

# The European Law Students' Association – ELSA

## Advertisement Rates

Media Card – ELSA International 2012



**elsa**

The European Law Students' Association

## About ELSA

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ELSA is the world's largest independent law students' association.

### ELSA reaches

**ELSA** Members x 33,000



**ELSA** Faculties x 300



**ELSA** National Groups x 42



The Vision of ELSA is: "A just world in which there is respect for human dignity and cultural diversity." ELSA provides opportunities for law students and young lawyers to learn about other cultures and legal systems through academic projects and events.



## Our Members

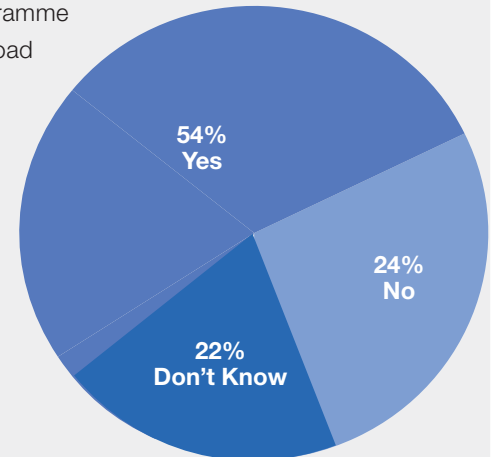
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Every five years ELSA conducts a market research among our members. The result of the market research conducted in 2007 shows that ELSA members mainly join the organisation for its international aspect. Thus our members are more internationally minded than the average law student and as such likely to continue their education or career abroad.

Our local groups are based at close to 300 law faculties around Europe, enabling ELSA to offer **excellent exposure for education programmes** toward law students in Europe.

### Interest of law students

to go on a LLM programme  
(Masters of Law) abroad



## Members' Magazine – Synergy

Synergy is a high quality, high profile, full colour publication consisting of current topics related to both ELSA and law. Synergy contains contributions from ELSA members, international institutions and legal professionals. Previous issues of Synergy can be found at [www.elsa.org/membersmagazine](http://www.elsa.org/membersmagazine)

### Distribution

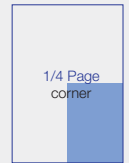
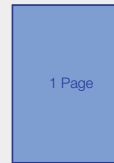
- published each year in October and March
- printed in 10,000 copies
- delivered to 300 faculties in 42 countries

The upcoming spring edition of Synergy will focus on the theme: **“Studies abroad: Improving our skills through international education”**

Booking may be confirmed with [advertisements@elsa.org](mailto:advertisements@elsa.org) before Jan 6<sup>th</sup> 2012



## Prices and Technical Specification



### Price

1/1 Page	2,500 Euros
1/2 Page (across or upright)	2,000 Euros
1/4 Page	1,200 Euros
Back Cover (full page)	3,000 Euros

### Size

1/1 Page	210mm x 279mm no bleed
1/2 Page across	190mm x 130mm no bleed
1/2 Page upright	95mm x 245mm no bleed
1/4 Page	95mm x 130mm no bleed

### Technical Data

Printing Process: Rotary Offset

Size: DIN A4, 210 x 279 mm; 52 Pages

Color: 4/4 - CMYK

Printing Material: PDF or EPS files preferred  
(TIFF- or JPG-Data in 300 dpi are also accepted)

Copies: 10,000

For long term partnership and discounts please see the final page

## Online Advertisement

The website of ELSA International **www.elsa.org** is constantly updated with news and upcoming events from the network and followed by members on a regular basis. Advertising on elsa.org with an **online link** will help you reach law students with an international mindset and academic focus.

The advertisements are shown on every page of the website. To make the advertisements more prominent the banners are stored in an advertisement feed and shown two at a time. Two new advertisements are shown after every click on a new page within the website.

### Traffic to elsa.org

The traffic to the ELSA website is close to **17,000** visits and over **9,000** unique visitors **per month**. Consequently, the page rates high on google search when searching for European law or law students.

We also publish the newsletter for our Student Trainee Exchange Programme which attracts nearly 150,000 pageviews per year to the site. Students are directed to elsa.org also through the ELSA Facebook page which has over **15,000 lifetime likes and keeps growing**.

## Prices and Technical Data

### Price

3 Months	1,500 Euros
6 Months	2,000 Euros
12 Months	2,500 Euros

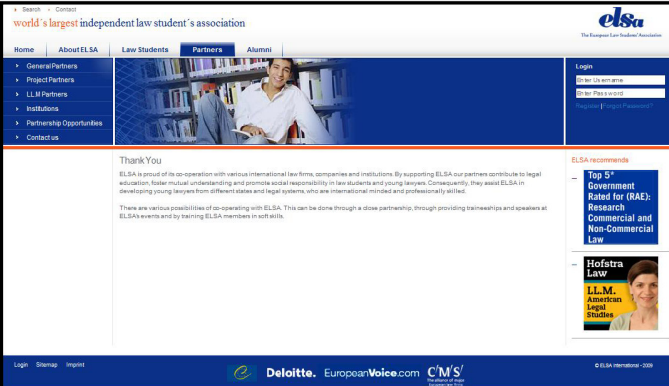
### Booking

Online banners may be booked at any time. However, it is advisable to book well in advance as space is limited and a certain period may be fully booked.

### Technical Data

Banner: 125x 125 pixel animation, JPG , GIF or Flash animation with url embedded in the file

File Size: max 100kb



The screenshot shows the ELSA International website homepage. The header includes the ELSA logo and the tagline 'The European Law Student's Association'. The main navigation menu has links for Home, About ELSA, Law Students, Partners, and Alumni. A central banner features a photograph of a woman in a library setting. Below the banner, there is a 'Thank You' section with text about ELSA's cooperation with international law firms and institutions. On the right side, there are two promotional boxes: one for 'Top 5<sup>th</sup> Government Rated for (RAE) Research Commercial and Non-Commercial Law' and another for 'Hofstra Law L.L.M., American Legal Studies'. The footer contains logos for Deloitte, EuropeanVoice.com, and C/M/S, along with the text '© ELSA International - 2008'.

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# Discounts & Long Term Advertising

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## Available Discounts

Booking a one-year link will give you a discount when booking advertisements in Synergy Magazine. Repeat your online link and Synergy advertisements and your discount will grow:

1 Year link and advertisements in Synergy **10% Discount**

2 Years link and advertisements in Synergy **15% Discount**

3 Years link and advertisements in Synergy **20% Discount**

**ELSA values its long term advertisers.** By booking advertisements for a longer period of time you will receive several benefits:

- Discount on the total price
- Exemption from prices rising during the period you booked
- Predictability in budget planning for the period
- Branding your company or university in the mind of European law students over time

If you have any questions regarding any of the advertisement possibilities offered by ELSA or other partnership opportunities, please do not hesitate to contact ELSA International at [advertisements@elsa.org](mailto:advertisements@elsa.org).



## Contact Information

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