

**STUDENT
RECRUITMENT**

2023-2024
Planning
Guide

**Recruitment Made Easy
& Effective**

LL.M., Masters, Summer programs, Study abroad

**the
National Jurist**

the National Jurist

Your recruitment marketing partner

Welcome to The National Jurist, legal education's leading news source for the past 32 years, and your most sophisticated recruitment marketing partner. We built our reputation on high-quality news, impeccable editorial integrity, and outstanding service and marketing support for law schools.

The National Jurist premiered in 1991 as the magazine for law students, preLaw magazine launched in 1998 and International Jurist and SmartLawyer started in 2012.

During the past ten years, we have built a savvy marketing team that knows how to leverage these magazines with our robust website, e-newsletters and other digital marketing offerings to deliver you the best results for your recruitment marketing dollars.

Whether you are marketing an LL.M. or another degree, a study abroad or other specialty program, or an online offering, our team will deliver an effective and cost-efficient recruitment marketing plan that drives applications.

This year, we invite you to leverage our 32 years of expertise in student recruitment to take your program to the next level.

Our Brands

The National Jurist



The only news source that can place your message in front of the most engaged law students at the time they are looking for ways to advance their career through specialized training,

summer study, or graduate law programs.

35,000

MAGAZINE READERS

International Jurist



Reach Foreign-trained attorneys through the only news source that reaches them when they are actively deciding where to study in the U.S.

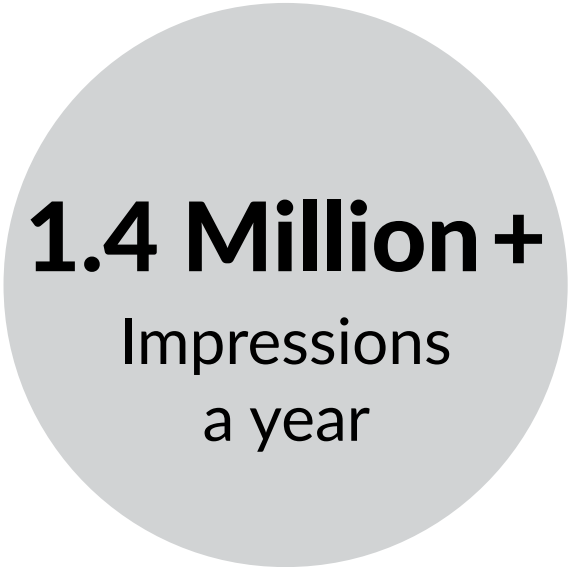
10,000

MAGAZINE READERS



More than 100,000 prospective students engage with our editorial content every year, logging 1.4+ million connections through our print and digital products.

We enhance this extensive reach with targeted programs so that you reach prospective students at the time they are researching information related to your offering — whether that be a graduate law program, summer or study abroad program or a competition. But you don't need to be a multimedia market-



ing expert — we provide that expertise for you.

Our recruitment marketing packages leverage our highly respected editorial to reach prospective students through various mediums — print, digital magazines, our robust website, e-newsletters, social media, email.

And we provide each advertiser with a detailed marketing report that details your reach and effectiveness.

SmartLawyer



The only news source that places your message in front of new attorneys when they are actively considering graduate law programs or other ways to enhance their career.

10,000
READERS

preLaw magazine



Our J.D. recruitment brand is also a great option for marketing your master's programs for non-lawyers.

55,000
READERS

Our Products

The National Jurist Print Magazine

The National Jurist magazine is the bedrock of our offerings and reaches more than 35,000 engaged law students four times a year. New this



year — we offer low-cost paid subscriptions that allow subscribers to get the print magazine mailed to their residence and provide access to expanded premium content on our website — including magazine stories.

We still distribute magazines for free at more than 120 law schools, primarily through career placement offices.

NationalJurist.com

NationalJurist.com is the most robust website in legal education and the go-to source for guides to graduate law programs, study abroad and summer programs. Updated weekly, it has special pages for attorneys, non-attorneys and foreign-trained attorneys. New this year — we launched a paid content option that provides subscribers with expanded content.

E-newsletters

We offer readers four e-newsletters — designed to help you target your messaging. National Jurist is published 22 times a year for law students; preLaw Insider is published 46 times a year for prospective J.D. students; International Jurist reaches foreign-trained attorneys 12 times a year.

Social Media

We enhance your reach through social media — Facebook, Instagram, LinkedIn — highlighting magazine editorial, videos and special promotions.

International Jurist & SmartLawyer Digital Magazines

These two specialty magazines are published in digital format for easy access by readers across the globe. Each serves 10,000 readers and provides the appearance of a magazine with the functionality of a website.



Virtual Forum: Coming to America

We will host a virtual forum in May for foreign-trained attorneys who want to study in the U.S. Sponsors get the opportunity to speak on one of three sessions or be interviewed between sessions. Sponsors receive all registrant information and are included in post-event editorial coverage. Videos of the forum are hosted for one year on NationalJurist.com

White papers

White papers are collections of advice stories that target specialized audiences, requiring readers to register. We produce two — Graduate Law for Busy Attorneys and Masters of Law for professionals.

Sponsors get logos, full-page ad, and have the opportunity to contribute advice. They receive all registrant contact information for one year. We market the white paper through SEO, direct emails, and social media, including sponsor logos where possible.

Editorial Calendar for 2023-2024

<p>National Jurist Back-to-School 2023</p> <ul style="list-style-type: none"> • Best LL.M. • Guide to LL.M. programs • Job Interview advice • Hottest Practice Specialties <p>Marketing coverage: September and October</p> <p>Magazine ships: September 5</p> <p>Ad deadline: Aug. 3 Ad copy due: Aug. 11</p>	<p>National Jurist Fall 2023</p> <ul style="list-style-type: none"> • Guide to LL.M. programs for foreign attorneys • International Jobs Guide • Diversity in legal education <p>Marketing coverage: November through Jan. 15</p> <p>Magazine ships: October 31</p> <p>Ad deadline: Sept. 28 Ad copy due: Oct. 6</p>	<p>National Jurist Winter 2024</p> <ul style="list-style-type: none"> • Visual Guide to Study Abroad • How study abroad helps your career • Bar Exam advice <p>Marketing coverage: January 24 through March 26</p> <p>Magazine ships: January 23</p> <p>Ad deadline: Dec. 21 Ad copy due: Jan. 6</p>
<p>National Jurist Spring 2024</p> <ul style="list-style-type: none"> • Guide to Summer programs • When summer study advances your career • Top online LL.M. programs <p>Marketing coverage: March 26 through June</p> <p>Magazine ships: March 26</p> <p>Ad deadline: Feb. 22 Ad copy due: March 1</p>	<p>International Jurist 2024</p> <ul style="list-style-type: none"> • Geographic Guide to LL.M. programs open to foreign attorneys • Careers inside and outside the U.S. • LL.M. Honor roll • Includes sponsorship of Coming to America virtual forum in May <p>Marketing coverage: April through September</p> <p>Magazine ships: April 16</p> <p>Ad deadline: March 21 Ad copy due: March 29</p>	<p>SmartLawyer 2024</p> <ul style="list-style-type: none"> • Guide to LL.M. programs • Top online LL.M. programs • Hottest Practice Specialties • Includes sponsorship of White paper — Grad law for busy attorneys <p>Marketing coverage: May through August</p> <p>Magazine ships: June 11</p> <p>Ad deadline: May 16 Ad copy due: May 24</p>

Marketing Packages

Choose your plan and number of issues.

	Magazine	Web	Enewsletters	Social Media	1x Rate	2x	4x	6x
Platinum	Full page	Leaderboard	Leaderboard	Yes	\$7,400	6660	6290	5920
Gold	1/2 page	Medium Rec.	Medium Rec.	Yes	\$4,810	4329	4088	3848
Silver	1/4 page	Medium Rec.	Medium Rec.		\$3,330	2997	2830	2664
Bronze	1/6 page				\$2,590	2331	2201	2072

What you get:

1. Print magazine ad

Your ad reaches more than 35,000 law students at 120 law schools.

2. Digital ad with magazine story on NationalJurist.com

A digital version of your print ad is embedded into the related story on our website, giving you reach to everyone who reads our stories, whether in print or digitally.

3. Run-of-site web ad

Your web ad appears during the period of marketing coverage, delivering an expected 10,000 impressions.

4. E-newsletter ad

Your web ad also appears in one issue of your e-newsletter of choice, delivering another 2,000 to 3,000 impressions.

5. Social media post

Your program is featured in a social media post, expanding reach to thousands more.

6. Expanded program listing

Your advertised programs receive an expanded listing in our online directory, providing a program description, photo and web link.

7. Marketing recap report

Our marketing team provides a recap report that shows total impressions, reach and some demographics. We also provide expert advice on performance of your ad copy in comparison to other advertisers.



LL.M. & Other Graduate offerings

The National Jurist is your complete marketing solution when it comes to graduate law programs.

Recommended issues:

National Jurist, Back to School
National Jurist, Fall
National Jurist, Spring
SmartLawyer

SmartLawyer advertisers also receive:

Sponsorship of White Paper — Graduate law for Busy Attorneys. Sponsors have the opportunity to include an advice column in the White Paper, and receive all registrant contact information for one year. We market the white paper through SEO, direct emails, and social media.
\$2,500 value.

Foreign-trained Attorneys

The National Jurist provides exclusive reach to foreign-trained attorneys who are interested in studying in the U.S. and who are looking for help.

Recommended issues:

National Jurist, Fall: Guide to LL.M. programs for foreign attorneys
International Jurist: Visual Guide to U.S. LL.M. programs

International Jurist advertisers receive:

Sponsorship of virtual forum in May for foreign-trained attorneys who want to study in the U.S. Sponsors get the opportunity to speak on one of three sessions or be interviewed between sessions. Sponsors receive all registrant information and are included in post-event editorial coverage. Videos of the forum are hosted for one year on NationalJurist.com.
\$2,500 value.

Study abroad & summer study

The National Jurist is the go-to source for law students interested in either studying abroad or taking summer classes. Our print magazine brings programs to life in a visually appealing and stunning way. Our online guide provides comprehensive information to help them make educated decisions.

Recommended issues:

National Jurist, Winter
National Jurist, Spring

Master's for Non-Attorneys White Paper

This White Paper provides professionals who are interested in legal education, but not becoming a licensed attorney, with advice and a guide to programs. Readers must register to download the White Paper.

Sponsors get:

1. Logo on cover
2. Full-page ad in White Paper
3. Opportunity to contribute advice
4. All registrant contact information for 1 year
5. Expanded listing with program description, photo and logo
6. We market the white paper through SEO, direct emails, and social media.

Sponsorship rate: \$2,500
Limited to 8 sponsors

Deadline: Aug. 3*

*Deadline is for inclusion in the first edition. Sponsors can be added throughout the year and will receive 12 months of registrant information.

Ad Specifications

Print Ads

Full Page	8 3/8" x 10 7/8" *
1/2 Page Island	4 3/4" x 7"
1/2 Page H	7 1/4" x 5"
1/4 Page	4 3/4" x 3 1/2"
1/6 Page	4 3/4" x 2 1/2"

***Full-page ads are bleeds.** For bleed include 1/4" beyond the ad size. Live area must be 1/4" inside the trim edge. Crop marks must be placed outside bleed area.

File specifications

PDF-X-1a Files only

300 dpi images, embedded fonts & colors converted to CMYK.

Website & E-newsletter Specifications

Leaderboard: 728 pixels wide x 90 pixels high

Medium Rectangle: 300 pixels wide x 250 pixels high

Static Ad File Requirements: GIF or JPEG, maximum file size is 50 KB. Please include destination URL when submitting ad.

Flash File Requirements: GIF or JPEG, maximum file size is 50 KB. Unlimited amount of loops. Please embed destination URL when submitting ad. All versions of flash accepted. Actionscript 3 not supported. Actionscript 2 should not be used.

Social Media & Expanded Listings

Please provide a photo, logo and URL.

How to submit ad copy:

Please email your ad files, photos and logos to your Marketing Consultant:

Eastern Standard Time:

Mike Wright

Michael@Cypressmagazines.com

Central, Mountain and Pacific Standard Time:

Mindy Palmer

Mindy@Cypressmagazines.com