ALA
Association of Legal Administrators



2027 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 Business Partner Directory & Resource Hub

alanet.org/sales-sponsorship

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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.

GLENDA C. RALEY
Office Administrator
ULMER & BERNE LLP

VISION STATEMENT

Creating excellence. Driving innovation. Empowering leaders in law.

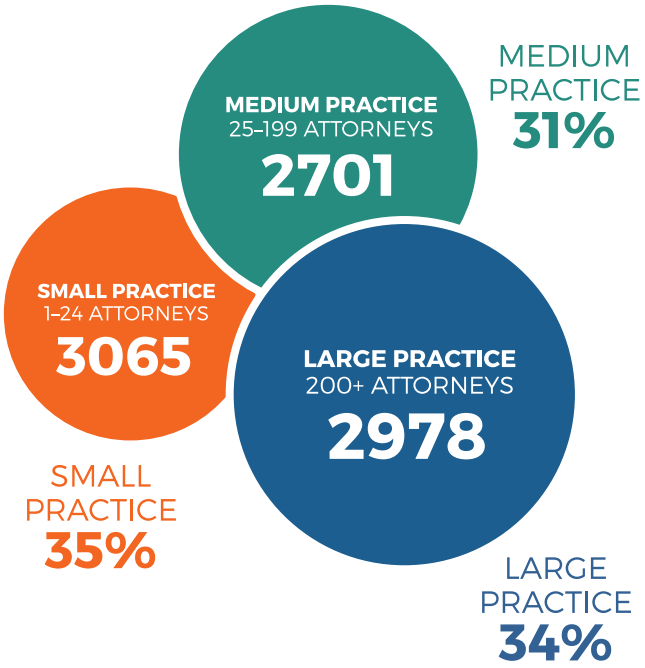
MISSION STATEMENT

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

***Legal Management* is evolving in 2027!** ALA's flagship publication is moving away from a monthly issue format toward a dynamic, digital-first model where articles are published as they are ready. This approach will allow *Legal Management* to more accurately reflect and respond to the rapid changes shaping the legal industry.

Digital advertising will be displayed on a percentage-based rotation across the full spectrum of the website, giving advertisers maximum exposure across the most visited pages.

There will no longer be a monthly editorial calendar. Instead, a dedicated page on the *Legal Management* website will feature and continually update the latest topics and trends we believe are most relevant to *LM* readers.

35.71%
OPEN RATE

22,402
PAGE VIEWS

5,735
USERS REACH

Legal Management will continue to publish 3–4 longer-form feature articles each month. What were previously known as columns and departments will now be consolidated under "Articles by Topic," making it easier for readers to discover content most relevant to their interests and professional responsibilities.

This evolution creates new opportunities for advertisers to connect with ALA's audience through flexible digital placements and content that reflects the changing needs of legal management professionals.

Ready to put your brand in front of ALA's legal management audience in 2027? Explore advertising opportunities in *Legal Management* and secure your preferred placements.

Contact ALA's Business Development team to discuss available inventory and build a customized advertising package aligned with your marketing goals.

Categories and Example Topics

- Large Firms (managing large budgets/staffs, C-suite-level strategy)
- Small/Midsize Firms (how to prioritize limited resources, driving sustainable growth)
- AI/Legal Technology (AI tools and processes, cybersecurity, IT tips)
- HR (labor regulations, firm policies, benefits packages)
- DEIA (diversity programs, mentorship, belonging)
- Firm Operations/Resource Management (process optimization, recruitment and retention)
- Legal Industry Updates (business development, marketing, succession planning)
- ALA Updates (news from ALA headquarters, features from the Foundation of ALA, event recaps)
- Finance (budgeting, taxes, billing)

Note: Categories are subject to change as new issues and trends emerge in the legal industry.

Legal Management:

The magazine of the Association of Legal Administrators

DIGITAL

Benefits of Advertising in *Legal Management*

- **Reach Decision-Makers** — Connect with legal administrators and law firm leaders who influence and make purchasing decisions.
- **Build Brand Credibility** — Position your company alongside trusted industry insights and keep your brand top of mind.
- **Drive Business Opportunities** — Showcase your solutions to a targeted audience actively seeking ways to improve law firm operations.
- **Broder Exposure** — Ads will be displayed across all areas of the *Legal Management* website on a rotating basis giving you exceptional visibility.
- **Continuous Visibility** — As new articles are published throughout the month, your advertising remains connected to an active and continually refreshed content environment.

Ad Pricing and Specifications

HOME-PAGE BILLBOARD EXCLUSIVE AD

Prominent placement at the top of the *Legal Management* homepage, with video capability.

970 w x 250 h

JPG or PNG (Video Optional)

(Video specifications: Must include Play, Pause and Mute controls. Audio must be user-initiated; autoplay with sound is not permitted. Recommended maximum animation of 15 seconds; maximum of 3 loops.)

$2,000/month Home-Page Billboard Exclusive Ad with no rotation.

ARTICLE-PAGE BILLBOARD AD

High-visibility placement at the top of individual article pages, with video capability.

970 w x 250 h

JPG or PNG (Video Optional)

$1,500/month Article Billboard Ad with rotation.

Contact us for site-wide buyout opportunities.

Legal Management:
The magazine of the Association of Legal Administrators

DIGITAL

SKYSCRAPER ADS

Side-of-page Skyscraper ads are sold separately as left-side and right-side ads.

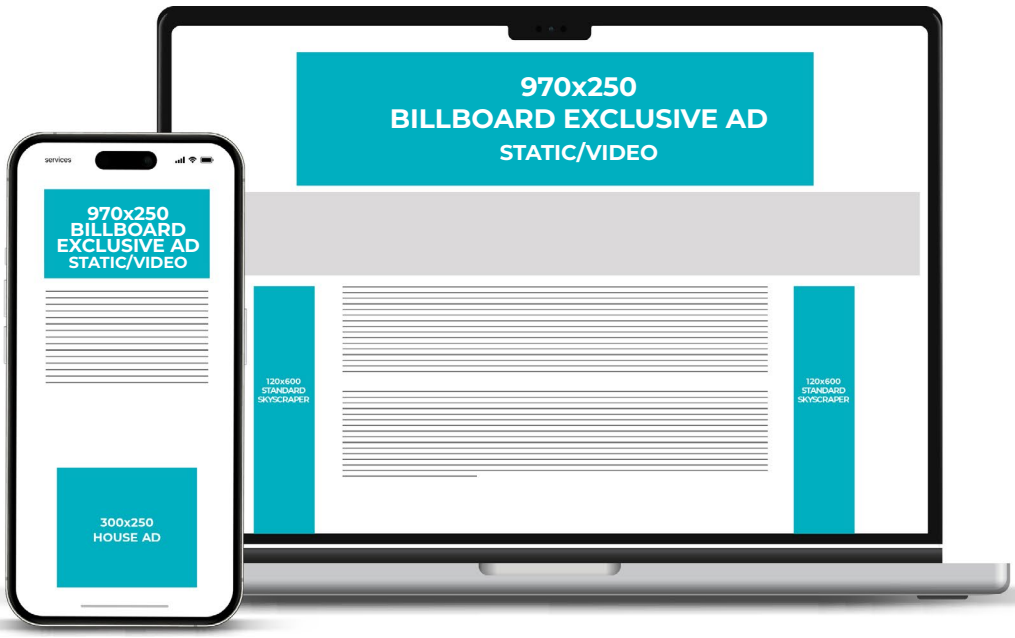
Left-Side and Right-Side
120 w x 600 h
JPG or PNG

300 w x 250 h
JPG or PNG
Mobile View

Left-Side: $1,100/month

Right-Side: $1,100/month

Both: $2,000/month



Contact us for site-wide buyout opportunities.

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 three 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.

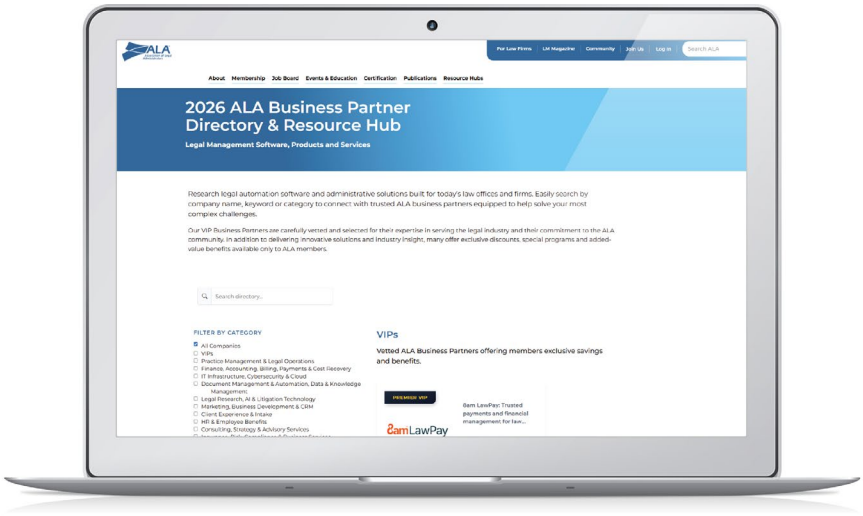
30.81%
OPEN RATE

7,615
AVERAGE REACH



1st ad position $1,595/week
2nd ad position $1,295/week
3rd ad position $995/week

ALA Business Partner Directory & Resource Hub



652
MONTHLY PAGE VIEWS

ALA Business Partner Directory & Resource Hub is the premiere online solutions directory. The ALA community uses the Directory to search for solutions they can trust. ALA promotes and drives traffic to the Directory throughout the year. Get listed today so ALA members can discover your solutions that will make their firms successful.

$995 per 12 months



ALA Business Pertner Directory & Resource Hub 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.

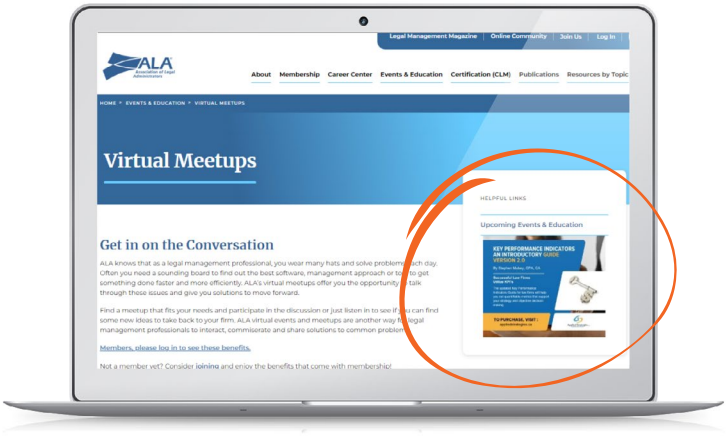
Lorri Salyards, CLM
Chief Executive Officer, Lawyers Associated Worldwide

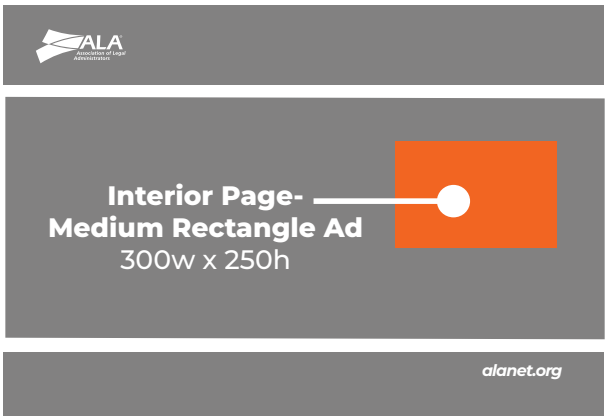
Web Advertising

ALAnet.org

Your ad is seen throughout the ALA website through a dynamic ad rotation. ALA's website uses a standard digital advertising rotation model designed to provide advertisers with consistent exposure.

Rather than assigning an ad to one specific page or displaying the same advertisement every time a page is viewed, advertisements are dynamically rotated across eligible pages and advertising placements throughout the website.





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.

67,486
MONTHLY PAGE VIEWS

4,599
AVERAGE REACH

19,737
CLICKS

$1,195/months for 3 months

$995/months for 6 months

$595/months for 12 months

ALA's Solutions Series Webcasts

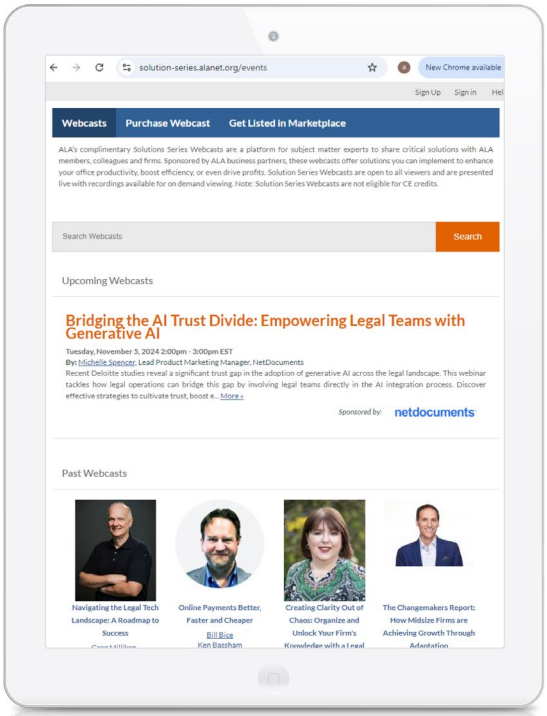
THOUGHT LEADERSHIP

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
- 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

102
AVERAGE REGISTRANTS

60%
LIVE ATTENDANCE

37,600
AVERAGE IMPRESSIONS

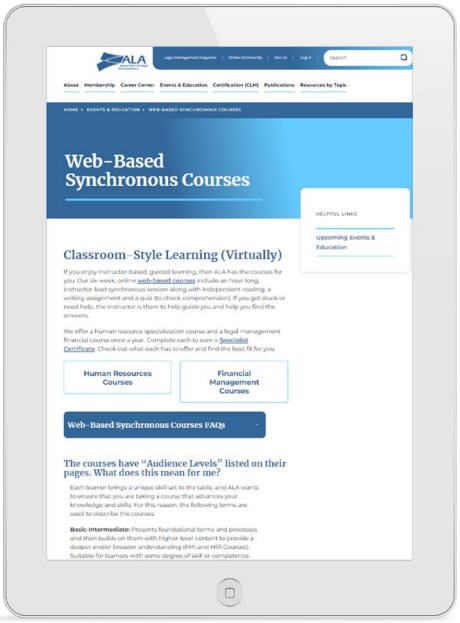
Includes email featuring your webcast to all 9,000+ ALA members

Access to contact list of all registered attendees

Evergreen archive of your website hostedon ALA Business Partner Directory & Resource Hub

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.



646 Page Views

367 Unique Users

- 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* podcast brings cutting edge topics from the legal industry directly to today's most popular platforms. Featuring exclusive interviews with industry thought leaders and Association members in addition to content recorded live at ALA conferences, *Legal Management Talk* has over 12,000 views on YouTube with 30% year over year growth.

60+ TOTAL PODCASTS

12,000 TOTAL VIEWS

30% YEAR OVER YEAR

Available wherever you get your podcasts (including YouTube).

Benefits of Advertising with LMT:

- Highly targets the demographic of legal administrators
- Far reach with video and audio podcasts available on all major streaming platforms (including YouTube, Apple Podcasts, Spotify, and Overcast)
- Live host reads connect deeply with audience, driving higher trust, brand recall and engagement compared to pre-recorded ads
- Baked-in ads are highly valuable evergreen advertising
- The podcast is actively promoted through ALA social media channels, email marketing and on the ALA website, leading to targeted views

Advertising Package:

Provide your own talking points, and we'll work it seamlessly into our ALA brand voice for maximum impact.

- On-camera/audio read placed with care at an optimal point in the podcast
- Permanent back-catalog integration
- Logo and URL featured on screen during read and on *alanet.org/podcast*
- URL and 2–3 sentence description embedded in that episode's show notes on all streaming platforms

Pricing:

Advertising with LMT provides an evergreen ROI, with continuing brand recognition that builds across six consecutive podcast episodes (generally spanning three months).

$7,500 for six podcasts

Larger customized packages can be explored upon request

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.



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 70 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)

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 Business Partner Directory & Resource Hub, ensuring our members can easily discover and connect with you.

Questions about sponsoring our events?

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







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.

Media Specs & Deadlines

MEDIA	DUE DATE	SPECS	FORMAT
WEB ADVERTISING ***alanet.org***	**2 weeks prior to run date**	**300w x 250h**	**JPG or PNG**
LEGAL MANAGEMENT **(digital)** ***alanet.org/legal-management***	**2 weeks prior to run date**	**Home-Page Billboard ad** **Article-Page Billboard ad** **970w x 250h** **Right-Side Skyscraper 120x600** **Left-Side Skyscraper 120x600** **Mobile Banner 300x250**	**JPG or PNG, Video** **VIDEO SPECS** File Format: MP4 (H.264) Resolution: 1920 × 1080 pixels (1080p) preferred; 1280 × 720 (720p) accepted Aspect Ratio: 16:9 widescreen Video Length: 15–30 seconds Maximum File Size: 25 MB Audio: AAC; autoplay videos must be muted Submission: Provide the video file and destination URL, if applicable. Videos must be professionally produced and suitable for the ALA audience. **JPG or PNG**
BOLD Bites ***E-Newsletter***	**2 weeks prior to run date**	**600w x 60h**	**JPG or PNG**

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

Include URL for all digital ads.

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



I want to contribute content. What are my options?

ALA welcomes content contributions from members, freelance writers, industry experts, and business partners. Whether you want to share your expertise, pitch a story, or develop educational programming, there are several ways to get involved.

Articles and Podcasts

Share your insights and expertise with the legal management community through an article or podcast. Before submitting an article or pitching a topic, please review our *Legal Management* Writer Guidelines.

Submit your article or podcast pitch to publications@alanet.org.

Educational Content

Interested in sharing your knowledge through continuing education? ALA welcomes proposals from subject matter experts interested in presenting a one-hour continuing education webinar or developing a web-based course on a legal management topic.

Before submitting your proposal, review the ALA Speaker Hub and Speaker Guidelines.

For questions or to submit your proposal, contact alaevents@alanet.org.

ALA® Association of Legal Administrators