



NELA 35th Anniversary Campaign

CONTRIBUTOR GUIDE

35

YEARS & THRIVING

The National Employment Lawyers Association (NELA)

NELA is the nation's largest bar association – more than 2,000 strong – whose members exclusively or primarily represent workers. We deliver superior legal training to enhance workers' rights attorneys' knowledge and skills. And we work to protect and promote workers' rights by advocating for a fair judiciary and laws and policies that level the playing field for workers.

35 and Thriving!

This year marks NELA's 35th anniversary! Collaboration, collegiality, and camaraderie continue to be the foundation of everything we do. NELA would not exist, nor be the vibrant and powerful force for positive change we are today, without the commitment of our members and supporters. We hope you'll partner with us in celebration of our 35th Anniversary to help ensure we continue to be a leader in the fight for workers' rights for another 35 years and beyond!

For more information, please contact:
Leah A. Hofkin, Director of Development
lhofkin@employeeightsadvocacy.org
415.625.5421

NELA National Employment
Lawyers Association

35th Anniversary Commemorative E-Book

To acknowledge this important milestone, NELA is creating a Commemorative E-Book to reflect on how far our community has come and share our vision for the future. The online, interactive publication will feature:

- **Timeline of key NELA milestones**
- **Highlights of NELA leaders past and present**
- **Photos and video of our members and events**
- **Achievements in workers' rights advocacy**
- **Recognition, including advertising, of contributors to NELA's 35th Anniversary Campaign**
- **Opportunities for full-color advertising, with live links to advertiser websites**

E-Book Distribution

The Commemorative E-Book will be distributed to NELA's members, attendees at CLE events in 2020, and followers on social media. It also will be featured prominently on the organization's new website, 35th Anniversary Campaign microsite, and The NELA Exchange, our members-only online community.

NELA Reach

MEMBERSHIP

2,000

workers' rights attorneys throughout the U.S. at firms large and small

CLE ATTENDEES

500+

at 2020 Convention, Fall Seminar, and other online learning experiences

AFFILIATES

69

affiliate organizations with a collective membership of more than 2,000

WEBSITE

51,200

monthly visitors

35TH ANNIVERSARY MICROSITE

3,500

unique visits

E-WEEKLY NEWSLETTER

1,950

member subscribers

TWITTER

2,001

followers

FACEBOOK

1,626

followers

LINKEDIN

1,954

followers

NELA 35th Anniversary Campaign Recognition Opportunities

We are proud to showcase your support of the 35th Anniversary Campaign in a number of ways, including advertising in the 35th Anniversary Commemorative E-Book.



YEARS & THRIVING

Benefactor: \$10,000 and above

- Full-page color ad with premiere placement in *NELA's 35th Anniversary Commemorative E-Book*. Your ad can include a live link to your website.
- Benefactor listing with logo, including a live link, in *NELA's 35th Anniversary Commemorative E-Book*
- Logo recognition, including a live link on NELA's 35th Anniversary microsite, which also is featured on NELA's new website at www.nela.org
- *1774: The Long Year of Revolution* by Mary Beth Norton (2020) and *You Never Forget Your First: A Biography of George Washington* by Alexis Coe (2020)
- *A Black Women's History of the United States* by Daina Ramey Berry and Kali Nicole Gross (2020)

Founder's Circle: \$5,000

- Full-page color ad with premiere placement in *NELA's 35th Anniversary Commemorative E-Book*. Your ad can include a live link to your website.
- Founder's Circle listing with logo, including a live link, in *NELA's 35th Anniversary Commemorative E-Book*
- Logo recognition, including a live link on NELA's 35th Anniversary microsite, which also is featured on NELA's new website at www.nela.org
- *A Black Women's History of the United States* by Daina Ramey Berry and Kali Nicole Gross (2020)

President's Cabinet: \$2,500

- Full-page color ad in *NELA's 35th Anniversary Commemorative E-Book*. Your ad can include a live link to your website.
- President's Cabinet listing with logo, including a live link, in *NELA's 35th Anniversary Commemorative E-Book*
- Logo recognition, including a live link on NELA's 35th Anniversary microsite, which also is featured on NELA's new website at www.nela.org



YEARS & THRIVING

Advocate: \$1,000

- Half-page color ad in *NELA's 35th Anniversary Commemorative E-Book*. Your ad can include a live link to your website.
- Advocate listing with logo, including a live link, in *NELA's 35th Anniversary Commemorative E-Book*
- Logo recognition, including a live link on NELA's 35th Anniversary microsite, which also is featured on NELA's new website at www.nela.org

Partner: \$500

- Quarter-page color ad in *NELA's 35th Anniversary Commemorative E-Book*. Your ad can include a live link to your website.
- Partner listing in *NELA's 35th Anniversary Commemorative E-Book*
- Partner listing on NELA's 35th Anniversary microsite, which also is featured on NELA's new website at www.nela.org

Supporter: \$250

- Eighth-page color ad in *NELA's 35th Anniversary Commemorative E-Book*. Your ad can include a live link to your website.
- Supporter listing in *NELA's 35th Anniversary Commemorative E-Book*
- Supporter listing on NELA's 35th Anniversary microsite, which also is featured on NELA's new website at www.nela.org

Friend: \$125

- Opportunity to place a two-line greeting in *NELA's 35th Anniversary Commemorative E-Book*
- Friend listing in *NELA's 35th Anniversary Commemorative E-Book*
- Friend listing on NELA's 35th Anniversary microsite, which also is featured on NELA's new website at www.nela.org

PLEDGE BY OCTOBER 30

to reserve your spot in *NELA's 35th Anniversary Commemorative E-Book*.

Your support may be tax-deductible as a business expense (advertising).

Ad Sizes & Specifications

FILE FORMATS

.png, .jpg, or .pdf (with fonts and images embedded)

RESOLUTION

The commemorative 35th Anniversary E-Book is an interactive publication with features such as zooming. High-quality artwork is required to ensure legibility when zoomed in.

Artwork must be 300 dpi high resolution.

AD HYPERLINKS

You may supply a website address/URL to which your ad will be hyperlinked (for example, www.yourfirm.com).

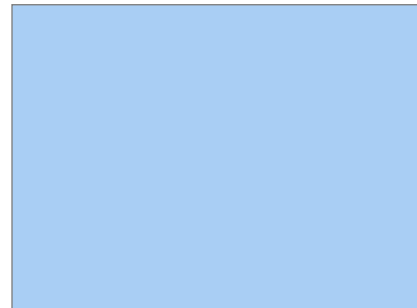
CONTACT

Alicia Battle, Events Coordinator

abattle@nelahq.org

415.625.5403

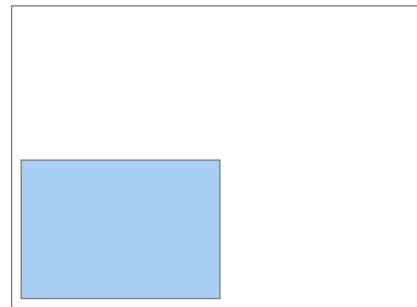
AD UNIT	Dimensions in Inches – W x H	Dimensions in Pixels – W x H
Full Page	10 x 7 1/2 in	720 x 540 px
Half Page	10 x 3 5/8 in	720 x 265 px
Quarter Page	5 x 3 5/8 in	355 x 265 px
Eighth Page	5 x 1 3/4 in	355 x 128 px
Text ad	140 characters	140 characters



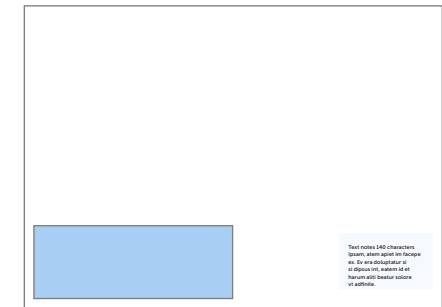
Full Page



Half Page



Quarter Page



Eighth Page

Text Ad

How To Join NELA's 35th Anniversary Campaign

PLEDGE ONLINE

To pledge your support online, please visit

www.nela.org/thrivingat35.

YOUR BENEFITS PACKAGE

After we receive your commitment, we will send you an email confirmation with the details your specific benefits and instructions for submitting your materials.

E-BOOK ADVERTISING DEADLINE

Friday, October 30, 2020

The deadline to submit ads and logos, if applicable, for NELA's 35th Anniversary Commemorative E-Book is Friday, October 30, 2020.

We will contact you with more information about how to submit your ad and logo.

Contact Information

To learn more about partnering with NELA for our 35th anniversary and beyond, please contact:

Leah A. Hofkin, Director of Development

lhofkin@employeeightsadvocacy.org

415.625.5421

VISIT US

www.nela.org/thrivingat35

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