday morning.

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 $350
4 weeks (24 insertions)	cost per week $275
6 weeks (36 insertions)	cost per week $225
8 weeks (48 insertions)	cost per week $200
9 weeks plus	cost per week $150

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

NACDL Email Broadcasts ("eBlasts")

- Email is a direct and inexpensive way to reach potential customers.
- Email broadcasts come directly from NACDL using your content.
- NACDL keeps an email database which includes **over 75%** of our membership — **more than 7,800** attorneys who will receive your promotion!
- Approximately 48–72 hours after the message is sent, a final Pick-Up Report with number of emails sent, total opens, and total clicks will be provided by NACDL.

Email Broadcast Pricing

$1,500 for ONE email	OR	$1,250 EACH for THREE or more emails

Please note: Broadcast materials are internally reviewed by NACDL to determine if the vendor's services and message will pertain to all members (including Public Defenders) or if only those in Private Practice.

(Example: "Marketing" or "Payment Processing/Management" – which would exclude members in public service as they do not need this for their city/state/county and may OPT OUT. This review is done so to prevent this, and other issues before being sent. The appx. "Private" email distribution is 4,400 emails.)

Mailing Lists

Our NACDL member mailing list offers advertisers a great opportunity to directly reach criminal defense lawyers, both private and public defenders. Direct marketing is a highly effective tool, take advantage of this opportunity today! NACDL partners with INFOCUS Marketing for our mailing list rentals.

Visit www.infocusmarketing.com/lists/NACDL for more information.

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.

Retargeting and Audience Extension Program

Increase your exposure and target your exact audience through NACDL's audience extension program. We will leverage a programmatic ad network to display your banner ad as NACDL site visitors browse the web.

How does it work?

1. An internet user visits NACDL.org
2. Once a user lands on our site, their visit is captured and their journey on the web is tracked
3. After browsing, the user leaves NACDL.org
4. As they browse the web later, your ad follows them and displays on other sites capturing interest and remaining top of mind

Sites in the network include:

CNN, WSJ, The New York Times, facebook, FOX NEWS channel, BBC, YouTube, & More!

CNN, Wall Street Journal, NY Times, Facebook, Fox News, BBC, YouTube (video can be enabled but by default banner ad only), and Local News Sites

+ Add **200,000 audience extension** impressions to your banner ad program: **$6,000**

+ Add **300,000 audience extension** impressions to your banner ad program: **$7,500**

Audience Extension Banner Specs

Client submits **300 x 250** pixels, **728 x 90** pixels, and **160 x 600** pixels banners

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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



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2026-10-29