



ADVERTISING & MEDIA KIT

2023

WEB
ADVERTISING
ALANET.ORG

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

ALA'S LEGAL
MARKETPLACE

NEWSLETTER
ADVERTISING

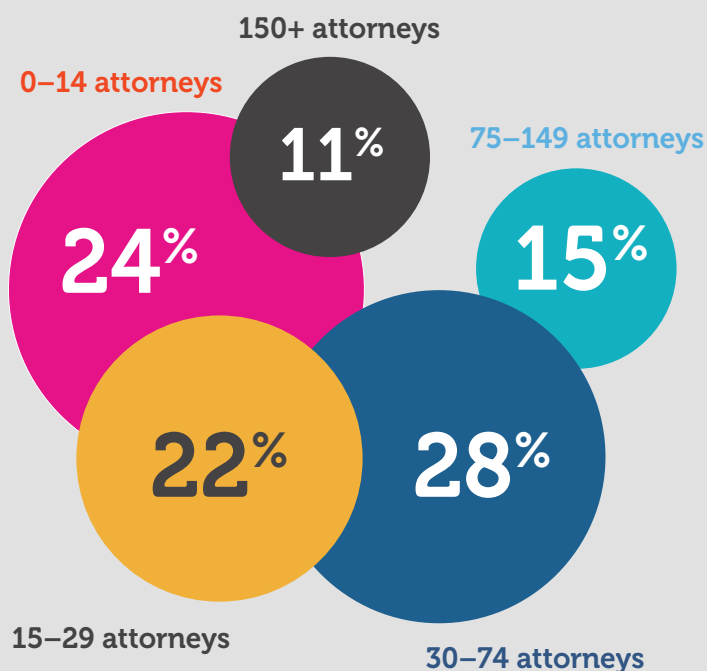
SOLUTIONS SERIES
WEBCASTS

alanet.org/marketing-opportunities



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 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 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%

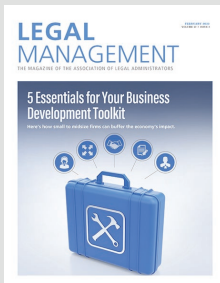
of ALA members
are in a management
position

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

37%

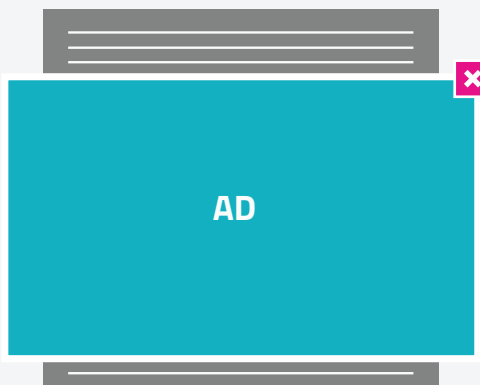
Open Rate

4,068

Page Views

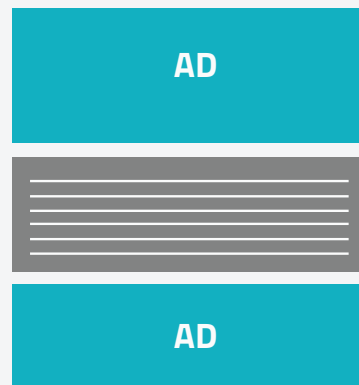
7,224

Average Reach



Full Page Pop-Up

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



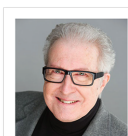
In-Context Ad

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

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.

HUMAN RESOURCES MANAGEMENT



PHILLIP M. PERRY
Freelance Business Writer

How to Magnetize Your Firm for Business Leaders

In a competitive job market, the battle for legal talent extends beyond attorney recruitment.

In the legal industry's battle for the best, most of the firepower has been directed toward attracting top-level associates and lateral hires. But there's another, less visible, struggle going on for the hearts and minds of business service professionals. Where are the super candidates for positions in IT, accounting, marketing and administration? And are law firms even on their radar?

Those questions have risen in importance in recent years as organizations of all kinds encounter elevated requirements for enlightened process innovation.

"Law firms have evolved to being sophisticated businesses, with top-level positions in all areas taking on more authority and having seats at the decision-making table," says Kathleen T. Pearson, SPHR, Chief Human Resources Officer at Pillsbury Winthrop Shaw

"Business professionals are the secret weapons at many law firms. They help distinguish the organizations

LAWPAY

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

Automate, streamline, and more.

Learn more or schedule a demo:
Tabs3.com/ALA

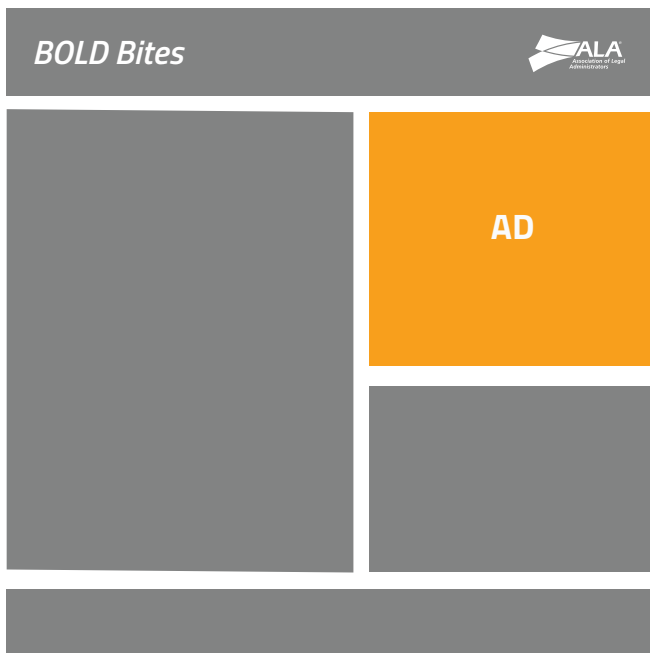
Tabs3
Billing | Practice Management | Accounting

NEWSLETTER ADVERTISING



DIGITAL

BOLD Bites



10,450

Average Reach

31%

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

45%

Open Rate

700

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 86 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.

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.

150,000

Monthly Page Views

39,000

Monthly Visits

14,750

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

alanet.org/marketing-opportunities

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.

137

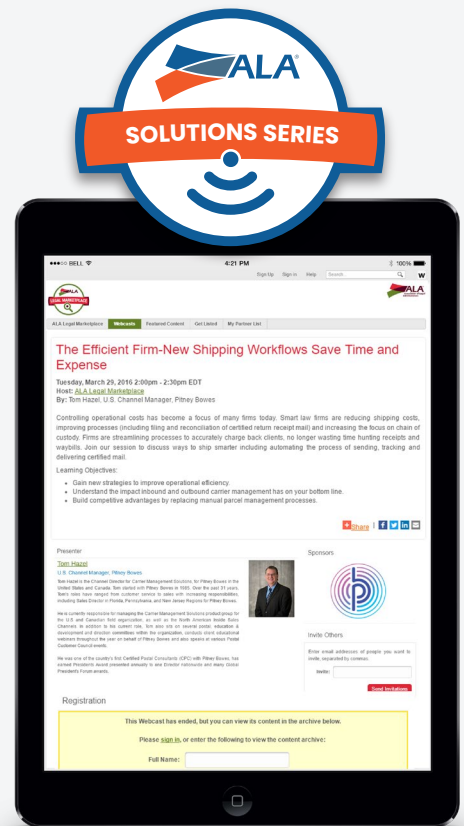
Avg. Registrants

40,000

Avg. Impressions

50%

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

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



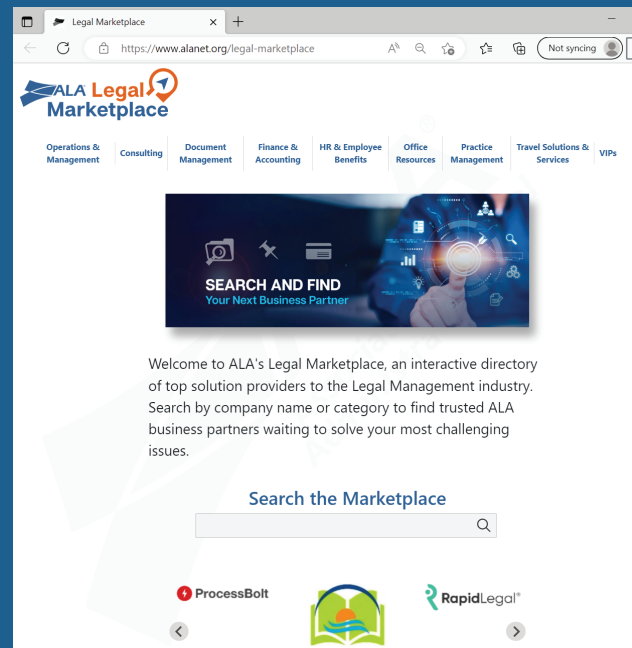
SEARCH



FIND



SIMPLIFY



alanet.org/marketing-opportunities

Contact Us Today

alanet.org/marketing-opportunities

VIP PARTNERSHIPS & PROGRAMMING

Fred Ullman

fullman@alanet.org

847-267-1375

2023 ALA Digital Rates and Order Form



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

VIP Accounts
Fred Ullman

Director, Business Development

fullman@alanet.org
847-627-1375

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

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 Listing: ☐ \$995

Legal Management Magazine

	(1) Insertion	All issues (10 insertions)
Print Issue & (1) Digital Ad (full-page print and digital ad)	<input type="radio"/> \$6,500	<input type="radio"/> \$8,500
Full-Page Digital Pop-Up Ad	<input type="radio"/> \$1,200	<input type="radio"/> \$6,000
In-Context Digital Ad (2 placements each issue)	<input type="radio"/> \$1,500	<input type="radio"/> \$7,500
Full Page Print Ad	<input type="radio"/> \$4,500	N/A

Legal Management Alerts ☐ \$1,495/month for _____ months

ALA TOTAL SPEND \$ _____ **Signature** _____

Date: _____

Submitted By

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone Number _____

☐ **Invoice me at the address above.**

**To pay by credit card,
please call 847-267-1252.**

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
2023 Editorial Calendar

JANUARY

LIVE: Jan 13



- From CLM to C-Suite
- The Top 4 Passive Recruitment Techniques That Can Help Avoid Talent Gaps
- Handling Office Conflict in Divided Times



- Ad Reservations: Nov 18
- Article Pitches Due: In Progress
- Ads Due: Dec 2
- Copy Due: Nov 14

FEBRUARY

LIVE: Feb 10

FOCUS ON FINANCE



- Bitcoin & NFTs: Can Someone Please Explain Them?
- 5 Ways Small- to Midsized Firms Can Buffer the Economy's Impact
- Tax Changes and the Inflation Reduction Act: What You Need to Know



- Ad Reservations: Dec 20
- Article Pitches Due: Nov 1
- Ads Due: Jan 6
- Copy Due: Dec 20

MARCH

LIVE: March 10



- Tips for Proper Overtime Tracking
- Can AFA Structures Ease Associate Anxiety?
- Welcome to the Era of No-Limits Hiring



- Ad Reservations: Jan 23
- Article Pitches Due: Dec 9
- Ads Due: Feb 10
- Copy Due: Jan 23

APRIL: ANNUAL CONFERENCE PREVIEW

LIVE: April 14



- Fine-Tune Your EQ and Interpersonal Relationship Skills
- Don't Let Institutional Knowledge Walk Out the Door
- Understanding Neurodiversities



- Ad Reservations: Feb 17
- Article Pitches Due: Jan 6
- Ads Due: March 10
- Copy Due: Feb 17

MAY

LIVE: May 12



- How to Create an Authentic Social Campaign for Pride Month
- Part-Time Attorneys: The Solution You Need for Attorney Shortages?
- Staffing Models That Meet the Moment



- Ad Reservations: March 10
- Article Pitches Due: Feb 10
- Ads Due: April 7
- Copy Due: March 10

JUNE

LIVE: June 9



- Time Management Strategies for a Hybrid World
- Address Behavioral Issues to Maintain Top Talent
- Maximize Your Health Insurance Plan's ROI



- Ad Reservations: April 21
- Article Pitches Due: March 3
- Ads Due: May 4
- Copy Due: April 21

JULY/AUGUST

LIVE: July 21



- What Do Associates Want from Firms?
- Fair Work Allocations for Paralegals and Attorneys
- New Client Collection Strategies



- Ad Reservations: May 25
- Article Pitches Due: April 7
- Ads Due: June 9
- Copy Due: May 25

SEPTEMBER

LIVE: Sept 8



- These Work Issues Keep Support Staff Up at Night (and How to Help)
- Process Improvement Methodologies to Work More Efficiently
- Performance Management Methods to Keep Employees Moving Forward



- Ad Reservations: July 7
- Article Pitches Due: May 12
- Ads Due: July 28
- Copy Due: July 7

OCTOBER

LIVE: Oct 10

FOCUS ON TECH



- How Innovation Is Revolutionizing Client Services
- Make the Right Moves When a Data Hack Occurs
- The Latest Tech to Keep Your Legal Organization Running Efficiently



- Ad Reservations: Aug 11
- Article Pitches Due: June 9
- Ads Due: Sept 7
- Copy Due: Aug 11

NOVEMBER/DECEMBER

LIVE: Nov 15



- Does Your Organization Need a Legal Operations Manager?
- These Items Should be in Your Attorney Procedural Manuals
- What's Ahead for Legal in 2024



- Ad Reservations: Sept 8
- Article Pitches Due: July 7
- Ads Due: Oct 5
- Copy Due: Sept 8

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. 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 at legalmanagement.org/lm-extras. Send your ideas to publications@alanet.org.
- **Business partners** have a special set of content submission guidelines. You'll find them at alanet.org/legalmgmt; be sure to click on the "ALA Business Partner Contribution Guidelines" for complete details.

WHAT ABOUT ADVERTISING OPTIONS?

Thank you for wanting to support ALA! Our sales team is happy to talk with you about options. Email them at advertising@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 July.

MEDIA	DUE DATE	SPECS	FORMAT
WEB ADVERTISING <i>alanet.org</i>	2 weeks prior to run date	300w x 250h	JPEG & .GIF
LEGAL MANAGEMENT <i>(print)</i>	May 25, 2023	Full-Page (no bleed): 7.5"	Hi-Res PDF File
BOLD BITES & <i>Just the Facts</i>	2 weeks prior to run date	300w x 250h	JPEG
LEGAL MANAGEMENT <i>(digital)</i>	all materials are due on or before the 15th of the month prior to run date	Submit (1) ad in (3) sizes: Digital Pop Up <ul style="list-style-type: none"> • Desktop: 1200 x 900 • Mobile: 300 x 300 • PDF Download: 8.5" x 11" In-Context <ul style="list-style-type: none"> • Desktop: 1200 x 400 • Mobile: 300 x 300 • PDF: 1200 x 400 Home Page Ad <ul style="list-style-type: none"> • Desktop: 730 x 380 • Mobile: 300 x 460 • PDF: 8.5" x 11" 	JPEG or .PNG, 150 dpi, RGB color

Send materials to marketing@alanet.org.

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