

# 2025 ALA Digital Rates and Order Form



## LEGAL MANAGEMENT MAGAZINE

|   |                                   |  |
|---|-----------------------------------|--|
| In-Context Digital Ad<br>(728wx90h; 300wx250h mobile; 8.5'x11' PDF)           | (one) Insertion<br><b>\$1,500</b> | All issues<br>(10 insertions)<br><b>\$12,000</b> |
| <i>Legal Management</i> Email Alerts  | \$1,495/month for _____ months    |  |
| <i>Legal Management Talk</i> Podcasts<br>Exclusive Sponsorship (six podcasts) | <b>\$7,500</b>                    |  |

## E-NEWSLETTER/EMAIL ADVERTISING

|   |                              |
|---|------------------------------|
| <b>BOLD Bites</b> (weekly) 1st Sponsor (600wx90h) | \$1,595/week for _____ weeks |
| <b>BOLD Bites</b> (weekly) 2nd Sponsor (600wx90h) | \$1,295/week for _____ weeks |
| <b>Just the Facts</b> (monthly) (600wx90h)        | \$995/month for _____ months |
| <b>Legal Lineup</b> (biweekly) (600wx90h)         | \$995/issue for _____ issues |

Indicate the dates and positions you would like to advertise:

## WEB ADVERTISING

|                                     |                                |                              |                               |
|-------------------------------------|--------------------------------|------------------------------|-------------------------------|
| Exclusive Interior Page (300wx250h) | 3 months<br><b>\$1,195/mo.</b> | 6 months<br><b>\$995/mo.</b> | 12 months<br><b>\$595/mo.</b> |
|-------------------------------------|--------------------------------|------------------------------|-------------------------------|

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  
**\$18,000** exclusive topic of 2 courses  
HR FINANCE

## WHITE PAPERS

Sponsorship **\$5,000** per white paper  
(limit one sponsor per paper)

## ALA WEBINARS

Sponsorship of six webinars **\$7,500**

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

☎ **+1-847-627-1375**

Send Materials to

✉ [marketing@alanet.org](mailto:marketing@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](http://alanet.org/sales-sponsorship)