



**Texas Criminal Defense  
Lawyers Association**

**MARKETING KIT**

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MARKETING OPPORTUNITIES • SPONSORSHIP PACKAGES  
EXHIBITOR EVENTS • PRINT ADVERTISING

P: 512.478.2514 • F: 512.469.9107 • [www.tcdla.com](http://www.tcdla.com) • 6808 Hill Meadow Dr , Austin TX 78736

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# Contact

Website, Voice, & Media - Alicia Thomas | [athomas@tcdla.com](mailto:athomas@tcdla.com) | 512.646.2736

Seminars, Exhibit, Sponsor - **Grace Works** | [gworks@tcdla.com](mailto:gworks@tcdla.com) | 512.646.2729

Additional Questions - Melissa Schank | [mschank@tcdla.com](mailto:mschank@tcdla.com) | 512.646.2724

## About TCDLA



### **Texas Criminal Defense Lawyers Association**

The Texas Criminal Defense Lawyers Association (TCDLA) is the largest state association for criminal defense attorneys in the nation. TCDLA started more than 35 years ago as a small nonprofit association and has grown into a state-of-the-art organization, providing assistance, support, and continuing education to its members. TCDLA provides a statewide forum for criminal defense lawyers and is the only voice in the legislature interested in basic fairness in criminal defense cases. We are proud that among our 3,750 members are found the “who’s who” of the criminal defense profession in Texas.

Our members and affiliates depend on us for the most up-to-date information. That’s why TCDLA has a reputation for supporting industry communication. We provide the highest quality legal education available for new lawyers, as well as seasoned veterans.

TCDLA hosts more than 40 seminars a year which are attended regularly by our members. We also welcome non-members, judges, and professionals in related fields, which has increased our yearly seminar attendance to approximately 6,000 individuals seeking to continue their educational opportunities.

## Our Goal, Your Advantage

Service to our members and seminar participants is our primary focus. We offer access to goods and services to give the participants every advantage to improve their professional expertise. With this goal in mind, TCDLA offers several promotional opportunities for those engaged in the practice of or associated with criminal law. Sponsorship promotions include but are not limited to:

- Print Advertising
- Email & E-news Promotions
- Website Exposure
- Direct Mailing
- Promotion before, during and after seminars
- Booth Space
- Inserts
- Sponsor listings on promotional materials

We welcome you to join us as a sponsor, and we in turn will provide you with an outstanding network of industry leaders. By sponsoring TCDLA, you will have the opportunity to:

- Brand your business through promotions as the “first to come to mind”
- Become part of our integrated marketing campaigns, where you will reach your target through several mediums
- Participate as an exhibitor with numerous opportunities to interact with seminar attendees and showcase your products and services.
- Have one on one communication with criminal defense lawyers and monitor the pulse of their industry
- Give expert-level information and product solutions to an appreciative audience
- Create and evaluate opportunities for business expansion and strategic partnerships

## **Why Exhibit?**

- TCDLA hosts more than 40 one or two day seminars per year
- More than 6,000 Texas attorneys attend TCDLA seminars annually
- TCDLA co-sponsors a national DUI seminar with more than 200 national participants
- Annual Rusty Duncan Advanced Criminal Law Course is designed to cover state law and address topics that affect criminal lawyers today, attracting 900+ attendees

## **Benefits of Exhibiting**

- Opportunity to network with over 6,000 criminal defense lawyers and judges throughout Texas
- Promotional recognition at the seminar
- Direct product distribution among criminal defense attorneys and colleagues
- Foster new relationships with criminal law professionals
- Reinforce relationships with current and past criminal law professionals
- Face to face interaction with seminar attendees
- Attendees gain first hand knowledge of your service or product
- Reach prospective customers with receptive attitudes, away from their daily working environments
- Exhibit your product in three dimensions
- Reduce cost - contacts made in fewer days instead of the usual months required to cultivate a sale
- Exhibiting in the presence of competitors encourages prospective customers to make purchase decisions
- Visual display of products motivates customers to purchase

## **General Information**

The Texas Criminal Defense Lawyers Association provides several options for communication of your message and promotion of your services and/or products to criminal defense lawyers throughout Texas. Select the exhibit option that best fits your company's marketing goals. All exhibiting options are subject to approval. TCDLA reserves the right to refuse sponsorship to any party. Company sponsorships of TCDLA events do not constitute TCDLA's endorsement of the sponsoring party. Please contact Melissa Schank at [mschank@tcdla.com](mailto:mschank@tcdla.com) or 512. 646. 2724, if you have any questions.

**Cancellation Policy:** Cancellation made 60 days in advance will incur a 10% deduction. If canceled between 60 and 10 days before the event, you have the option to transfer to another event. However, within ten days of the event, no refunds or event transfers will be possible.

## **Seminar Exhibit Options**

### **General Seminar - Investment: \$500**

- One or two day seminar exhibition booth
- One table & two chairs

### **Specialty Seminar - Investment: \$1,000**

- Choose between our Annual Rusty Duncan Advanced Criminal Law course and Mastering Scientific Evidence
- One table & two chairs

## **Additional Marketing Options**

*Don't see a solution that fits your needs? We can customize.*

### **Advertising Inserts - Investment: \$150 general/\$300 specialty**

- Inclusion of your company flyer or brochure in seminar materials

### **Pens/Pads Distribution - Investment: \$300 general/\$500 specialty**

- Distribution of your company's pens and/or pads at seminar, individual table placement per attendee

### **Contact for us for pricing on these Sponsorship Opportunities:**

- Wi-Fi Sponsor
- Meal Sponsor
- Speaker Dinner
- Break Sponsor
- Session Sponsor
- Charging Stations

# Exhibitor Guidelines:

*To ensure a successful collaboration, please review the following guidelines for participating in our seminars and/or being a sponsor. Your agreement to participate, either via email or paid invoice, confirms that you and anyone onsite representing or working your booth understand and agree to comply with these rules and guidelines.*

## **Exhibit Space:**

- Includes one (1) table and two chairs outside the meeting room.
- Space is limited and assigned based on function space, banquet, and traffic flow requirements.
- Exhibitor is responsible for providing any specific requests and hotel room arrangements through the hotel directly.
- All banners, company displays, advertising materials, etc. are to be within the booth's assigned space.
- Exhibitor space is non-transferable to any third-party exhibitor.

## **Transportation/Setup/Electrical/Audiovisual:**

- Exhibitor is responsible for all transportation, setup, audiovisual costs, and any other costs related to exhibit setup.
- The hotel will handle all electrical, audiovisual, booth internet service, booth food items, package handling, banner hanging, easels, dock move-in, and storage. All charges are to be dealt with directly through the hotel.

## **Promotions/Giveaways/Drawings:**

- The course director will thank exhibitors daily from the podium and encourage attendees to visit the exhibit area.
- Exhibitors can make an announcement if they add this on to their package.
- For announcements regarding prize drawings, let onsite TCDLA staff know and they will make the announcement.
- Exhibitors are encouraged to promote on social media.
- Handouts may be distributed from your booth but are NOT permitted in the meeting room or at the registration area. They can be included in attendee packets by adding on to your package.

## **Exhibitor Displays and Marketing Materials:**

- Exhibitors are limited to selling products/services associated with their business only.
- Please refrain from disparaging other organizations in your marketing materials or display.

## **Name Badges:**

- TCDLA will provide printed name badges for (2) exhibitors displaying the company name – not individuals.

## **Meals and Food Functions:**

- Exhibitors are not included in food/social functions unless they have registered for them.

## **Course Registration:**

- Individual course registration is not included in the exhibitor fee. Member fee for registration is available if exhibitor is a member of TCDLA.

## **Attendee List & Contacting Attendees:**

- Customer lists are considered proprietary and cannot be shared.
- Attendees at each event are not to be solicited unless given consent by the individual to be contacted.
- We suggest having a business card drop off or sign up sheet at your booth.

## **Liability/Security:**

- Texas Criminal Defense Lawyer's Association and its employees are not responsible for exhibitor property loss or damage.
- Please do not leave valuables unattended in the exhibition area.

## **Payment and Cancellation:**

- Booths and sponsorship are not secure until a deposit or payment has been made. Invoices should be paid upon receipt or no later than 30 days after receiving the invoice.
- Cancellations made 60 days in advance will incur a 10% deduction. If canceled between 60 and 10 days before the event, you have the option to transfer to another event. However, within ten days of the event, no refunds or event transfers will be possible.

## **Non-Compliance with Rules and Guidelines:**

- Texas Criminal Defense Lawyers Association reserves the right to change these rules and guidelines without notice.
- Non-compliance may result in exclusion from future events.
- Your participation agreement affirms compliance with these guidelines and Texas Criminal Defense Lawyers Association Event Terms and Conditions.

# Exhibitor & Sponsorship Agreement:

Note: Booth placement is dependent on space availability. Book early to reserve your spot. A floor plan will be sent with each reservation, with location selection awarded in order of those received. \*A deposit of \$300 is required to hold space, with full payment due December 1st. Date to ensure your information is printed in all items is 5/1/2024, or until each space is sold, whichever comes first.

## Exhibit Space: (please type or print)

• One 6-foot table and two chairs

	Seminar Date	Cost
<input type="checkbox"/> TCDLA Seminar (\$500)	_____	_____
<input type="checkbox"/> Rusty Duncan Advanced Criminal Law Seminar (\$1000)	_____	_____
<input type="checkbox"/> Mastering Scientific Evidence (MSE) Seminar (\$750)	_____	_____
<input type="checkbox"/> Hospitality Suite/Reception (\$500)		

## Sponsorship & Additional Marketing Opportunities:

	Seminar Date	Cost
<input type="checkbox"/> Advertising Inserts (\$150 general/\$300 Specialty)	_____	_____
<input type="checkbox"/> Pen/Pad Distribution (\$300 general/\$500 Specialty)	_____	_____
<input type="checkbox"/> Other	_____	_____
<b>Total Amount Due:</b>		<b>\$ _____</b>

Still don't see what suits your needs? Let us know, we would be happy to create a tailor-made exhibition experience for you!

## Exhibitor Contact/Onsite Person Information:

Contact Name: \_\_\_\_\_  
Name for Signs: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Payment Information: Total: \$ \_\_\_\_\_

Credit card (Mastercard, Visa, Discover, or American Express)  Check Payable to TCDLA

Name on Card: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

The undersigned agrees to the terms of this agreement on behalf of their company/organization.

On behalf of the exhibitor (authorized signature)

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Items Exhibiting

\_\_\_\_\_  
Nature of Business

Submit this form by mail to : 6808 Hill Meadow Dr., Austin, TX 78736 , fax to 512.469.0512, or email to [gworks@tccla.com](mailto:gworks@tccla.com)  
Questions? Inquiries? We would be happy to help. Contact **Grace Works** at 512. 646.2729 or [gworks@tccla.com](mailto:gworks@tccla.com)



## **Sponsorship Packages**

*Don't see a solution that fits your needs? We can customize to fit your budget.*

### **Diamond Package - Total Investment: \$10,000**

#### ***Voice for the Defense* magazine (published 10 times/year)**

- Free annual subscription to *Voice for the Defense* magazine
- Free half page, 4 color ad inside front or back cover of the *Voice*
  - 35% off additional TCDLA advertisements in the *Voice*

#### **Electronic Advertisements**

- Website advertisement on the TCDLA homepage with company profile and link to your company website (50-word maximum)
- Quarterly marketing via E-News sent to all TCDLA members with ad provided by you

#### **TCDLA Membership Directory**

- Complimentary Copy
- One full page, color ad provided by you - choose front or back of directory

#### **TCDLA Seminars**

*\*excluding Annual Rusty Duncan Advanced Criminal Law Course and Mastering Scientific Evidence*

- One exhibit table at four general seminars
  - 35% off additional seminar exhibit options
- Promotional recognition at seminars - you provide a PowerPoint slide to be in our commercial, featured at all general seminars
- Company branding on TCDLA attendee shopping bag
- Recognition on seminar brochure (when applicable)
- Sponsor listing in seminar course materials - you provide a 1 page ad to be put in our seminar materials (when applicable)
- Sponsor listing on seminar attendee packets (when applicable)
- Sponsor name tag ribbons for company representatives at seminars

#### **Annual Rusty Duncan Advanced Criminal Law Course**

- Booth space (not including carpet or electricity)
- Sponsor booth recognition
- Complimentary registration with electronic materials
- Two complimentary tickets to annual membership party
- Company name on tote bag given to attendees
- Up to three inserts in tote bag (flyers must be sent to TCDLA office by May 1st)
- Company name listed in program
- Recognition post-seminar in the *Voice for the Defense*
- Promotional recognition at this specialty seminar - you provide a PowerPoint slide to be in our commercial, featured at the Annual Rusty Duncan Advanced Criminal Law Course
- Featured on all blast e-mails
- 3 month advertisement on our Rusty home page



# Sponsorship Packages Continued

## **Platinum Package - Total Investment: \$7,000**

### **Voice for the Defense magazine (published 10 times/year)**

- 25% off TCDLA advertisements in the *Voice*

### **Electronic Advertisements**

- Website advertisement with company profile and link to your company website (50-word maximum)
- Quarterly marketing via E-News sent to all TCDLA members

### **TCDLA Seminars**

*\*excluding Annual Rusty Duncan Advanced Criminal Law Course and Mastering Scientific Evidence*

- 25% off seminar exhibit options
- One table at two general seminars
- Promotional recognition at seminars - you provide a PowerPoint slide to be in our commercial, featured at all general seminars
- Company branding on attendee shopping and publication bag
- Recognition on seminar brochure (when applicable)
- Sponsor listing in seminar course materials - you provide a 1 page ad to be put in our seminar materials (when applicable)
- Sponsor listing on seminar attendee packets
- Sponsor name tag ribbons for company representatives at seminars

### **Annual Rusty Duncan Advanced Criminal Law Course**

- Booth space (not including carpet or electricity)
- Promotional recognition at this specialty seminar - you provide a PowerPoint slide to be in our commercial, featured at the Annual Rusty Duncan Advanced Criminal Law Course
- Complimentary registration with USB
- Two complimentary tickets to annual membership party
- Company name on tote bag given to attendees
- One insert in tote bag
- Company name listed in program
- Recognition post seminar in the *Voice*

## Sponsorship Packages Continued

### Gold Package - Total Investment: \$5,000

#### **Voice for the Defense magazine (published 10 times/year)**

- 20% off TCDLA advertisements in the *Voice for the Defense*

#### **Electronic Advertisements**

- Website advertisement with company profile and link to your company website for a year (25-word maximum)

#### **TCDLA Seminars**

*\*excluding Annual Rusty Duncan Advanced Criminal Law Course and Mastering Scientific Evidence*

- 20% off seminar exhibit options
- Promotional recognition at seminars attending - you provide a PowerPoint slide to be in our commercial, featured at attending seminars
- Sponsor name tag ribbons for company representatives at seminars

#### **Annual Rusty Duncan Advanced Criminal Law Course**

- Booth space (not including carpet or electricity)
- Promotional recognition at this specialty seminar - you provide a PowerPoint slide to be in our commercial, featured at the Annual Rusty Duncan Advanced Criminal Law Course
- Two complimentary tickets to annual membership party
- Company name on tote bag given to attendees
- One insert in tote bag
- Company name listed in program
- Recognition post seminar in the *Voice for the Defense*

## Sponsorship Packages Continued

### **Silver Package - Total Investment: \$3,000**

#### **Voice for the Defense magazine (published 10 times/year)**

- 15% off TCDLA advertisements in the *Voice*

#### **TCDLA Seminars**

*\*excluding Annual Rusty Duncan Advanced Criminal Law Course and Mastering Scientific Evidence*

- 15% off seminar exhibit options
- Promotional recognition at seminars attending - you provide a PowerPoint slide to be in our commercial, featured at attending seminars

#### **Annual Rusty Duncan Advanced Criminal Law Course**

- Booth space (not including carpet or electricity)
- Company name on tote bag given to attendees
- One insert in tote bag
- Company name listed in program
- Recognition post seminar in the *Voice*

### **Annual Membership Party Sponsor / Seminar Reception Sponsor**

#### **Executive Level Sponsor - \$5,000**

Company recognition on all marketing pieces referring to annual membership party at annual Rusty Duncan, general or specialty seminar

#### **Standard Level Sponsor - \$1,000**

Company name and/or logo on table tents

# Annual Sponsorship Package Agreement

**Sponsor Contact Information:** *(please type or print)*

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Please check your desired sponsor choice below:**

Package Description		Value
<input type="checkbox"/>	Diamond Package	\$10,000
<input type="checkbox"/>	Platinum Package	\$7,000
<input type="checkbox"/>	Gold Package	\$5,000
<input type="checkbox"/>	Silver Package	\$3,000

Annual Membership Party Sponsor/Seminar Reception Sponsor		Value
<input type="checkbox"/>	Executive Level Sponsor	\$5,000
<input type="checkbox"/>	Standard Level Sponsor	\$1,000

**Payment Information:** *(payment must accompany the agreement in order to be processed)*

- Check (payable to TCDLA)
- Credit Card (Mastercard, Visa, Discover, or American Express)

Name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

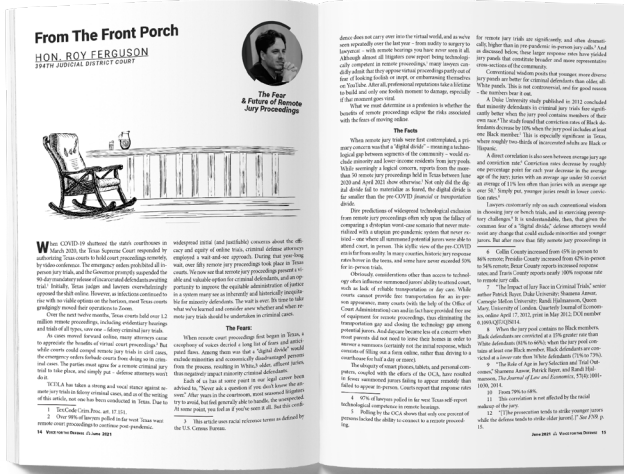
**The undersigned agrees to the terms of this agreement on behalf of their company/organization.**

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

# Promotional Opportunities

## VOICE FOR THE DEFENSE

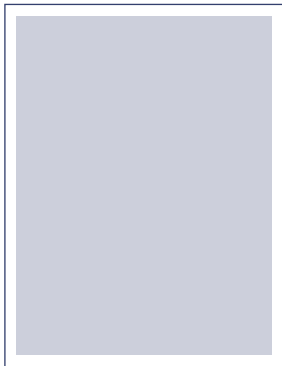


TCDLA's renowned law journal, *Voice for the Defense*, offers informative articles written for and by criminal defense attorneys.

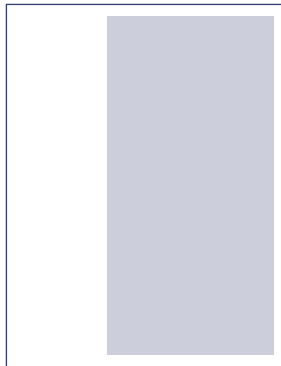
The Voice is published 10 times a year and provides you with ***the opportunity to reach, communicate with, and influence more than 6,000 criminal defense professionals and judges all over Texas.***

Our readers are the decision-makers in their firms. They are highly engaged legal professionals ***always on the lookout*** for products and services that can make them better at their jobs.

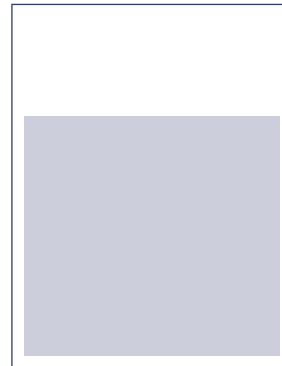
# Voice for the Defense Ad - Print Display Sizes



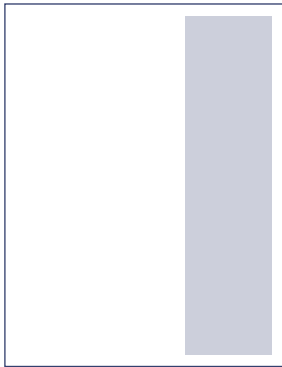
Full Page Trim Size  
8.375"w x 10.875"h



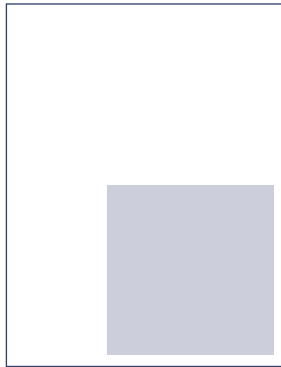
2/3 Page Vertical  
4.768"w x 9.97"h



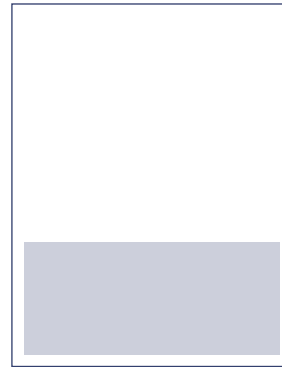
2/3 Page Horizontal  
7.25"w x 6.336"h



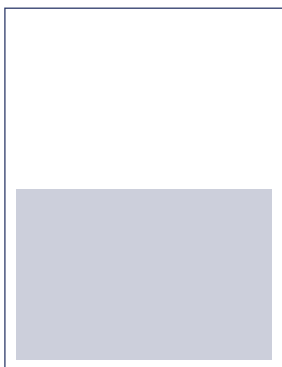
1/3 Page Vertical  
2.282"w x 9.97"h



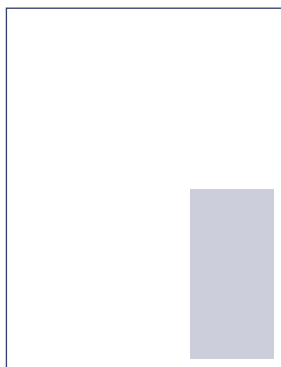
1/3 Page Square  
4.768"w x 4.833"h



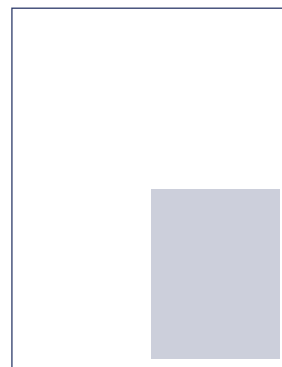
1/3 Page Horizontal  
7.25"w x 3"h



1/2 Page Horizontal  
7.25"w x 4.83"h



1/6 Page Vertical  
2.282"w x 4.833"h



1/4 Page Vertical  
3.375"w x 4.75"h

## Print Display Sizes & Rates

The Voice is printed at 8.5" x 11". The front and back covers, as well as the first interior page and the last interior page, are printed in color; the rest of the interior is printed in black and white..

SIZE & QUANTITY	1X	3X	6X	10X
Full Page	\$450	\$1,215	\$2,160	\$3,150
Back Cover (Color Only)	\$1,000	\$2,700	\$4,800	\$7,000
Inside Back Cover (Color Only)	\$600	\$1,620	\$2,880	\$4,200
Inside Front Cover (Color Only)	\$650	\$1,755	\$1,320	\$4,550
2/3 Page	\$300	\$810	\$1,440	\$2,100
1/2 Page	\$250	\$675	\$1,200	\$1,750
1/3 Page	\$200	\$540	\$960	\$1,400
1/4 Page	\$150	\$405	\$720	\$1,050
1/6 Page	\$125	\$340	\$600	\$875
2 Page Spread	\$800	\$2,160	\$3,840	\$5,600

## Design & Production

Advertisers can submit their own materials for their advertisements. Please ensure your materials meet the following specifications:

Ads (with image[s] and copy) are to be submitted in JPEG, PNG, EPS, TIF, or PDF files. 300 dpi is recommended to optimize visual clarity.

If submitting a full-page or two-page-spread ad, please ensure there is 1/4" (1p6) bleed on all borders. If information extends past this 1/4" border, it may get cut off once the law journal is printed and trimmed. Back Cover ads must allow space in the upper right hand corner for a white address box of 2.5" x 4.75".

TCDLA offers in-house design and production services for advertisers for a \$250 fee per unique ad.

Ads must be sent via email to [athomas@tccla.com](mailto:athomas@tccla.com). If the ad is too large to send over email, please use WeTransfer, a free large-file transfer service, to send to [athomas@tccla.com](mailto:athomas@tccla.com). We will acknowledge receipt.



## **Print Display Ad Deadlines**

Below are the deadlines for reservations, sending materials, and when the printed product with your advertisement will be mailed to you. Reservations are made by submitting the Advertising Agreement located on pages 16-17. These may be mailed to 6808 Hill Meadow Dr, Austin, TX, 78736; emailed to [athomas@tccla.com](mailto:athomas@tccla.com); or faxed to 512-469-9107.

Payment in full is due on acceptance of the Advertising Agreement.

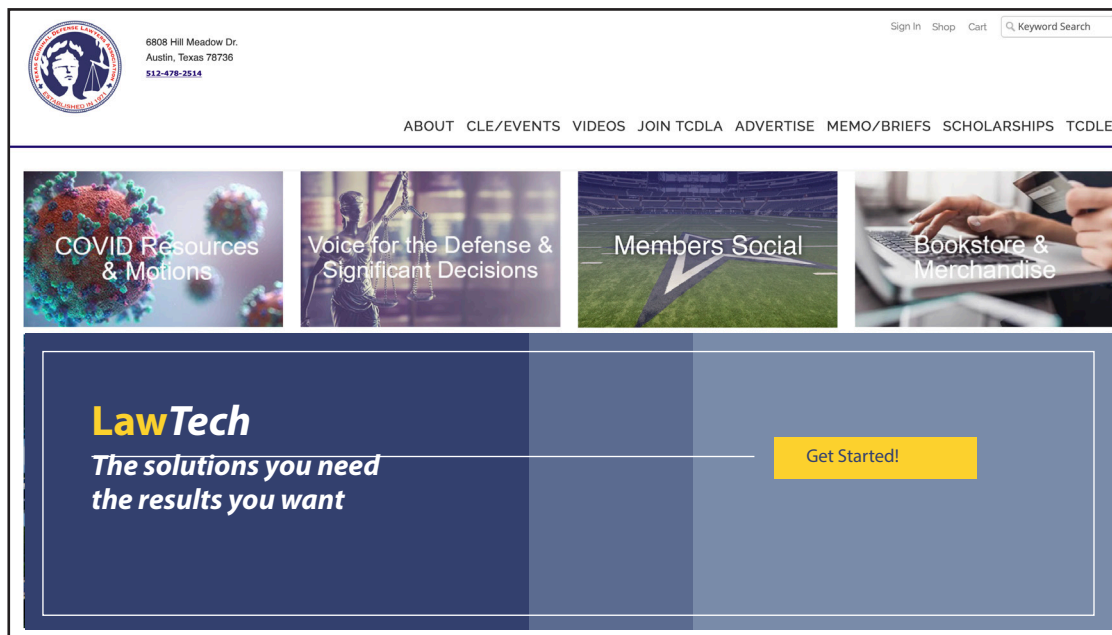
Advertisers will be protected at their contracted rate for the duration of their contract. Advertisers may be short-rate billed if the contract rate has not been earned up to the date of cancellation. Cancellations are not accepted after display ad deadlines. Advertisements must be submitted at least 45 days in advance. All advertising and exhibition options are subject to approval.

<b>Issue</b>	<b>Reservations</b>	<b>Materials</b>
January/February	November 15	December 1
March	January 15	February 1
April	February 15	March 1
May	March 15	April 1
June	April 15	May 1
July/August	May 15	June 1
September	July 15	August 1
October	August 15	September 1
November	September 15	October 1
December	October 15	November 1

# Advertise with us online!

## Advertise on tcdla.com

Advertise on our homepage! Our website has over **4,500** unique views each month! TCDLA is a member based association. For you, this means your **audience is highly narrowed**, serious about their careers, and ready to engage with products and services that best fit them!



## Ad Locations Available on tcdla.com

- Slider Banner: (Shown Above) \$1,000/mo
- Under our Announcements Section: \$1,000/mo
- Within the homepage Footer: \$500/mo

## Promote on our Podcast or a Webinar!

# 500+ for \$500!

Ready to make a lasting impact in the world of legal defense? Introducing a golden opportunity to put your brand in the spotlight!

Kick off an episode of TCDLA's podcast, Sidebar, or open a TCDLA webinar with an introduction of your company.

For just \$500, you can address an engaged audience of 500+ legal enthusiasts with a 5-minute opening to share your company's story and services.

Don't miss this chance to shine as a leader in the field. Your message, your voice, your brand – reaching the right people, at the right time.

Reserve your slot now and watch your reach and influence grow with TCDLA!

### **Channel:** *(check off preferred platform)*

Podcast       Webinar - select one of our one hour programs

### **Contact Information:** *(please type or print)*

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### **Payment Information:** *(payment must accompany the agreement in order to be processed)*

Check (payable to TCDLA)

Credit Card (Mastercard, Visa, Discover, or American Express)

Name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

*The undersigned agrees to the terms of this agreement on behalf of their company/organization.*

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

On Behalf of TCDLA: \_\_\_\_\_ Date: \_\_\_\_\_

Melissa Schank, Chief Executive Officer, Texas Criminal Defense Lawyers Association

**For office use only:** payment rec'd on: \_\_\_\_\_ amount rec'd: \_\_\_\_\_ check #/cc auth: \_\_\_\_\_

# Advertising Agreement

## Contact Information: *(please type or print)*

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Advertising Order Form:

Ad Destination	Position	Size	Cost	Frequency
Voice				
Website				
Voice Online				
Social Media				
Email Blast				
Directory				n/a

Total Amount Due: \_\_\_\_\_

## Payment Information: *(payment must accompany the agreement in order to be processed)*

Check (payable to TCDLA)

Credit Card (Mastercard, Visa, Discover, or American Express)

Name on card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

*The undersigned agrees to the terms of this agreement on behalf of their company/organization.*

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

On Behalf of TCDLA: \_\_\_\_\_ Date: \_\_\_\_\_

Melissa Schank, Chief Executive Officer, Texas Criminal Defense Lawyers Association

**For office use only:** payment rec'd on: \_\_\_\_\_ amount rec'd: \_\_\_\_\_ check #/cc auth: \_\_\_\_\_

## **Social Media Blasts**

TCDLA has more than 6,000 followers across social media platforms (Facebook, Twitter, and Instagram). By opting for social media blasts, TCDLA will post your content for our highly engaged members to view.

- Private Facebook Group\* (4.7K members): \$150 x 1 post
- Twitter (2.5K followers): \$100 x 1 tweet
- Instagram (721 followers): \$50 x 1 post
- All three available for \$225

Frequency discounts available for individual platforms, as well as package of all three platforms. Contact Alicia Thomas at [athomas@tcdla.com](mailto:athomas@tcdla.com) or 512-478-2514.

- Private Facebook Group\* (4.7K members): 15% off x 6 post
- Twitter (2.5K followers): 15% off x 6 tweet
- Instagram (721 followers): 15% off x 6 post
- All three x 6 posts - \$750 (normally \$1350)

## **Email Blasts**

Email is a direct and inexpensive way to reach potential customers. TCDLA will email your content directly to TCDLA members. Our email list is regularly updated, and your recipients can be narrowed to reach members according to type of lawyer and county. Email blasts are sent once a week.

- \$1,500 for one email
- \$1,200 each for three emails

## **Mailing Labels**

The TCDLA member mailing list offers advertisers a great opportunity to directly reach criminal defense lawyers, both private and public defenders. Recipients can be sorted by type of lawyer and county.

Reach our 3,750 members for a \$500 flat fee!

Per TCDLA policy, phone numbers and member email addresses are not made available to advertisers, only physical mail addresses. Advertiser materials sent through direct mail are subject to TCDLA Board approval.

## Professional Announcements


Professional Announcements are reserved for TCDLA members only to announce any changes to their law practice. Professional Announcements are available for placement in the Voice for the Defense, as well as TCDLA's weekly email newsletter sent to our email list of 4,000 criminal defense professionals.

- Full Page      \$875 (1x) if supplied print ready      \$975 if created by TCDLA
- 1/2 Page      \$650 (1x) if supplied print ready      \$730 if created by TCDLA
- 1/4 Page      \$450 (1x) if supplied print ready      \$485 if created by TCDLA

**Maston & Rodes LLP**  
is pleased to announce Kelly Gussisopolis as the firm's newest partner.

Kelly is a terrific addition to our team. She brings nearly 15 years of criminal defense experience to help our firm meet the needs of our clients", said Jason Gardner, Maston & Rodes managing partner. Mrs. Gussisopolis focuses her practice on appeals and post conviction. She received her Juris Doctorate in 2000 from Baylor University.

mastonandrodeslaw.com



*Steven F. Johnston*  
is pleased to announce the opening  
of his new law firm

**JOHNSTON**  
attorney at law

316 W 2nd St., Suite 112  
Austin, TX

JOHNSTONLAW.COM

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