



# ADVERTISING & MEDIA KIT

2024

WEB  
ADVERTISING  
ALANET.ORG

LEGAL  
MANAGEMENT  
THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS  
LEGALMANAGEMENT.ORG

ALA'S LEGAL  
MARKETPLACE

NEWSLETTER  
ADVERTISING

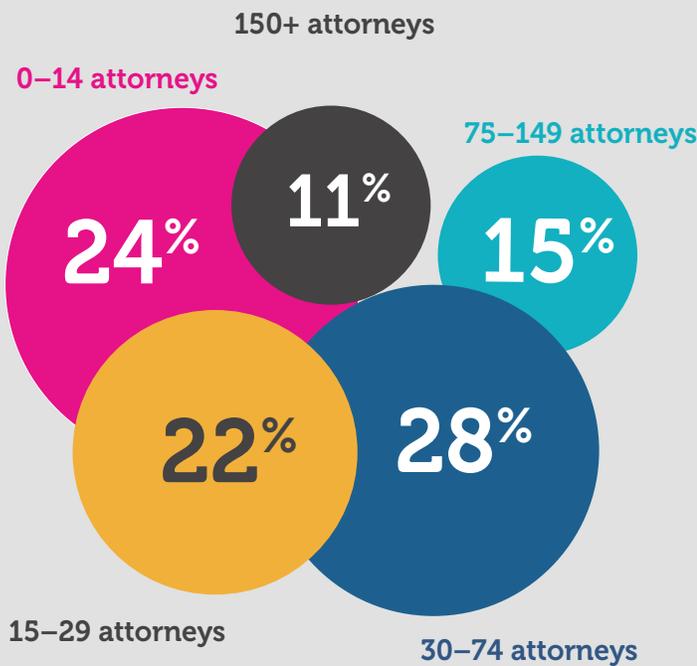
SOLUTIONS SERIES  
WEBCASTS

[alanet.org/marketing-opportunities](https://alanet.org/marketing-opportunities)



ALA is the premier professional association connecting leaders and managers within the legal industry. We provide extensive professional development, collaborative peer communities, strategic operational solutions, and business partner connections empowering our members to lead the business of law.

## ABOUT ALA MEMBERS



### Did you know?

ALA is home to over 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 Human Resources
- 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 nonmembers alike, while archived issues will contain evergreen advertising for members to view.

## BUILD YOUR BRAND AND REACH YOUR CUSTOMERS

*Legal Management* is digitally published 10 times a year, with extra content pushed in between issues via our LM Extras. Our articles cover topics within ALA's five knowledge areas:

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

**41%**

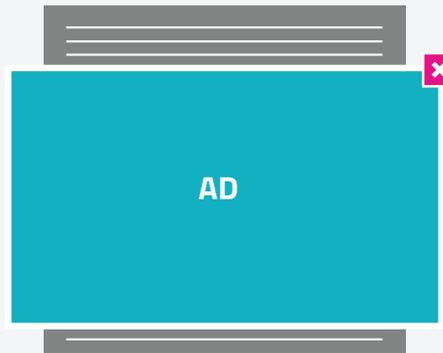
Open Rate

**2,500**

Page Views

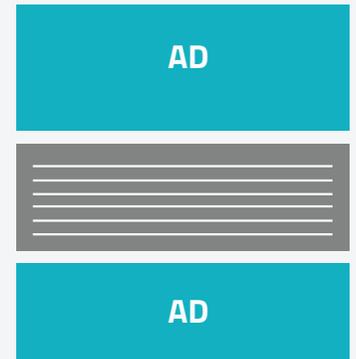
**3,000**

Average Reach



### Full Page Pop-Up

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

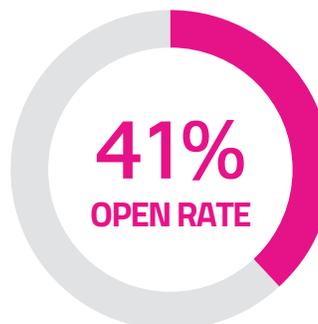


### In-Context Ad

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

## LEGAL MANAGEMENT EMAIL BLAST

Every digital issue of *Legal Management* is delivered to the inboxes of both members and subscribers. With an open rate of 41% — and only one advertiser per email — it's the perfect opportunity to get just your message in front of an engaged audience.



### Email Header Ad

600x172 pixels

# LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS



PRINT



## Annual Print Issue Ad Specs

Full-Page (no bleed): 7.5" w x 10" h

Full-Page (bleed, no extra fee): 8.75" w x 11.25" h

(live area 0.5" from edge)

Format: Hi-Res PDF file

Video may have [kind of] killed the radio star (shout out to The Buggles), but the internet changed the way we deliver content. However, that doesn't mean there isn't still room for print.

Each year, *Legal Management* publishes a print issue that focuses on one theme that's making headlines in the industry. Past issue topics include health and wellness, and leadership. The 2024 issue will be a guide to all things succession planning at your firm.

Not only is it delivered to every member each July, it's also available at ALA events, including our Annual Conference & Expo. It's the perfect way to give your message a longer shelf life in front of our members. Plus, you know you miss print, too.

[alanet.org/marketing-opportunities](https://alanet.org/marketing-opportunities)

# NEWSLETTER ADVERTISING



DIGITAL

## BOLD Bites

CONNECT WITH ALA

BOLD Bites HR EDITION

ALA Association of Legal Administrators

ATTEND ALA Events

READ Legal Management

SEARCH Legal Marketplace

FIND/POST a Job

September 11, 2023

**TOP STORY**

**Hot Off the Press: September Legal Management**

The performance review management systems of the past will not survive — nor should they. They are top-down, time-consuming, production-halting, anxiety-provoking and sometimes adversarial, and generally look to record the past rather than develop future performance. Since these old-style reviews typically happen once a year, they are a blunt instrument at best, ineffective for course correcting in today's fast-paced workplace. Be sure to read this month's cover story, "6 Strategies to Revamp Your Performance Reviews," to learn about how you can modernize your firm's performance review process to ensure all your employees feel empowered and included.

Be sure to check out these articles, too:

- [Keep Employees from Leaving by Providing What They Need](#): Find out how to effectively retain qualified workers by offering the job experience they want.
- [5 Steps to a More Efficient Office](#): These are the areas to optimize your processes and practice to make positive changes.
- [Artificial Intelligence and ChatGPT in Legal Practice: Navigating the Pros and Cons](#)

**"I love paperwork!"**  
(said no one, ever.)

Streamline your work. [Schedule a Demo](#)

**Tabs3**   
by profitcolly  
Billing | Practice Management | Accounting

**Trusted ERC Experts**  
File for Your Firm's  
Covid Tax Repayment  
[sheridanadvisors.com](#)

**Tax Credit Webinar**  
10/24/23

10,125

Average Reach

37%

Open Rate

Engage members weekly with our weekly e-newsletter, *BOLD Bites*. This digest covers member news, updates, industry trends and innovations in the legal management industry, keeping both members and business partners in the know.

## Just the Facts

50%

Open Rate

650

Chapter Leaders Reached

*Just the Facts* is a monthly e-newsletter 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 84 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 monthly e-newsletter to attract potential local and regional business.

Advertise with a 300x250 pixel display at the top of the newsletter.

[alanet.org/marketing-opportunities](http://alanet.org/marketing-opportunities)

# WEB ADVERTISING



## ALAnet.org

ALA's website is where legal management professionals come together to discover resources to advance their careers. Whether it's professional development events, networking opportunities or solutions to challenges, legal managers know they can count on ALA to provide them what they need. Enhance your marketing plans with monthly access to this vast network of legal industry leaders.

# 95,000

Monthly Page Views

# 34,000

Monthly Visits

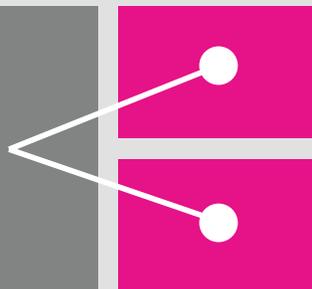
# 14,000

Monthly Unique Visitors



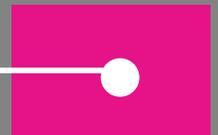
### ALAnet.org

Home Page  
Premium Rotator  
300w x 250h



### ALAnet.org

Interior  
3-Page Premium  
300w x 250h



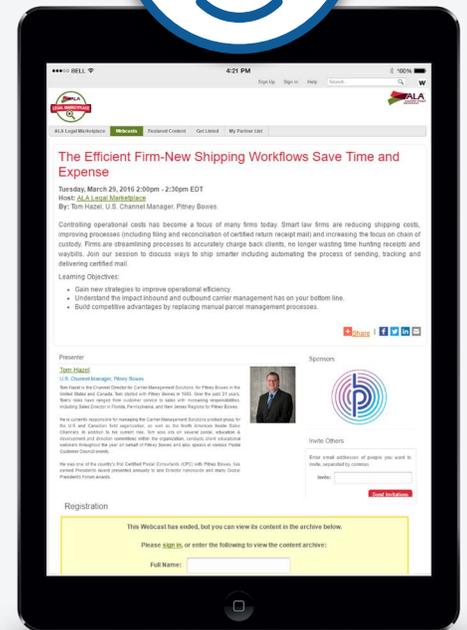
Interior 3-Page Standard  
180w x 150h



# SOLUTIONS SERIES WEBCAST



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



ALA promotes Solution Series Webcasts the following ways:

- ALA Homepage Slider
- Listing in *BOLD Bites* e-newsletter calendar
- Write-up in *BOLD Bites* e-newsletter
- One blast email
- One social media post

Once the webcast ends, you'll be provided with the attendee list, chat transcript, survey results and an MP4 file of it. We'll also archive it on our website so our members can view the recording on-demand at their convenience.

100

Avg. Registrants

32,000

Avg. Impressions

60%

Live Attendance



Includes email to all 9,000+ ALA members featuring your webcast



Access to customized contact lists of all registered attendees



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

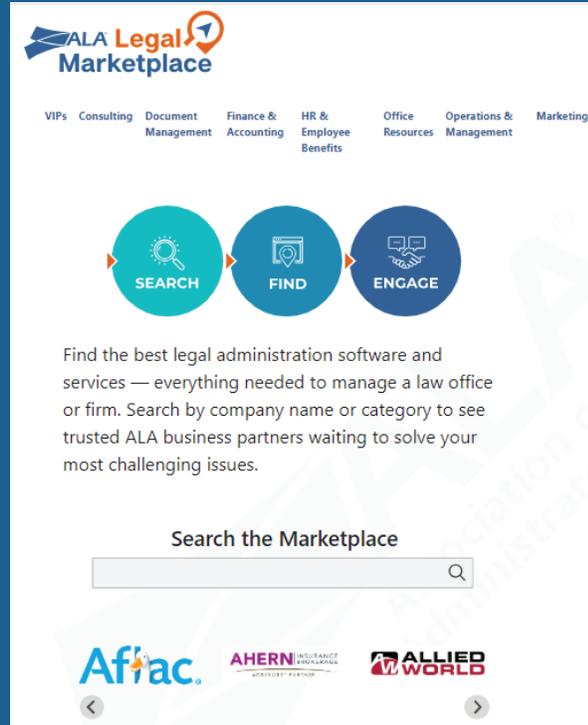
# ALA'S LEGAL MARKETPLACE



ALA's Legal Marketplace is the premiere online solutions directory. The ALA community uses the Marketplace to search for solutions they can trust. ALA promotes and drives traffic to the Marketplace throughout the year. Get listed today so ALA members can discover your solutions that will make their firms successful.

**5,063**  
Monthly Searches

**2,735**  
Monthly Visitors



  
**SEARCH**

  
**FIND**

  
**ENGAGE**

[alanet.org/marketing-opportunities](http://alanet.org/marketing-opportunities)

## Contact Us Today

[alanet.org/marketing-opportunities](http://alanet.org/marketing-opportunities)

VIP PARTNERSHIPS & PROGRAMMING

**Fred Ullman**

[fullman@alanet.org](mailto:fullman@alanet.org)

+1-847-267-1375

# 2024 ALA Digital Rates and Order Form



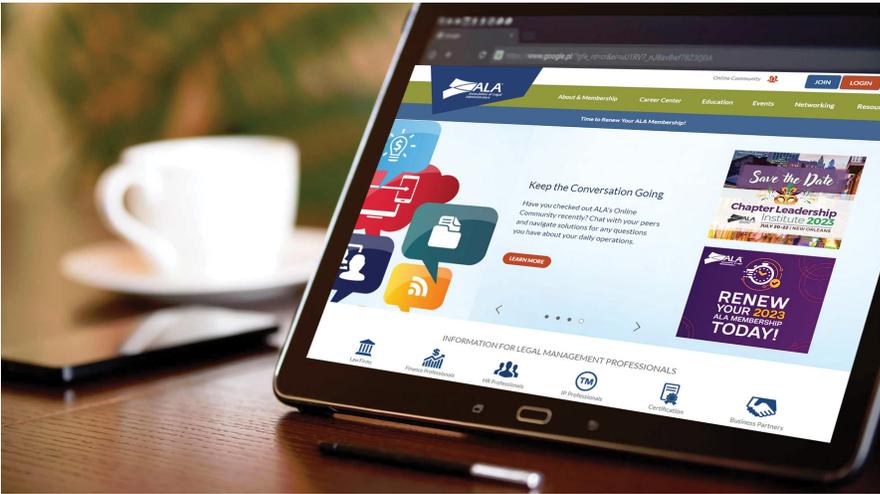
**ALA Mailing Address**  
8600 W. Bryn Mawr Ave., Suite 400N,  
Chicago, IL 60631 USA

**VIP Accounts**  
**Fred Ullman**

Director, Business Development  
[fullman@alanelt.org](mailto:fullman@alanelt.org)  
+1-847-627-1375

**Send Materials to**  
[marketing@alanelt.org](mailto:marketing@alanelt.org)

**Please include URL**  
**with digital ad.**



## 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

<b>BOLD Bites</b> (weekly) 1st Sponsor (300w x 250h)	<input type="radio"/>	\$1,595/week for _____ weeks
<b>BOLD Bites</b> (weekly) 2nd Sponsor (300w x 250h)	<input type="radio"/>	\$1,295/week for _____ weeks
<b>Just the Facts</b> (300w x 250h)	<input type="radio"/>	\$995/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 per ALA Solutions Series Webcasts (Every Tuesday, 2pm Eastern Time)

Dates requested: \_\_\_\_\_

## ALA Legal Marketplace (12 months from date of signature)

Marketplace Listing:  \$995

## Legal Management Magazine

**(1) Insertion All issues (10 insertions)**

Full-Page Digital Pop-Up Ad	<input type="radio"/>	\$1,200	<input type="radio"/>	\$10,000
In-Context Digital Ad (2 placements each issue)	<input type="radio"/>	\$1,500	<input type="radio"/>	\$12,000
Full Page Print Ad	<input type="radio"/>	\$4,500		N/A

**Legal Management Email Alerts**  \$1,495/month for \_\_\_\_\_ months

**ALA TOTAL SPEND \$** \_\_\_\_\_ **Signature** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Submitted By

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_  
Phone Number \_\_\_\_\_

**To pay by credit card, please call**  
**call +1-847-267-1375**

**TERMS:** This agreement is noncancellable. 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.

# LEGAL MANAGEMENT

The Magazine of the Association of Legal Administrators  
2024 Editorial Calendar



## JANUARY

LIVE: Jan 12



- The Toxic Employee Problem
- Strategies for Being Powerfully Productive This Year
- Filling the Legal Secretary Gap



- Ad Reservations: Nov 17
- Ads Due: Dec 1
- Article Pitches Due: In Progress
- Copy Due: Nov 14

## FEBRUARY

LIVE: Feb 9

### FOCUS ON FINANCE



- Building a Budget that Includes Professional Development
- Business Development Practices to Make Your Firm Stand Out
- The Billable Hour Problem



- Ad Reservations: Dec 18
- Ads Due: Jan 5
- Article Pitches Due: Nov 1
- Copy Due: Dec 18

## MARCH

LIVE: March 8



- What It Takes to Succession Plan Successfully
- How to Fight Imposter Syndrome
- Building Healthy Firm Cultures



- Ad Reservations: Jan 22
- Ads Due: Feb 13
- Article Pitches Due: Dec 8
- Copy Due: Jan 22

## APRIL

LIVE: April 12



- Minding Your Mental Health to Avoid Burnout
- Take Advantage of In Demand Practice Areas
- Recruiting (and Retaining) Strategies



- Ad Reservations: Feb 16
- Ads Due: March 11
- Article Pitches Due: Jan 5
- Copy Due: Feb 16

## MAY

LIVE: May 10



- 4 Steps to Mastering Workflow Automation
- Want to Boost Profitability? Invest in People
- Tips for Successful Virtual Onboarding



- Ad Reservations: March 11
- Article Pitches Due: Feb 9
- Ads Due: April 8
- Copy Due: March 11

## JUNE

LIVE: June 14



- 4 Ways to Gain a Stronger Perspective of Client Needs
- Helping Co-Workers After Trauma
- Does AI Help (or Hurt) Bias When It Comes to Hiring?



- Ad Reservations: April 22
- Article Pitches Due: March 4
- Ads Due: May 6
- Copy Due: April 22

## JULY/AUGUST

LIVE: July 19



- Spotting (and Helping) Impaired Workers
- Fostering Collaborative and Inclusive Leadership
- Legal Growth Strategies (Hint: The Client Isn't Always Right)



- Ad Reservations: May 24
- Article Pitches Due: April 9
- Ads Due: June 10
- Copy Due: May 24

## SEPTEMBER

LIVE: Sept 13



- Recruiting Gen Z
- Change Management in a Resistant Industry
- Where Firm Ownership Outside of Lawyers Stands



- Ad Reservations: July 9
- Article Pitches Due: May 13
- Ads Due: July 26
- Copy Due: July 9

## OCTOBER

LIVE: Oct 11

### FOCUS ON TECH



- The State of AI and Legal
- Records Management Best Practices
- Business Continuity After a Cyber Breach



- Ad Reservations: Aug 9
- Article Pitches Due: June 7
- Ads Due: Sept 6
- Copy Due: Aug 9

## NOVEMBER/DECEMBER

LIVE: Nov 15



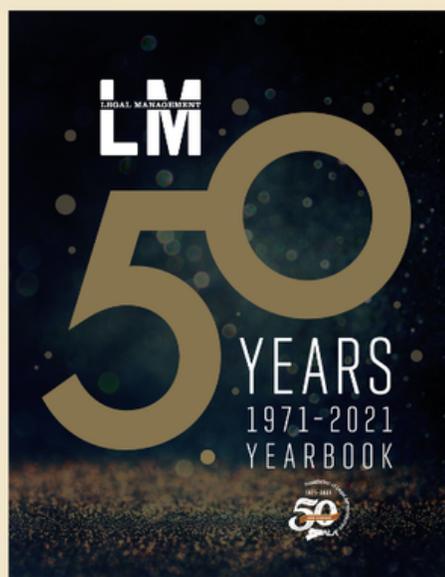
- The Case for Contingency-Fee Work
- Making Mentorship Work in a Remote World
- 4-Day Work Week: Is It Viable for Legal?



- Ad Reservations: Sept 9
- Article Pitches Due: July 9
- Ads Due: Oct 4
- Copy Due: Sept 9

## ANNUAL PRINT ISSUE

In-Homes:  
Summer 2024



Each year, we produce a themed issue of *Legal Management* that is printed and mailed to every member. The 2024 issue will tackle all things succession planning. Key dates:

- Copy pitches due: February 2
- Ad reservations due: March 29
- Ad materials due: April 29

## I want to contribute content and/or advertise. What are my options?

We welcome contributions from members, freelance writers, industry experts and business partners:

- For **writer contributor guidelines**, visit [alanet.org/legalmgmt](https://alanet.org/legalmgmt). If you have a topic you don't see listed on this calendar, we'd love to hear it! Send pitches to [publications@alanet.org](mailto:publications@alanet.org).
- Have a timely topic that just can't wait? We publish **LM Extras** in between issues at [legalmanagement.org/lm-extras](https://legalmanagement.org/lm-extras). Send your ideas to [publications@alanet.org](mailto:publications@alanet.org).
- **Business partners** have a special set of content submission guidelines. You'll find them at [alanet.org/bp-guidelines](https://alanet.org/bp-guidelines) for complete details.

### WHAT ABOUT ADVERTISING ?

Thank you for wanting to support ALA! Our sales team is happy to talk with you about options. Email them at [fullman@alanet.org](mailto:fullman@alanet.org) so they can find the perfect option for your needs. Be sure to ask about ad space in our **annual print issue of Legal Management**, which mails to members every summer.

MEDIA	DUE DATE	SPECS	FORMAT
<b>WEB ADVERTISING</b> <i>alanet.org</i>	2 weeks prior to run date	300w x 250h	JPEG & .GIF
<b>LEGAL MANAGEMENT</b> <i>(print)</i>	April 29, 2024	Full-Page 8.5X11 with .125" bleed on all sides	Hi-Res PDF File
<b>BOLD BITES</b> & <i>Just the Facts</i>	2 weeks prior to run date	300w x 250h	JPEG
<b>LEGAL MANAGEMENT</b> <i>(digital)</i>	all materials are due on or before the 15th of the month prior to run date	<p>Submit (1) ad in (3) sizes:</p> <p><b>Digital Pop Up</b></p> <ul style="list-style-type: none"> <li>• Desktop: 1200 x 900</li> <li>• Mobile: 300 x 300</li> <li>• PDF Download: 8.5" x 11"</li> </ul> <p><b>In-Context</b></p> <ul style="list-style-type: none"> <li>• Desktop: 1200 x 400</li> <li>• Mobile: 300 x 300</li> <li>• PDF: 1200 x 400</li> </ul> <p><b>Home Page Ad</b></p> <ul style="list-style-type: none"> <li>• Desktop: 730 x 380</li> <li>• Mobile: 300 x 460</li> <li>• PDF: 8.5" x 11"</li> </ul>	JPEG or .PNG, 150 dpi, RGB color

Send materials to [marketing@alanet.org](mailto:marketing@alanet.org).

Include URL for all digital ads.

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