

**STUDENT
RECRUITMENT**

2023-2024
Planning
Guide

**J.D. Recruitment
Made Easy**

preLaw

preLaw

Your recruitment marketing partner

Welcome to the most respected news source for prospective law students, and an irreplaceable recruitment tool for law schools.

We built our reputation on 25 years of high-quality news, impeccable editorial integrity, and outstanding service and marketing support for law schools. During the past five years alone, we have helped more than 130 law schools improve their brand perception and increase applications.

This year, we invite you to take advantage of our respected position and extensive reach, and place your message in front of serious pre-law students at the time they are deciding where to go to law school.

Our products

preLaw print magazine



45,000 copies of our print magazine are distributed through 350+ pre-law advisors at universities across the U.S., ensuring you reach the most serious students at the time they are looking for information to help them choose a law school.

Digital magazine



Our digital magazine expands your reach to more than 5,000 pre-law students who are attracted to our exclusive honor rolls and rankings.



Website
Our robust website logged more than 200,000 impressions last year, and includes a profile of each law school and a guide to our rankings and honor rolls.

E-newsletter



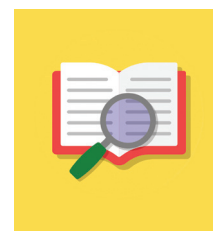
More than 5,000 pre-law students receive our weekly newsletter, updating them on the latest law school news, and giving you the opportunity to get your message in front of them.

Social Media

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



Brand Report



We are pleased to introduce a brand report for our regular advertisers that provides insight and guidance on how to improve your school's perception in the mind of pre-law students.

Unbiased & Respected

preLaw is the only news source that is designed to help prospective law students make educated decisions about where to apply and attend law school.

Our stories highlight the strengths and uniqueness of the nation's 200+ law schools. We are careful to get the facts right and show pre-law students the best of each school. This positive approach, combined with compelling and original research, has placed preLaw a step above every other news source.

Magazine Editorial Calendar

Back-to-School 2023

- **Honor roll:** Law Firm Employment Leaders
- **Honor roll:** Best schools for Public Service
- **Top schools:** Moot Court
- **Advice:** LSAT advice
- **Specialties:** Health law, Family law, Human Rights

Ad deadline: July 13
Ad copy due: July 21
Issue ships: Aug. 22



Winter 2024

- **Honor roll:** Best Schools for Diversity
- **Top schools:** Best Law School Buildings
- **Advice:** How to choose a school after you have been accepted
- **Specialties:** International law, Trial Advocacy, Top programs for less popular specialties

Ad deadline: Nov. 16
Ad copy due: Nov. 24
Issue ships: Jan. 2



Fall 2023

- **Honor roll:** Best Value Law Schools
- **Top schools:** Most Innovative Law Schools
- **Advice:** How to choose where to apply
- **Specialties:** Business law, Criminal law, Taxation

Ad deadline: Aug. 31
Ad copy due: Sept. 8
Issue ships: Oct. 3



Spring 2024

- **Honor roll:** Best Schools for Practical Training
- **Top schools:** Online offerings
- **Advice:** Guide to Tuition, Scholarships & Loans
- **Specialties:** Intellectual Property, Environmental law, ADR

Ad deadline: Jan. 18
Ad copy due: Jan. 26
Issue ships: Feb. 20



Honor roll is a story where we calculate a grade for every law school and highlight the top schools. Top schools is a story where we identify the leaders in a particular area, but do not provide a grade.

Magazine Rates & Specifications

	1x	2x	3x	4x	Size
Full page	\$7,600	\$6,840	\$6,460	\$6,080	8 3/8" x 10 7/8"
2/3 page	\$5,700	\$5,130	\$4,845	\$4,560	4 3/4" x 9 3/4"
1/2 island	\$5,320	\$4,788	\$4,522	\$4,256	4 3/4" x 7"
1/2 H	\$4,940	\$4,446	\$4,199	\$3,952	7 1/4" x 5"
1/3 H	\$4,180	\$3,762	\$3,553	\$3,344	4 3/4" x 4 3/4"
1/3 V	\$3,800	\$3,420	\$3,230	\$3,040	2 5/16" x 9 3/4"
1/4 H	\$3,420	\$3,078	\$2,907	\$2,736	4 3/4" x 3 1/2"
1/6 H	\$2,660	\$2,394	\$2,261	\$2,128	4 3/4" x 2 1/2"

Digital Magazine Sponsorships

Issue Sponsor \$2,500

1. Advertisement adjacent to the cover of the digital magazine (550 x 480 pixels)
2. Leaderboard banner on issue notification emails
3. Logo flashes when issue is opened (200 x 200)

Leaderboard Above Issue - \$1,800

(728 pixels wide x 90 pixels high)

Leaderboard Below Issue - \$1,650

(728 pixels wide x 90 pixels high)

Skyscraper Left/Right - \$1,650

(120 pixels wide x 600 pixels high)



Ad Specifications

Print Ads

Full Page	8 3/8" x 10 7/8"
2/3 Page	4 3/4" x 9 3/4"
1/2 Page Island	4 3/4" x 7"
1/2 Page H	7 1/4" x 5"
1/3 H	4 3/4" x 4 3/4"
1/3 V	2 5/16" x 9 3/4"
1/4 H	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.

Digital Ads

Leaderboard	728 pixels wide x 90 pixels high
Skyscraper	120 pixels wide x 600 pixels high

File specifications

PDF-X-1a Files only
300 dpi images, embedded fonts & colors converted to CMYK.

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

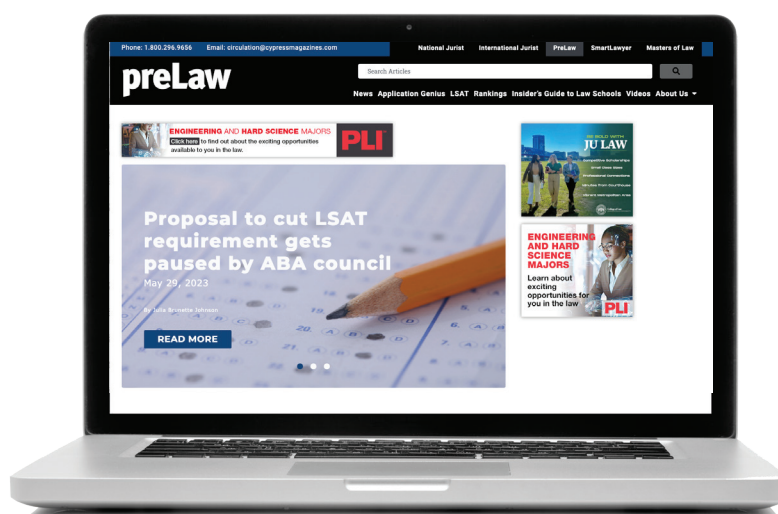
Digital Partner Program

Position your school or company as a leader in legal education in this exclusive program. Prominent web and newsletter ads help your message stand out, and your logo appears continually on our website, newsletters and in the magazine for powerful branding.

What you get:

- Logo on website
- Logo in every e-newsletter
- Leaderboard web ad, rotates with other sponsors
- Medium Rectangle web ad, rotates with other sponsors • Leaderboard ad in one newsletter per month
- Medium Rectangle ad in one newsletter per month

30,000
GUARANTEED IMPRESSIONS
PER MONTH



Website 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.

- Limited to 8 partners

Monthly Rates	
1 month	\$1,200
3 months	\$1,080
6 months	\$960
12 months	\$840

Magazine Poster Sponsorship

Our poster sponsorship offers an exclusive opportunity for advertisers to place their poster on 100 of our Honor Racks located in schools nationwide.

Sponsorship Fee: \$6,000 per year

Deadline: Aug. 1



Enhanced Profile

Our law school profile page on the preLaw website provides prospective students with an objective overview of each law school, along with current data on employment, enrollment, etc. You can upgrade your profile with an enhanced package.

What you get:

- Opportunity to embed video on your school's profile page
- Advertisement on your profile page with link to your site
- (4) Social media posts throughout the year that highlight your school's profile

Rate: \$1,500 for one year

Meet Our Team



Jack Crittenden

Founder & Editor In Chief
Jack@cypressmagazines.com

Founded The National Jurist in 1991 and preLaw in 1998.

ADVERTISING



Mike Wright

Senior Marketing Consultant
Michael@cypressmagazines.com

On staff since 1998, Mr. Wright lives in Pennsylvania and handles accounts on the East Coast.



Mindy Palmer

Senior Marketing Consultant
931-484-1727 Mindy@cypressmagazines.com

On staff since 2002, Ms. Palmer lives in Tennessee and handles accounts in the South and West and Midwest

EDITORIAL



Michelle Weyenberg

Editorial Director
385-220-0777 Michelle@cypressmagazines.com

Ms. Weyenberg rejoined Cypress in 2020. She had previously worked as editor from 2006 to 2010. She lives in the Minneapolis region and oversees editing, data collection and other special projects.