2027 ALA Digital Rates and Order Form

LEGAL MANAGEMENT MAGAZINE

Billboard Home-Page Ad (970wx250h - JPG, PNG, Video)	○ $2,000/month for _____ months
Billboard Article-Page Ad (970wx250h - JPG, PNG, Video)	○ $1,500/month for _____ months
Skyscraper Ad (Both) + Mobile Banner Ad (120wx600h + 300wx250h - JPG, PNG)	○ $2,000/month for _____ months
Skyscraper Ad (One Side Only) + Mobile Banner Ad (120wx600h + 300wx250h - JPG, PNG)	○ $1,100/month for _____ months ○ Right-side ○ Left-side

Legal Management Talk Podcasts
Exclusive Sponsorship (six podcasts) ○ $7,500

Indicate the dates and categories you would like to advertise in:

E-NEWSLETTER/EMAIL ADVERTISING

BOLD Bites (weekly) 1st position (600wx60h)	○ $1,595/week for _____ weeks
BOLD Bites (weekly) 2nd position (600wx60h)	○ $1,295/week for _____ weeks
BOLD Bites (weekly) 3rd position (600wx60h)	○ $995/week for _____ weeks

Indicate the dates and positions you would like to advertise:

WEB ADVERTISING

	3 months	6 months	12 months
Exclusive Interior Page (300wx250h)	○ $1,195/mo.	○ $995/mo.	○ $595/mo.

Indicate the months you would like to advertise

○ ALL MONTHS

○ JAN ○ FEB ○ MAR ○ APR ○ MAY ○ JUNE ○ JUL ○ AUG ○ SEP ○ OCT ○ NOV ○ DEC

ALA SOLUTIONS SERIES WEBCASTS

○ $4,500 per ALA Solutions Series Webcasts (Every Tuesday)
Dates requested: _____

ALA BUSINESS PARTNER DIRECTORY & RESOURCE HUB

Marketplace Listing: ○ $995
(12 months from date of signature)

ALA WEB-BASED COURSES (HR and FINANCE)

Sponsorship
○ HR ○ FINANCE
○ $10,000 per course
○ $18,000 exclusive topic of 2 courses

ALA WEBINARS

Sponsorship of six webinars ○ $7,500

Indicate the dates and episodes you would like to advertise:

ALA TOTAL SPEND $ _____

SIGNATURE: _____

DATE: _____

ALA Mailing Address
8700 W. Bryn Mawr Ave.,
Suite 610N,
Chicago, IL 60631 USA

VIP Accounts
Fred Ullman
Director, Business Development
fullman@alanet.org
+1-847-627-1375

Send Materials to
advertising@alanet.org

PLEASE INCLUDE URL WITH DIGITAL AD.

SUBMITTED BY

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

To pay by credit card, please use the payment link from invoice.

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.