

Texas Paralegal Journal

TPJ

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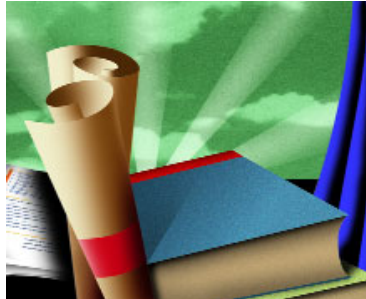
E D I A K I T



E D I T

The *Texas Paralegal Journal* is published by the Paralegal Division ("PD") of the State Bar of Texas. The State Bar of Texas was the first bar association in the United States to create a separate division for paralegals, and PD has been in existence since October, 1981.

Membership in PD is limited to paralegals who



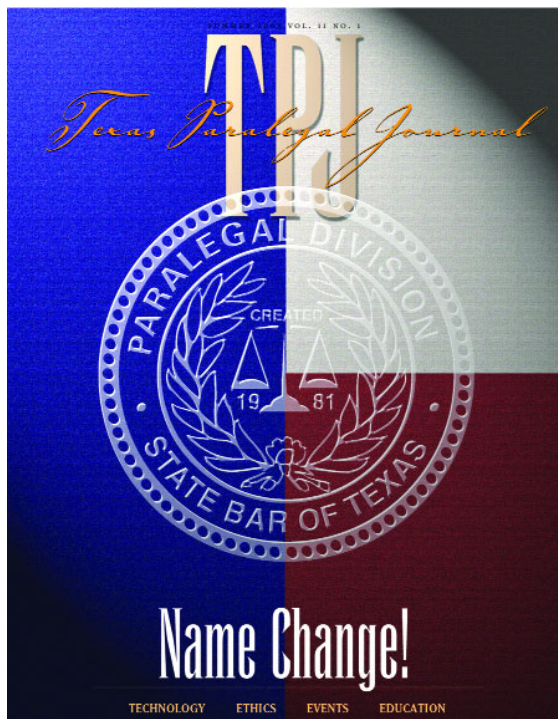
have demonstrated a certain level of professional competence, either by years of experience, completion of a qualified educational program, or by examination and certification. Interest in paralegal education and cer-

tification continues to grow, not only in Texas but nationwide, and PD has taken an active role in promoting the establishment of standards for

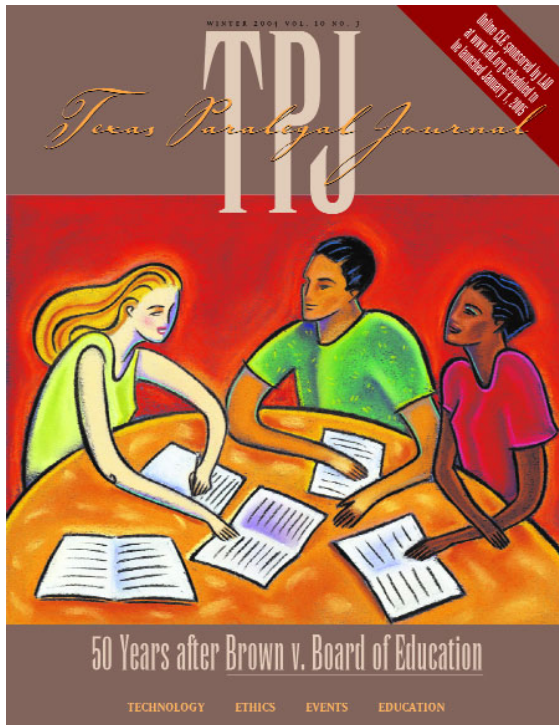
the profession.

Subscribers to *TPJ* include experienced paralegals, attorneys, law firms, libraries, and professional educators. Additionally, *TPJ* has a web site on the World Wide Web with full-text coverage of each issue of *TPJ*, as well as the opportunity for advertisers to advertise nationwide on the Web.

PD has published the *TPJ* in its magazine format since 1995. Its goal is to provide an attractive, interesting and educational publication which gives its subscribers



O R I A L

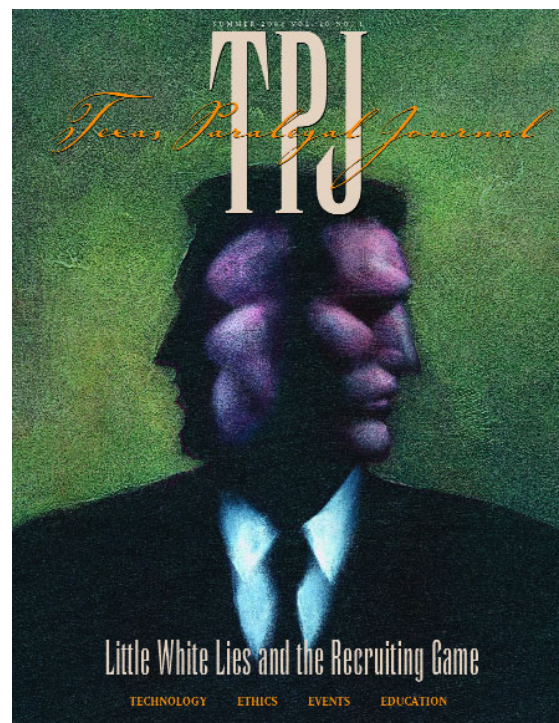


what they want most— information! Advertising is an important part of the information that paralegals need and want. In most cases, the paralegal is the one who determines what vendors are used for copying, document retrieval, liti-

gation support, and other services used by legal professionals. What better way to increase your visibility with the professionals who need it most but by advertising in their own professional publication.

The magazine has not only provided its members with the information they want and need, but it has also sparked an increase of interest in PD itself. Coupled with the magazine and its sister

web site newsletter, and the increase in Continuing Legal Education programs available to its members, PD anticipates a tremendous growth in its membership in years to come.





ADVERTISING

The diagram illustrates four different advertising layouts on a page. Each layout is shown within a white rectangular frame with a red gradient background. The 'Full Page' layout covers the entire page area. The 'Half Page Horizontal' layout occupies the bottom half of the page. The 'Half Page Vertical' layout occupies the right half of the page. The 'Third Page' layout occupies the bottom third of the page.

Full Page
1-page ad—7" × 10"
1-page bleed ad (extends beyond trim)—8-1/2" × 11"

Half Page Horizontal
1/2-page horizontal—
7" × 4-5/8"

Half Page Vertical
1/2-page vertical—
4-5/8" × 7"

Third Page
1/3 page—
4-5/8" × 4-5/8"

MECHANICAL REQUIREMENTS

Trim Size

8-1/2" × 11" (width × height)

Ad Specifications

Application files zipped or stuffed are our printer's first choice:

(MAC or PC Files Accepted)

Quark Express

Photoshop

Adobe Illustrator

Freehand

Adobe Pagemaker

Adobe InDesign

Adobe Acrobat PDF & EPS files are acceptable as long as they are saved correctly (high-resolution) with the fonts turned to outlines and images embedded.

For more information on advertising in *TPJ*, or to place an ad, contact the Paralegal Division, P.O. Box 19163, Amarillo, Texas 79114.

Or call (806) 803-3267. E-mail PD@txpd.org

