



2026 ADVERTISING AND MEDIA KIT

THOUGHT LEADERSHIP

- › ALA's Solutions Series Webcasts
- › ALA Web-Based Courses (HR and Finance)
- › ALA's *Legal Management Talk* Podcasts
- › ALA's Webinars



Website
Advertising



Legal Management
Magazine



E-Newsletter
Advertising



ALA's Legal Marketplace
(National Business Partner Directory)

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Utilizing ALA business partners has made my purchasing decisions a pleasant and efficient process. I prefer to do business with people I know and like. Having the opportunity to meet face-to-face with business partners at international, regional and local conferences is the perfect way to establish relationships and build trust. I depend on my business partners to keep me informed and up to date on new product and services.

GLENDIA C. RALEY

Office Administrator
ULMER & BERNE LLP



ALA
Association of Legal
Administrators

**VISION
STATEMENT**

Creating excellence. Driving
innovation. Empowering
leaders in law.



ALA
Association of Legal
Administrators

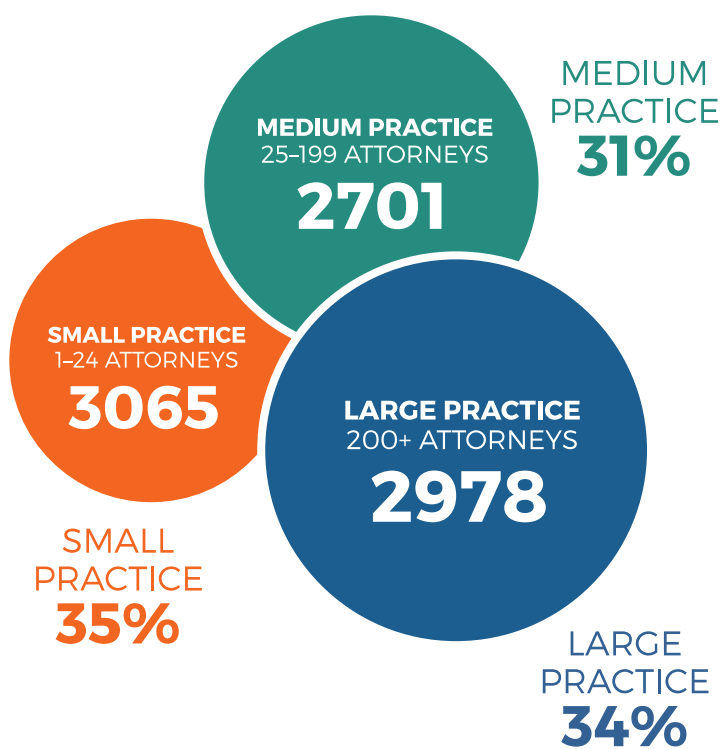
**MISSION
STATEMENT**

ALA is the catalyst for
growth by providing:

- Diverse educational experiences.
- Engaged peer communities.
- Strategic solutions.
- Dynamic resources.
- Trusted networks.

About ALA Members

ALA is home to more than 9,000 legal professionals representing law firms, corporate counsel and government legal departments.



Did you know?

Sourcing responsibilities include:

- › Overall Management
- › Human Resources
- › Financial Management
- › Facilities Management
- › IT/Systems Management
- › Marketing

Member titles include:

- › Chief Executive Officer
- › Chief Operating Officer
- › Chief Technology Officer
- › Executive Director
- › Director of Human Resources
- › Director of Finance
- › Manager of Operations
- › Legal Administrator



Legal Management:

The magazine of the Association of Legal Administrators

DIGITAL



Our articles cover topics within ALA's five knowledge areas:

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

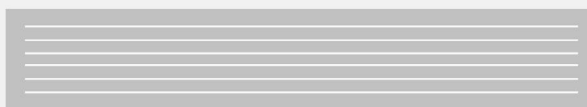
Legal Management magazine is the definitive resource ALA members turn to for legal industry content. Published digitally 11 times a year, readers come here to learn the latest solutions for their firm's business operations — all on a responsive website.

57%
OPEN RATE

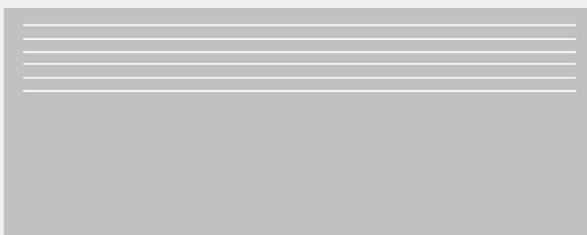
4,470
PAGE VIEWS

4,657
AVERAGE REACH

In-Context Ad



728 w x 90 h (desktop)



Mobile Devices



**300 w x 300 h
(mobile)**

\$1,500 One Insertion

\$12,000 All issues (11 insertions)



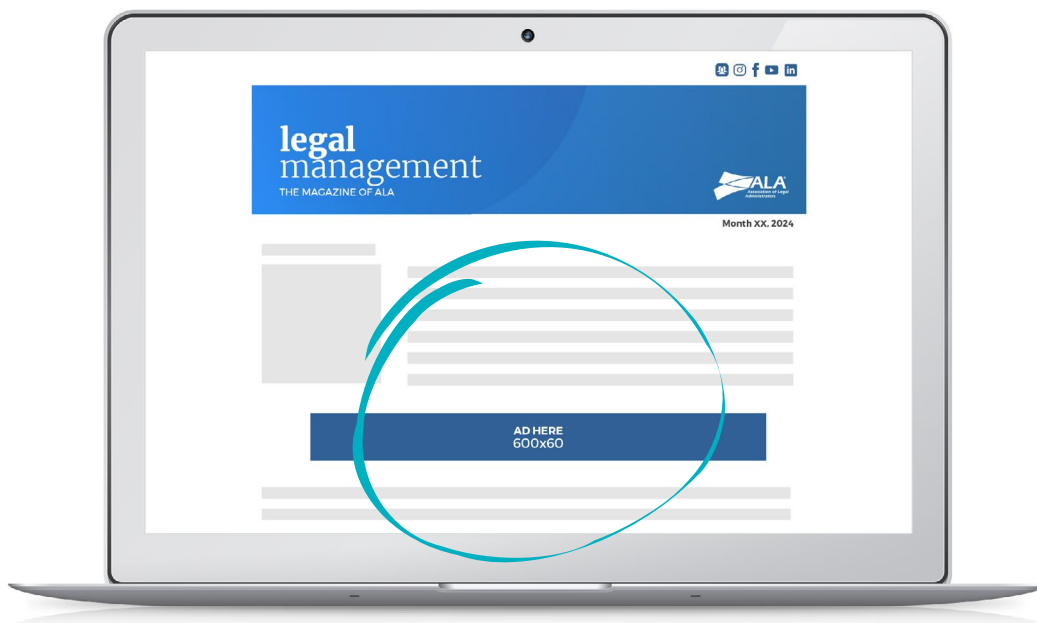
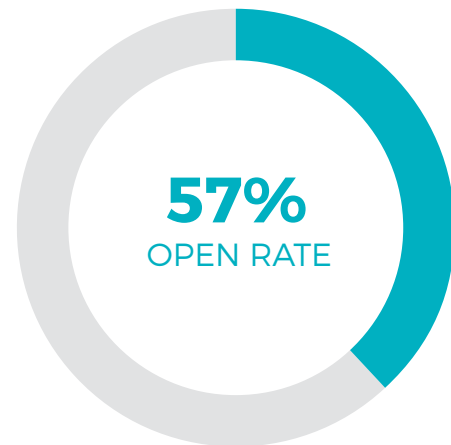
Legal Management:

The magazine of the Association of Legal Administrators

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 nearly 57% — and only one advertiser per email — it's the perfect opportunity to get your message in front of an engaged audience.

\$1,495 per month



See what it's all about! Check out the current issue of *Legal Management* at alanet.org/legal-management.



E-Newsletter and Email Advertising



BOLD Bites

Bite-sized news to start your week

BOLD Bites is delivered every Monday (or Tuesday if it's a holiday) to members' inboxes. This weekly resource offers informational "bites" about featured top stories from the legal industry, calendar of upcoming ALA events, and other hot topics important to our members. All ALA members are automatically signed up to receive it.

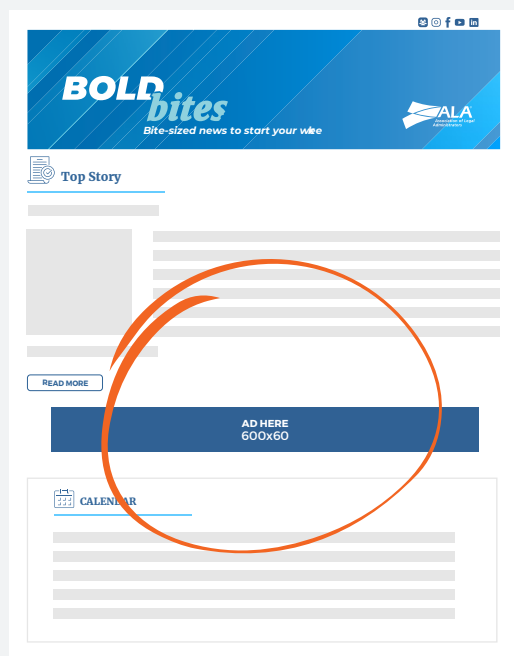
BOLD Bites only has two ad positions per issue, making the display ads exclusive and very coveted. BOLD Bites ad space usually sells out quickly so be sure to secure your space ASAP.

10,063

Average Reach

48%

Open Rate



1st ad position \$1,595/week
2nd ad position \$1,295/week



Just the Facts

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, Chapter Resource Team and is also featured in the *Just the Facts* section of *alanet.org*.

592

Chapter Leaders
Reached

66%

Open Rate



ALA has 80+ chapters throughout the United States, Canada and Mexico.

Business partners have excellent opportunities to get in front of these chapter leaders by advertising in *Just the Facts*. Showcase your message and brand to ALA's leadership by advertising in this targeted e-newsletter.

Advertise with a 600 w x 60 h pixel banner.

\$995 per month



E-Newsletter and Email Advertising



Legal Lineup

ALA members have been asking for fewer emails and a quick and easy way to know what's coming up each year.

Legal Lineup is ALA's new biweekly email that includes a calendar listing and links to all upcoming programming, events and educational offerings. Get in front of ALA's membership with this new exclusive opportunity.

\$995 per issue



average send
7962



average open
51%

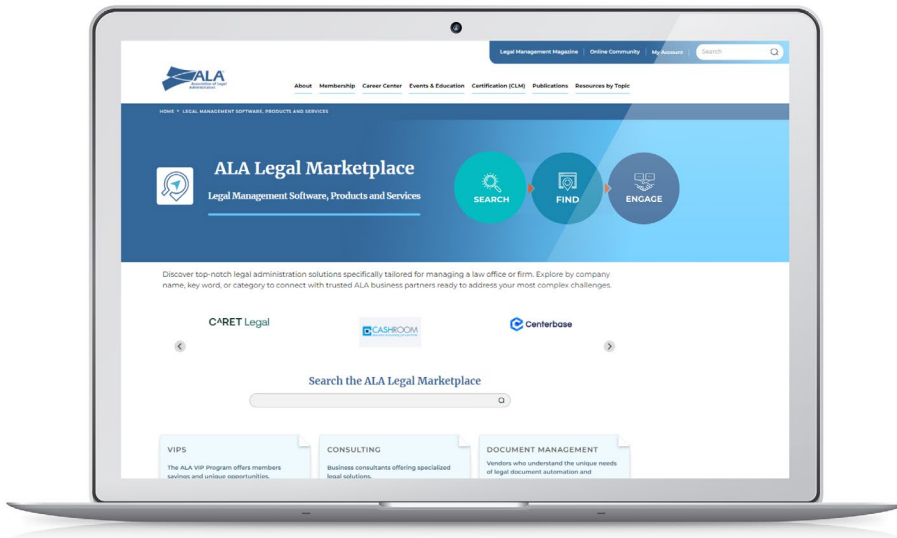


click rate
6.75%



ALA's Legal Marketplace

(Business Partner Directory)



645
MONTHLY PAGE VIEWS

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.

\$995 per 12 months



“

ALA's Legal Marketplace is a great starting point to find what you are looking for, whether it be insurance, computer software, consulting services or a host of other things. And it's a great way to support our business partners. ”

Lorri Salyards, CLM

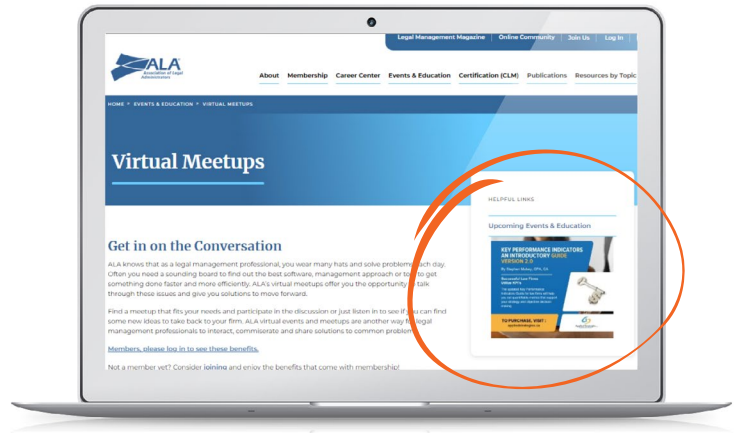
Chief Executive Officer, Lawyers Associated Worldwide



Web Advertising

ALAnet.org

ALA's recently redesigned website is where legal management professionals come together to discover resources to advance their careers. Our members and others seeking legal management knowledge consistently come to our website for continuing education, professional development, resources to effectively do their jobs, certification needs, and networking and community. 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.



All ads are viewed above the fold and your ad is exclusive to that page. ALA places your ad on high-trafficked interior pages to ensure maximum visibility.

Advertisers get placed on multiple interior pages within the same main tab header for maximum exposure.

\$1,195/months for 3 months

\$995/months for 6 months

\$595/months for 12 months

76,250
total monthly page views

4,540
active users monthly

22,372
page clicks



ALA's Solutions Series Webcasts

THOUGHT LEADERSHIP

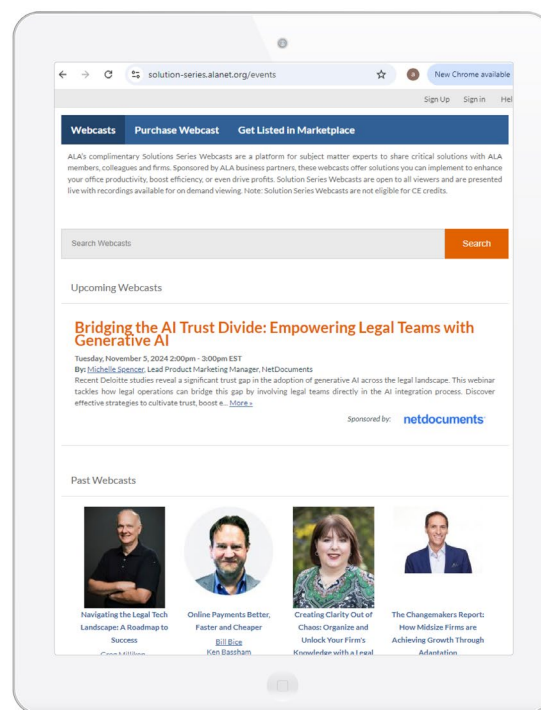
ALA's Solutions Series Webcasts provide unique subject matter expertise and business insights for law firms. Bring new ideas to the legal marketplace by sponsoring a custom webcast designed to showcase your organization's best practices for law firm success. Sponsors pick the topic and provide the speakers while ALA does all the heavy lifting. ALA will host, emcee, market, promote and build the registration page.

ALA promotes Solution Series Webcasts the following ways:

- › Listing in *BOLD Bites* e-newsletter calendar
- › Write-up in *Legal Lineup* 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 upon request. We'll also archive it on our website so our members can view the recording on-demand at their convenience.

\$4,500 per webcast



average registrants

120

live attendance

57%

average impressions

37,600



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



**Access to contact
list of all registered
attendees**



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



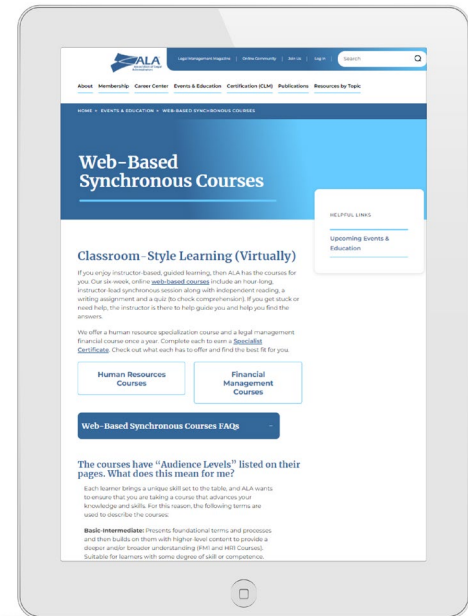
ALA Web-Based Courses (HR and Finance)

These six-week instructor-led online courses focus on financial management and human resources. They take place in the spring and fall of each year. If attendees take both the human resources or the finance courses, they can take an exam and earn a specialist certificate. Sponsorship of these courses provides you with outstanding branding and visibility to a niche HR- or finance-focused audience and aligns you with best-in-class training from ALA.



624
page views

320
with active users
for this page



- Acknowledgment as sponsor in all collective marketing and materials mentioning ALA's web-based courses (currently six courses per year). "Course brought to you by..."
 - Weekly email to all course participants (6)
 - Course registration page and registration confirmation email
 - Opening welcome presenter slide
 - Tags on social media channels promoting course(s)
 - Congratulatory message to all participants who passed the course
- Ad on Web-Based Course webpage
- One post-session email message from sponsor to all participants (dependent on ALA approval). ALA to send email blast to participants within 30 days of the last session.

Price of sponsorship:

\$10,000 per course (two financial management courses and four human resources courses)

\$18,000 for exclusive sponsorship of the set of financial management courses or a set of human resources courses



Legal Management Talk PODCASTS

ALA's *Legal Management Talk* podcasts feature exclusive interviews with industry thought leaders, conference speakers and Association members who are doing exciting things in the legal industry. Topics covered range from HR trends to financial management; operations; and diversity, equity, inclusion and accessibility (DEIA).

Typically, ALA produces two podcasts per month. Each episode is about 20 minutes in length and is published on multiple audio platforms and on ALA's YouTube channel. This is a fantastic opportunity to position your brand with forward-thinking topics that are shaping the legal management landscape.

60+
total
podcasts

12,000
total views

30% year over year growth



Available wherever you get your
podcasts (including YouTube).

Benefits of Sponsorship:

Sponsors may submit a 30-second ad to be read in the format of, "This episode is sponsored by COMPANY..."

- Ad reads will be placed at a point in the episode to be decided by ALA's editorial team.
- Ad reads may only be done by the *Legal Management Talk* host and will be recorded on camera for inclusion in both the audio and video versions.
- Sponsors may submit a logo and/or a URL to be featured on screen during the ad read. The logo and URL will not be on screen for the remainder of the video. The sponsor image will be 1280 w x 70 h px to span the entire screen. The sponsor logo will also be included on that episode's page on ALA's website.
- As part of the podcast description on our website, sponsors may also submit a brief write-up (2-3 sentences) and URL. This write-up may be edited to comply with ALA style.
- ALA will actively promote the podcast through its social media channels, through its email marketing and on the ALA website.
- ALA will include a 300 w x 250 h ad from sponsor on the alanet.org/podcast page.
- ALA retains editorial control of all podcasts and sponsors will receive a link to the YouTube video after it goes live.
- Podcasts are archived at alanet.org/podcast and on ALA's YouTube channel.

Price of ALA Podcast Sponsorship:

Sponsorships will be sold in packages comprising a minimum of six consecutive podcasts (generally a three-month time span). Larger customized packages can be explored upon request.

\$7,500 for six podcasts



ALA Webinars

ALA's webinars feature industry thought leaders, conference speakers and Association members who are covering topics ranging from HR trends, Legal Tech Trends, to financial management; operations; and diversity, equity, inclusion and accessibility (DEIA). Webinars run for 60 minutes and are available on-demand afterward. This is a fantastic opportunity to position your brand with forward-thinking topics that are shaping the legal management landscape. Topics and speakers are solely at the discretion of ALA.

1534
page views

853
active users

Benefits of Sponsorship:

Sponsors may submit a 30-second ad to be read in the format of, "This webinar is sponsored by COMPANY..."

- › Ad will be placed at a point in the webinar to be decided by ALA. Ad may only be done by the webinar host and will be recorded on camera for inclusion.
- › Sponsors may submit a logo and/or a URL to be featured on screen during the ad read. The logo and URL will not be on screen for the remainder of the video. The image may be 600 w x 70 h px to span part of the screen, or 1280 w x 7 h px to span the entire screen. The logo will also be included on that webinar's page on ALA's website.
- › Sponsors may also submit a brief write-up (2-3 sentences) to be included in the description of the webinar along with a URL. This write-up may be edited to comply with ALA style.
- › ALA will promote the webinar through its social media channels, email marketing and on the ALA website.
- › Webinars are archived at lms.alanet.org/catalog.
- › Sponsor Ad (250 w x 300 h) on ALA's webinar webpage

Price of Sponsorship:

Sponsorships will be packaged and sold in three-month increments comprising of a minimum of six webinars. (Q1, Q2, Q3, Q4).

\$7,500 for three months (six webinars)



ALA's Career Center and Career Connection E-Newsletter (Exclusive Sponsorship)

The ALA Career Center is the place where ALA members go to post or search for jobs, utilize the *Job Description Toolkit*, and sign up for career tips from our weekly Career Connection Newsletter. Nearly 7,500 legal professionals visit the ALA Career Center monthly and 900+ subscribe to the Career Connection e-newsletter.



35,971
total page views

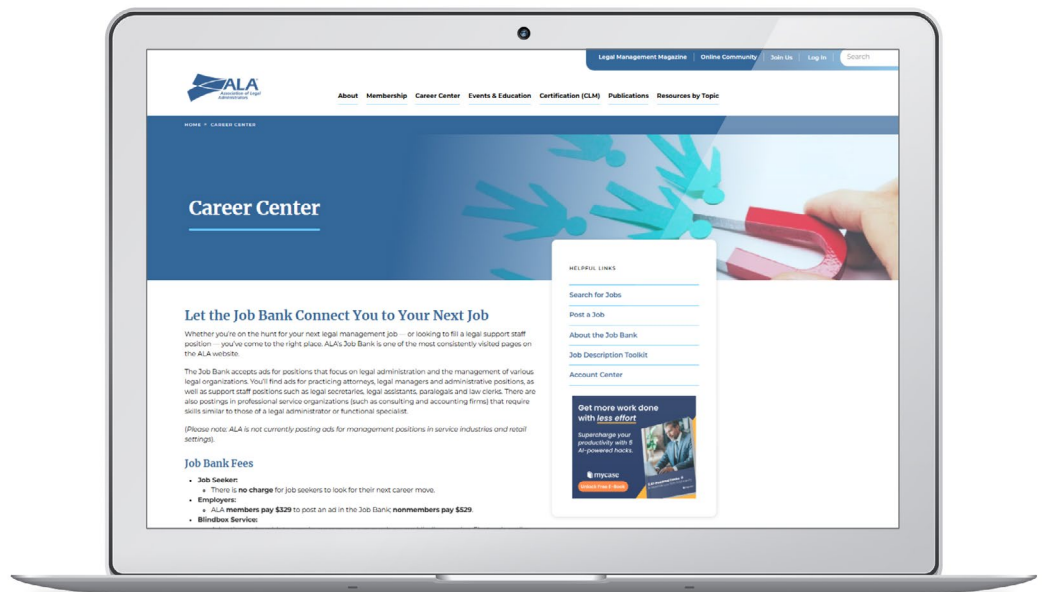


4656
active users

Sponsor Benefits:

- Contribution of articles to the Career Center Resource Hub (contingent on ALA approval).
- Published feature articles and 160 w x 600 h display ad linking back to your website in the weekly *Career Connection* newsletter.
- Other resources may be submitted to the Hub contingent on ALA approval. (White papers, resource guides, tool kits, and survey reports).
- Display ad on the career resource hub.
- Sponsor will be mentioned in all marketing promoting the ALA Career Center — including but not limited to — *BOLD Bites* e-newsletter, promotional emails and ALA social media.
- Display ad in an HR-focused issue of *Legal Management* magazine.

Price: \$20,000 per year



Contact Us

ALA's business development professionals are ready to significantly enhance your organization's engagement with the ALA community. They work one-on-one with our business partners to provide customized solutions to best meet your marketing needs and objectives.



Fred Ullman

Director, Business Development

+1-847-267-1375

fullman@alanet.org

Fred works closely with ALA business partners to craft integrated marketing plans and strategies that effectively reach and engage our members throughout the year. He focuses on initiatives beyond live events, including digital advertising to boost your brand visibility, thought leadership engagements to highlight your experts, and partnership programs designed to deepen your relationships with our members. Additionally, he oversees the ALA Legal Marketplace, ensuring our members can easily discover and connect with you.

Questions about sponsoring our events?

Email christina.kardon@wearemc.com or call +1 410-584-1902.



2026 ALA Digital Rates and Order Form



LEGAL MANAGEMENT MAGAZINE

In-Context Digital Ad (728wx90h; 300wx300h-mobile)	(one) Insertion \$1,500	All issues (11 insertions) \$12,000
Legal Management Email Alerts	\$1,495/month for _____ months	
Legal Management Talk Podcasts		
Exclusive Sponsorship (six podcasts)	\$7,500	

Indicate the dates you would like to advertise:

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
Just the Facts (monthly) (600wx60h)	\$995/month for _____ months
Legal Lineup (biweekly) (600wx60h)	\$995/issue for _____ issues

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'S LEGAL MARKETPLACE

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

ALA WEB-BASED COURSES (HR and FINANCE)

Sponsorship	\$10,000 per course
HR FINANCE	\$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'S CAREER CENTER and CAREER CONNECTION E-NEWSLETTER

Exclusive sponsorship \$20,000 per year

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

ALA TOTAL SPEND \$ _____

SIGNATURE: _____

DATE: _____

alanet.org/sales-sponsorship



Media Specs & Deadlines



MEDIA	DUE DATE	SPECS	FORMAT
WEB ADVERTISING <i>alanet.org</i>	2 weeks prior to run date	300w x 250h	JPEG or PNG
LEGAL MANAGEMENT <i>(digital)</i> <i>alanet.org/legal-management</i>	2 weeks prior to run date	In-Context 728w x 90h Mobile 300w x 300h	JPEG or PNG
E-Newsletters <i>BOLD Bites</i> <i>Legal Lineup</i> <i>Just the Facts</i>	2 weeks prior to run date	300w x 250h	JPEG or PNG

Send materials to **advertising@alanet.org**

Include URL for all digital ads.

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



I want to contribute content. What are my options?

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

- › For business partner content contributor guidelines, email publications@alanet.org or visit alanet.org/legal-management-writer-guidelines. 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.
- › Have a timely topic that just can't wait? We publish *LM Extras* in between issues. Send your ideas to publications@alanet.org.



JANUARY – Creating a Strong Law Firm Environment

LIVE: Jan 9



- Setting Goals for Partner Retreats
- Preventing the “Glass Cliff”
- Transitioning Administrators to Partners



- Ad Reservations: Oct 10, 2025
- Article Pitches Due: Oct 10, 2025
- Ads Due: Dec 5, 2025
- Articles Due: Dec 5, 2025

FEBRUARY – Talent Retention and Engagement

LIVE: Feb 13



- What Paralegals Need in a Changing Law Firm Environment
- How Job Descriptions Set Expectations and the Best Practices
- The Future and Wellness Impact of Billable Hours



- Ad Reservations: Dec 5, 2025
- Article Pitches Due: Dec 5, 2025
- Ads Due: Jan 30, 2026
- Articles Due: Jan 30, 2026

MARCH – Financial Health and Billing

LIVE: Mar 13



- How to Invest Overflow Back into Your Firm
- Planning for Audits and Potential Deficits
- What It Means to Outsource Financial Advisors



- Ad Reservations: Jan 9, 2026
- Article Pitches Due: Jan 9, 2026
- Ads Due: Feb 27, 2026
- Articles Due: Feb 27, 2026

APRIL – Marketing for Law Firms

LIVE: Apr 10



- Talent Management During Economic Challenges
- Harassment Training for a New Generation
- Efficient Time Tracking Tips for Smaller Firms



- Ad Reservations: Feb 13, 2026
- Article Pitches Due: Feb 13, 2026
- Ads Due: Mar 27, 2026
- Articles Due: Mar 27, 2026

MAY/JUNE – Midyear Performance and Operational Reviews

LIVE: May 22



- Utilizing Midyear Reviews to Guide Legal Administrators
- The Difference Between STAR and SMART Goals in a Law Firm
- How to Assess a Firm's Operations for Quarters Three and Four



- Ad Reservations: Mar 13, 2026
- Article Pitches Due: Mar 13, 2026
- Ads Due: May 8, 2026
- Articles Due: May 8, 2026

JULY – DEIA in Law Firms

LIVE: Jul 10



- The Difference Between Providing Resources and Virtue Signaling
- Creating Actional Differences in a Law Firm Through Mission Statements
- How to Protect Underrepresented Groups in Your Firm



- Ad Reservations: May 22, 2026
- Article Pitches Due: May 22, 2026
- Ads Due: Jun 26, 2026
- Articles Due: Jun 26, 2026

AUGUST – Benefits and Negotiations

LIVE: Jul 18



- Setting Up the Best PTO for Your Firm
- How to Negotiate for Health Insurance
- What Perks Are Worth Investing In



- Ad Reservations: Jun 12, 2026
- Article Pitches Due: Jun 12, 2026
- Ads Due: Jul 31, 2026
- Articles Due: July 31, 2026

SEPTEMBER – The Technology Issue

LIVE: Sep 11



- IT Securities During Remote Traveling
- Navigating Tech Changes During Mergers
- The Cost of Implementing AI



- Ad Reservations: Jul 10, 2026
- Article Pitches Due: Jul 10, 2026
- Ads Due: Aug 28, 2026
- Articles Due: Aug 28, 2026

OCTOBER – Client Relations

LIVE: Oct 9



- The Importance of Aligning a Firm's Values with a Client's
- What Software to Invest in to Have Better Client Communication
- How to Navigate Confidentiality Agreements



- Ad Reservations: Aug 14, 2026
- Article Pitches Due: Aug 14, 2026
- Ads Due: Sep 25, 2026
- Articles Due: Sep 25, 2026

NOVEMBER – Succession Planning

LIVE: Nov 13



- How to Navigate Raises and Promotions
- Annual Check-Ins: Approaching Retirement
- Implementing Leadership Positions for Young Associates



- Ad Reservations: Sep 11, 2026
- Article Pitches Due: Sep 11, 2026
- Ads Due: Oct 30, 2026
- Articles Due: Oct 30, 2026

DECEMBER/JANUARY – Leadership and Looking Into 2027

LIVE: Dec 18



- Prospective Trends in 2027
- What to Know About Upcoming Government Changes
- What's Happening in Employment Law



- Ad Reservations: Oct 9, 2026
- Article Pitches Due: Dec 4, 2026
- Ads Due: Dec 4, 2026
- Articles Due: Dec 4, 2026

Check out the current issue of **Legal Management** at alanet.org/legal-management.
Contact us at publications@alanet.org.