



ADVERTISING & MEDIA KIT

2023

WEB
ADVERTISING
ALANET.ORG

LEGAL
MANAGEMENT
THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS

ALA'S LEGAL
MARKETPLACE

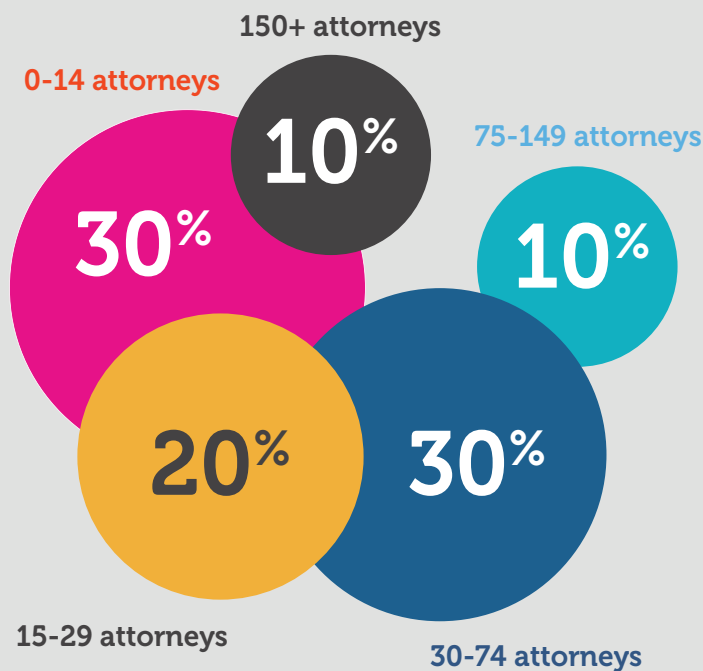
NEWSLETTER
ADVERTISING

SOLUTIONS SERIES
WEBCASTS



The Association of Legal Administrators is the undisputed leader for the business of law. Our main focus is to deliver cutting-edge management and leadership products and services to the global legal community.

ABOUT ALA MEMBERS



Did you know?

ALA is home to nearly 9,000 legal professionals representing the Am Law 200, corporate counsel and government legal departments.

Sourcing responsibilities include:

- Facilities management
- Finances
- HR
- Marketing
- Travel
- IT solutions

Member titles include:

- Chief Executive Officer
- Chief Operating Officer
- Chief Technology Officer
- Executive Director
- Director of HR
- Director of Finance
- Manager of Operations
- Office Administrator

80%

of ALA members make the final purchasing decision for their firm

100%

of members influence the final purchasing decision

92%

of ALA members are in a management position

LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS



DIGITAL



Legal Management magazine is the definitive resource for ALA member news, content and solutions that apply to their firm's business operations on a responsive website. New issues will be open to both members and non-members alike, while archived issues will contain evergreen advertising for members to view.

BUILD YOUR BRAND & REACH YOUR CUSTOMERS

Published 10 times per year and delivered electronically, the magazine reports on topics within ALA's five knowledge areas:

- Legal Industry/Business Management
- Human Resources Management
- Financial Management Communication
- Organizational Management
- Operations Management

37%

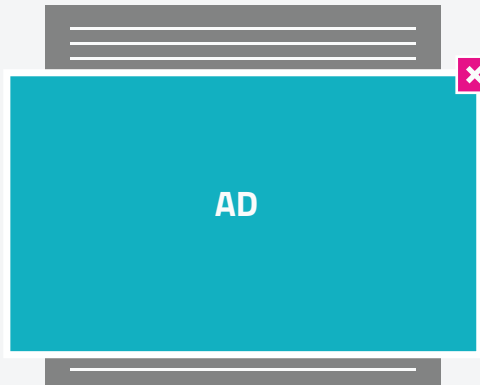
Open Rate

4,068

Page Views

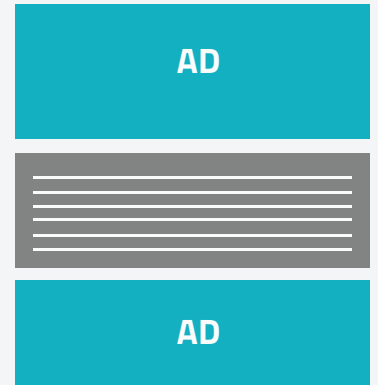
7,224

Average Reach



Full Page Pop-Up

1200 x 900 (desktop), 300 x 300 (mobile),
8.5"x11" (pdf)



In-Context Ad

1200 x 400 (desktop), 300 x 300 (mobile),
Re-use Desktop size (pdf)



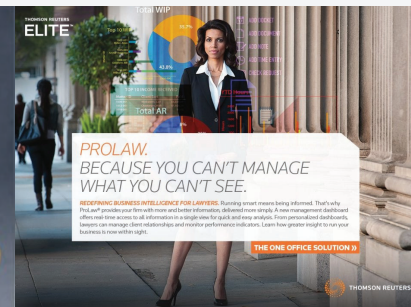
PRINT

Reach all active and new members' desks with the year's highest rated articles and topics.

The annual print edition is mailed to more than 10,000 members and legal management professionals once per year and distributed at every ALA conference and event.

THE PERKS AND PROBLEMS OF LATERAL HIRING

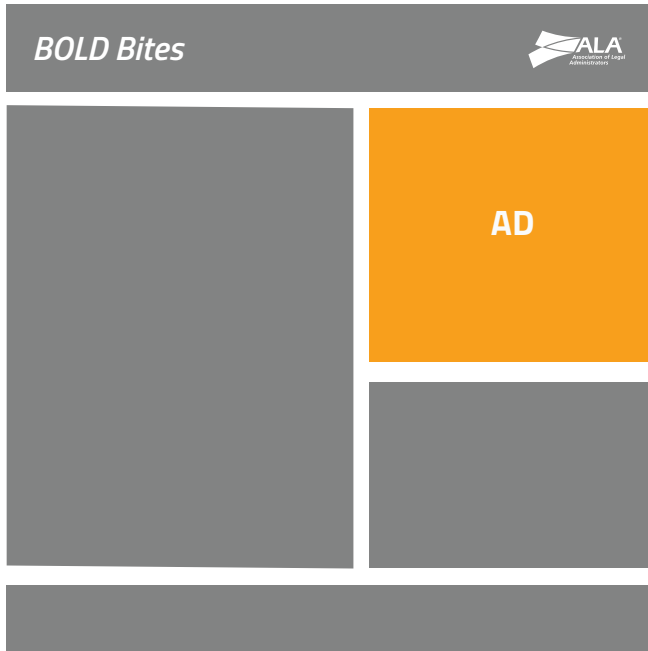
It's a hot trend in the legal industry now. Is it the right option for your office?



NEWSLETTER ADVERTISING



BOLD Bites



10,104 **31%**

Average Reach

Open Rate

Drive awareness into qualified mailboxes with our weekly e-newsletter digest that discussed member news, updates, industry trends and innovations in the legal management industry, keeping both members and business partners in the know.

Just the Facts

54%

Open Rate

500

Chapter Executives Reached

Just the Facts is a bimonthly, electronic communication that provides chapter leaders with important information relevant to their duties. In addition to chapter leaders, *Just the Facts* is distributed to ALA's Board of Directors, Regional Representatives and is also archived at alanet.org.

ALA has 91 chapters throughout the United States, Canada and Puerto Rico. Business partners have excellent opportunities to get in front of these chapters by advertising in *Just the Facts*. Build recognition in this e-newsletter to attract potential local and regional business.

Advertise with a 300x300 pixel display at the top of the newsletter.



DIGITAL

WEB ADVERTISING



ALAnet.org

ALA's website is where legal management leaders network, register for events and find solutions. Enhance your marketing plan and make yourself visible with monthly access to thousands of legal management professionals.

128,851

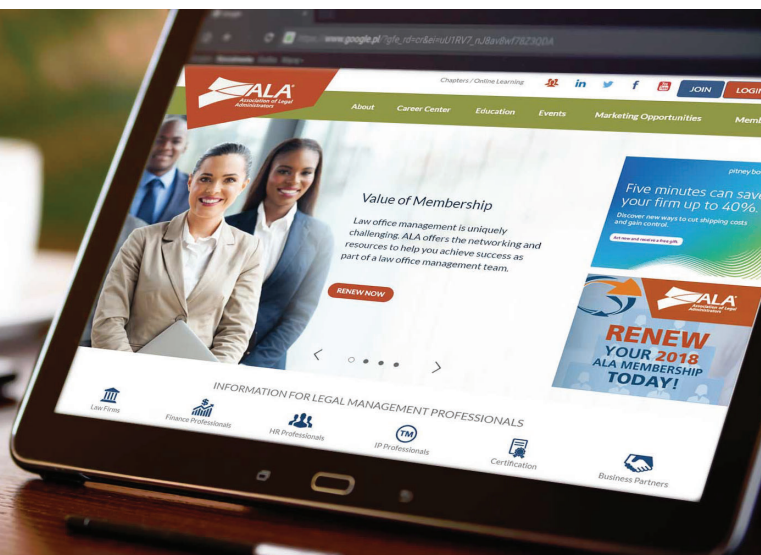
Monthly Page Views

36,467

Monthly Visits

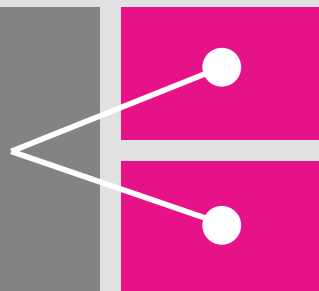
15,498

Monthly Unique Visitors



ALAnet.org

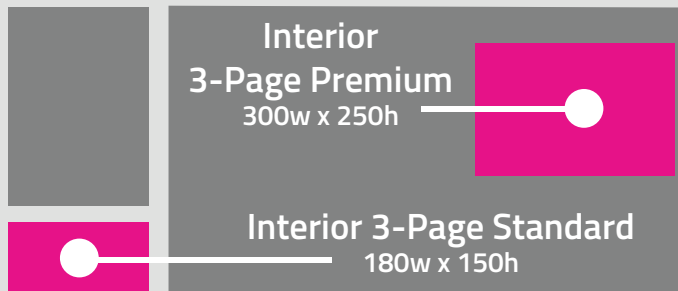
Home Page
Premium Rotator
300w x 250h



ALAnet.org

Interior
3-Page Premium
300w x 250h

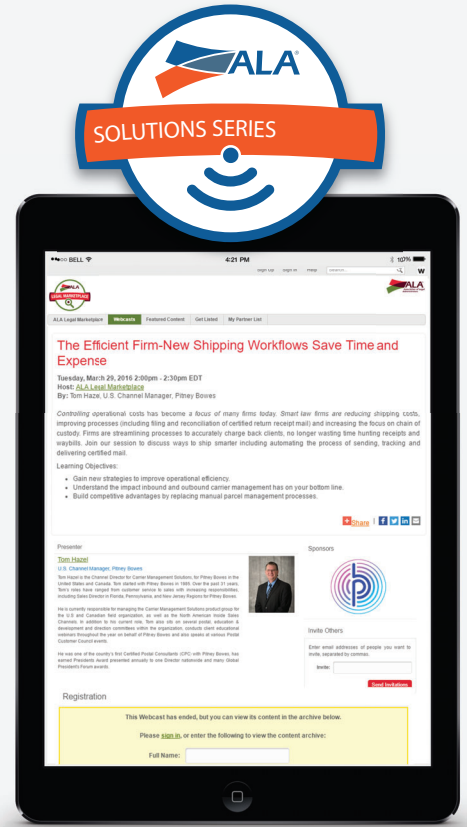
Interior 3-Page Standard
180w x 150h



SOLUTIONS SERIES WEBCAST



The ALA Solutions Series Webcasts provide unique subject matter expertise and business insights for law firms and are free to register. Bring new ideas to the legal marketplace by sponsoring a custom webcast designed to showcase your organization's best practices for law firm success.



137

Avg. Registrants

40,000

Avg. Impressions

50%

Live Attendance



Direct pre- and post-webcast marketing by ALA

Includes (1) dedicated email to all ALA members featuring only your webcast



Access to customized contact lists of all registered attendees



Evergreen archive of your webcast hosted on ALA's Legal Marketplace

ALA'S LEGAL MARKETPLACE



Connect your product and services to a targeted audience of legal professionals. More than 50% of members start their search here with our qualified search engine. Customize and build your brand!

5,063

Monthly Searches

2,735

Monthly Visitors



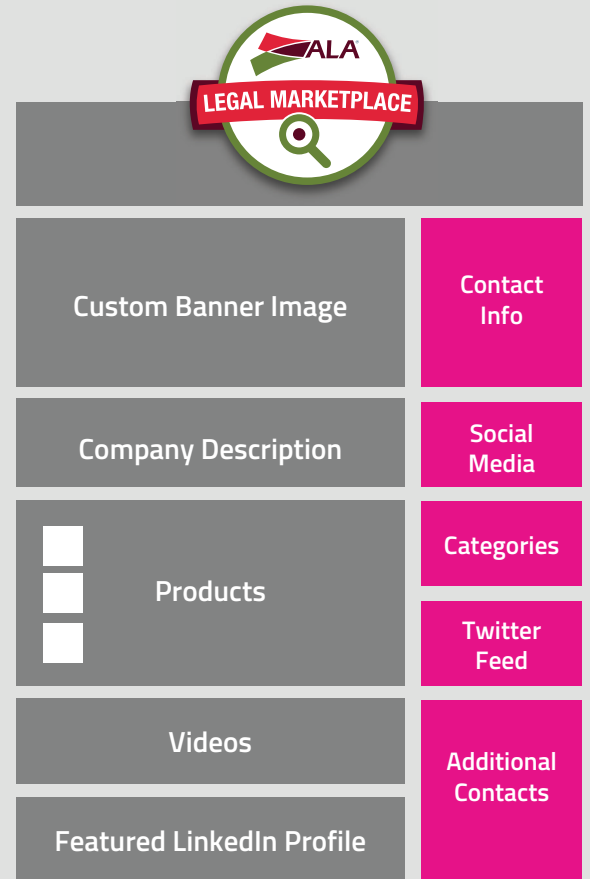
SEARCH



FIND



SIMPLIFY



Contact Us Today

ALAbp.org

ADVERTISING INQUIRIES

Tiffany Teal

tteal@alanet.org | 443.802.2576

VIP PARTNERSHIPS & PROGRAMMING

Fred Ullman

fullman@alanet.org

2023 ALA Digital Rates and Order Form



ALA Mailing Address
8600 W. Bryn Mawr Ave., Suite 400N,
Chicago, IL 60631

VIP Accounts
Fred Ullman
fullman@alanet.org

Nat. Accounts
Tiffany Teal
tteal@alanet.org

Send Materials to
marketing@alanet.org

Web Advertising

3 months 6 months 12 months

Home Page Premium Rotator (300w x 250h)	<input type="radio"/> \$1,595/mo.	<input type="radio"/> \$1,295/mo.	<input type="radio"/> \$995/mo.
Interior 3-Page Premium (300w x 250h)	<input type="radio"/> \$1,195/mo.	<input type="radio"/> \$995/mo.	<input type="radio"/> \$595/mo.
Interior 3-Page Standard (180w x 180h)	<input type="radio"/> \$595/mo.	<input type="radio"/> \$495/mo.	<input type="radio"/> \$295/mo.

Indicate the months you would like to advertise

All Months Jan Feb Mar Apr May June Jul Aug Sept Oct Nov Dec

E-newsletters

BOLD Bites (weekly) 1st Sponsor (300w x 250h)	<input type="radio"/> \$1,595/week for _____ weeks
BOLD Bites (weekly) 2nd Sponsor (300w x 250h)	<input type="radio"/> \$1,295/week for _____ weeks
Just the Facts (300w x 250h)	<input type="radio"/> \$995/month for _____ months
Legal Management Alert (300w x 250h)	<input type="radio"/> \$1,495/month for _____ months

Indicate the months you would like to advertise

All Months Jan Feb Mar Apr May June Jul Aug Sept Oct Nov Dec

Week Requested: 1 2 3 4

ALA Solutions Series Webcasts

\$4,500/month for _____ months. Months Requested: _____

ALA Legal Marketplace (12 months from date of signature)

Premium:	<input type="radio"/> \$995
Category Sponsorship:	<input type="radio"/> \$500

ALA TOTAL SPEND \$ _____

Billing Schedule In full Other _____

Signature (x) _____ **Date:** _____

Submitted By

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Email _____
Phone Number _____

Payment Information

Invoice at address above Charge card
Card Type VISA M/C AMEX
Card Number _____
Exp. Date _____ Sec Code _____
Name on Card _____

TERMS: This agreement is non cancellable. Signing this insertion order (whether by a representative of the advertiser and/or a representative of an agency working on behalf of the advertiser) represents a binding contract to provide, place, and pay for advertising in ALA's print and/or digital products as stated in the order. Publisher reserves the right to reject any advertisement. Digital ad files must be provided to the publisher by the material due dates indicated in the ALA Media Kit. Failure to make payment when due shall result in a service charge from the date of publication of 5% per month or maximum permissible rate. Costs of collection, including legal fees, shall be borne by the advertiser or agency. Failure to make payment when due also may void any scheduled added-value benefits for the advertiser, at the publisher's discretion.