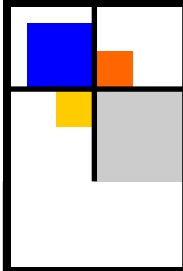


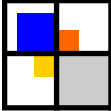


# Cincinnati Paralegal Association



## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

**Cincinnati Paralegal Association**  
**P.O. Box 1515**  
**Cincinnati, OH 45201**  
**(513) 244-1266**  
**[advertising@cincinnati-paralegals.org](mailto:advertising@cincinnati-paralegals.org)**



# WHY YOU SHOULD BE INVOLVED WITH THE CINCINNATI PARALEGAL ASSOCIATION



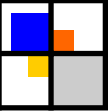
Have you ever been frustrated trying to contact someone in the legal community about your services? Can't seem to drum up that new business? What if you could eliminate that frustration and have people contact YOU about your services instead of you calling them? How would you like to reach at least 300 people in the legal community with one targeted advertisement? Sounds good, right? Well, your opportunity has arrived..

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## WHO WE ARE

The Cincinnati Paralegal Association ("CPA") was formed in February of 1982 when a group of Cincinnati paralegals met to develop a network amongst themselves and discuss the roles of paralegals. Since that time, the CPA has matured into a strong paralegal association with nearly 300 members from the Greater Cincinnati Area.

The paralegal is customarily the individual in the law firm or corporation who is responsible for the decisions as to the utilization of products and services. The key to success for you as a supplier of goods and services to the legal profession is to provide the paralegal with comprehensive information about how your products and services can enhance the profitability and efficiency of legal services. Advertising with the Cincinnati Paralegal Association ("CPA") should be your first step.



# ADVERTISING OPPORTUNITIES

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## WEBSITE BUTTON LINKS AND BANNER ADS

If you offer a product or service that relates to the interest of paralegals and legal professionals, the CPA offers button links placed on the left-hand border of one or more web pages or banner ads placed on our Products and Services page. Our website, located at [www.cincinnati-paralegals.org](http://www.cincinnati-paralegals.org), is target-marketed, listed on over 75 major search engines and currently receives an average of 1000 hits daily.

*Rates are for a Six (6) Month Run:*

Button Link (front page)	\$600.00
Button Link (other pages)	\$400.00
Banner Ad (Products and Services page)	\$500.00
Additional Months (per month, paid in advance)	\$ 50.00

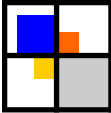
To submit your button link or banner ad for the CPA's website, please visit our website and click on the "Advertise with the CPA" link to complete the website advertising form. You will receive instructions as to where to submit your button link or banner ad after the Board of Directors has accepted you as an advertiser. You will be billed after acceptance by the Board of Directors. (Note: Your button link or banner ad must be for a website that provides legitimate products and/or services to the paralegal and legal community.)

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## JOB BANK

The Job Bank is available in our newsletter, *The Paralegal Resource*, published electronically and in print once a month, and is available to members online on a password protected web page of its own. If you are looking for qualified, seasoned professional paralegals, the Job Bank is the best place to advertise and find that perfect employee.

The Job Bank rate is \$50.00 for a three-month run. Sustaining members are entitled to unlimited Job Bank ads in the newsletter. An additional fee of \$25.00 for a three-month ad on the CPA's Members Only section of the website is also available, however, this fee is waived for Sustaining Members. For information about becoming a Sustaining Member, please see below.



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## NEWSLETTER

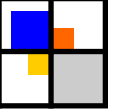
*The Paralegal Resource* is the official publication of the Cincinnati Paralegal Association, published electronically and in print every month except July. Rates for an 8 ½ x 11-inch page are listed below:

	<u>Per Issue:</u>	<u>Six Issues:</u>	<u>11 issues:</u>
Full page	\$110.00	Full page \$630.00	Full page \$1,090.00
Half page	\$ 80.00	Half page \$455.00	Half page \$ 795.00
Quarter page	\$ 60.00	Quarter page \$345.00	Quarter page \$ 595.00
Eighth page	\$ 40.00	Eighth page \$230.00	Eighth page \$ 395.00

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## MEMBERSHIP DIRECTORY

We also offer you the opportunity to advertise your services in the advertisers/classified section of our directory that is distributed and used extensively by our nearly 300 members. You can list your services in one or more categories. The cost for each category is \$25.00. Sustaining Members enjoy the benefit of one free listing. To obtain the current Directory Classified Listing Form, please visit our website at [www.cincinnati-paralegals.org](http://www.cincinnati-paralegals.org) and click on the "Advertise with the CPA" link. The deadline for submitting your advertisement is October 31st.



# SPONSORSHIP OPPORTUNITIES

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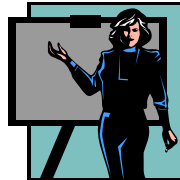
## **SUSTAINING MEMBERSHIP**

A Sustaining Member is defined as any person, partner, organization or other entity interested in supporting this Association. Sustaining Members shall have all the privileges of this Association, except that they shall not have the right to vote or hold an elected or appointed office. The annual dues for a Sustaining Member is \$150.00 for the calendar year, January 1 - December 31. You can obtain a Sustaining Membership Application by visiting our website at [www.cincinnati-paralegals.org](http://www.cincinnati-paralegals.org) and clicking on the Membership link.

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## **ANNUAL SPRING SEMINAR**

The CPA holds an annual Spring Seminar, an all day educational seminar for the legal profession. Close to one hundred paralegals attend the Seminar with additional attendees at the luncheon. Both exhibitor and sponsorship opportunities are available in connection with the Spring Seminar.

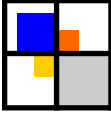


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## **GENERAL MEMBERSHIP MEETINGS/ANNUAL MEETING**

The CPA holds general membership meetings each month. We award door prizes at the general membership meetings as well as at our Holiday Reception in December and our Annual Meeting and Election of Officers in May. Your sponsorship of any of these events or contribution of a door prize will be acknowledged at that meeting.





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## PROFESSIONAL CERTIFICATIONS

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### PARALEGAL ADVANCED COMPETENCY EXAM

As a result of the ever-expanding rules and responsibilities of the paralegal, the Paralegal Advanced Competency Exam ("PACE") was designed as an extensive exam to test paralegals' knowledge and competency. In order to take PACE, a paralegal must meet certain educational criteria and have a minimum of two years work experience. In addition, a paralegal must complete certain CLE requirements in order to maintain the "PACE Registered Paralegal" or "RP" designation. It represents an exciting opportunity for all paralegals to advance the profession and establish recognizable credentials for paralegals nationwide.

The PACE Registered Paralegal credential may give law firms distinct advantages. Firms may be able to justify fee recovery for court cases more easily, as well as increase billing rates. The professional designation also distinguishes the paralegal's role from that of the support staff.

The full examination fee is \$225.00. The cost of the Study Manual, which is necessary to prepare for the exam, is \$55.00. For more information visit [www.paralegals.org](http://www.paralegals.org).

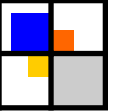
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### CERTIFIED LEGAL ASSISTANT / CERTIFIED PARALEGAL

Established in in 1976, the CLA (Certified Legal Assistant) program has enabled the profession to develop a strong and responsive self-regulatory program offering a nationwide credential for legal assistants.

The CLA examination is a two-day comprehensive examination based on federal law and procedure. In order to pass, a legal assistant must successfully complete all five sections of the CLA examination. Use of the CLA credential signifies that a legal assistant is capable of providing superior services to firms and corporations. National surveys consistently show Certified Legal Assistants are better paid and better utilized in a field where attorneys are looking for a credible, dependable way to measure ability. The credential has been recognized by the American Bar Association as a designation which marks a high level of professional achievement.

The fee for the CLA examination is \$225 for NALA members and \$250 for non-members of NALA. CLA Specialty examination fees are \$100 for NALA members and \$125 for non-members. For more information visit [www.nala.org](http://www.nala.org).



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## AMERICAN ALLIANCE CERTIFIED PARALEGAL

The American Alliance of Paralegals, Inc., (“American Alliance”) established a voluntary program for the certification of paralegals. Every paralegal seeking American Alliance certification must possess no less than five (5) years of substantive paralegal experience and meet one (1) of the following three (3) educational criteria: (a) A Bachelor or advanced Degree in any discipline from an accredited institution; or (b) an Associate Degree in paralegal studies from an ABA approved paralegal program or a program in substantial compliance with ABA guidelines; or (c) a Certificate from an ABA approved paralegal program or a program in substantial compliance with ABA guidelines.

The fee for this certification is \$75. For more information visit [www.aapipara.org](http://www.aapipara.org).

For more information about any of the Advertising or Sponsorship opportunities, please contact us via e-mail at [marketing@cincinnati-paralegals.org](mailto:marketing@cincinnati-paralegals.org). As an Advertiser, Sustaining Member or Sponsor, you will increase your visibility to the community, and be recognized as a valuable supporter of our Association. The Cincinnati Paralegal Association values your support, and we look forward to hearing from you.

SINCERELY,

CINCINNATI PARALEGAL  
ASSOCIATION

Marketing Coordinator