



# 2025 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 Research Reports
- › 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.* ”

**GLEND A 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

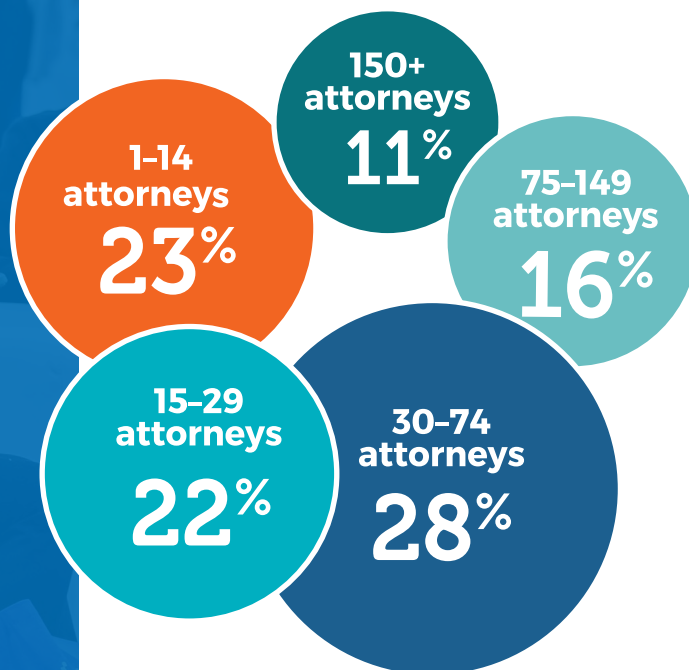
**MISSION STATEMENT**

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.



**80%**  
of ALA members make the final purchasing decision for their firm.

**92%**  
of ALA members are in a management position.

**100%**  
of ALA members influence purchasing decisions overall.

### Did you know?

Sourcing responsibilities include:

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

Member titles include:

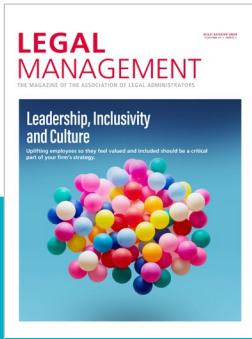
- › Chief Executive Officer
- › Chief Operating Officer
- › Chief Technology Officer
- › Executive Director
- › Director of Human Resources
- › Director of Finance
- › Manager of Operations
- › Legal Administrator



# 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

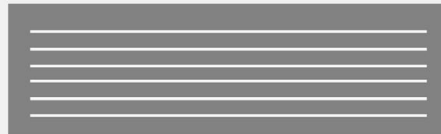
*Legal Management* magazine is the definitive resource ALA members turn to for legal industry content. Published digitally 10 times a year, readers come here to learn the latest solutions for their firm's business operations — all on a responsive website.

Starting with the November/December 2024 issue, we launched a redesigned *Legal Management* experience, including a "New This Week" section where we'll publish new content weekly.

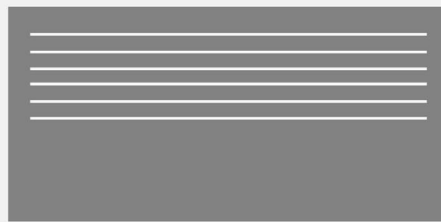
**40%**  
OPEN RATE

**4,300**  
PAGE VIEWS

**3,200**  
AVERAGE REACH



AD

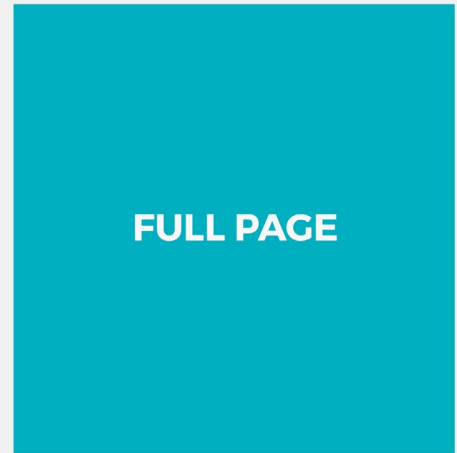


**In-Context Ad**

Downloadable

728 w x 90 h (desktop)

300 w x 300 h (mobile)



FULL PAGE

**Downloadable Version**

Downloadable

8.5"x11" (PDF)

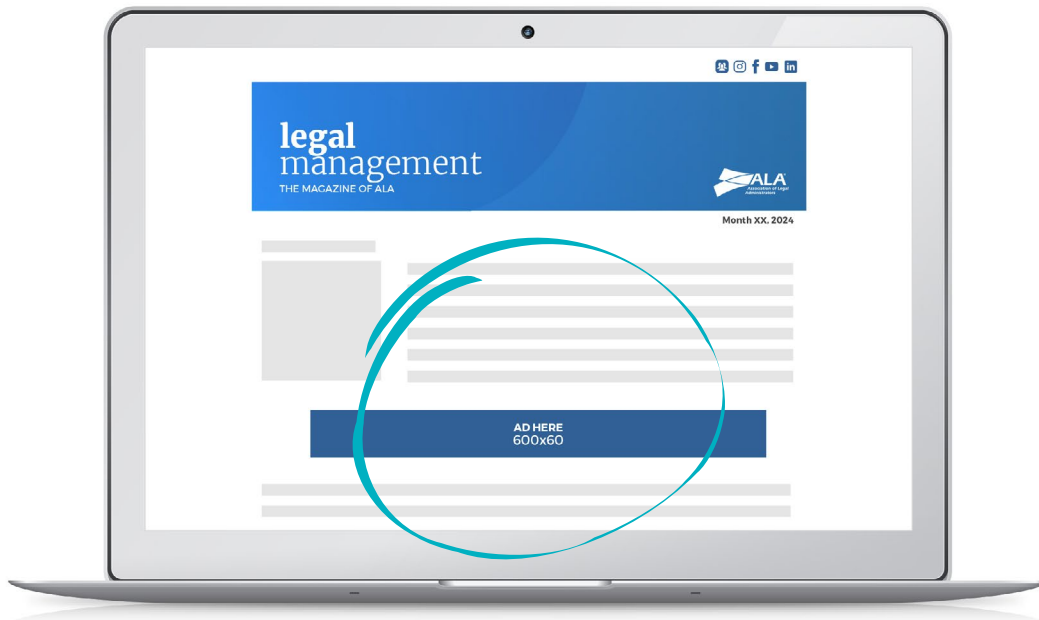
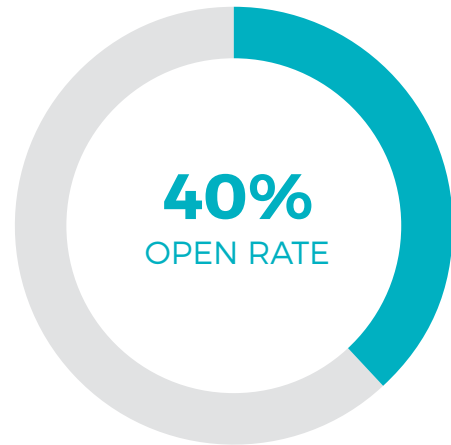


# Legal Management:

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 40% — and only one advertiser per email — it's the perfect opportunity to get your message in front of an engaged audience.



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



# 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.

**40+**  
total  
podcasts

**9,000+**  
total views and listens

**5%**

monthly growth rate  
in viewers/listeners



**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 1280x70 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](http://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](http://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**





# 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.

**10,450**  
Average Reach

**34%**  
Open Rate



## 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 *alanel.org*.

**630**  
Chapter Leaders  
Reached

**48%**  
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**



**Legal Lineup**  
A snapshot of upcoming events

Month XX, 2024

**IMPORTANT MESSAGE THIS WEEK**

**WEBINAR**  
**Eight Steps for Creating an Effective Cost Management System**  
JULY 10 | 2 p.m. Central  
This session will help you regain control of your firm's expenses and put an effective cost management system in place. Orin Schepps, Chief Executive Officer of Consultance Accounting, will present an eight-step, easy-to-implement, systematic approach to controlling your firm's spending.

**VIRTUAL MEETUP**  
**Small Firm**  
JULY 10 | 2 p.m. Central  
This session will help you regain control of your firm's expenses and put an effective cost management system in place. Orin Schepps, Chief Executive Officer of Consultance Accounting, will present an eight-step, easy-to-implement, systematic approach to controlling your firm's spending.

**VIRTUAL MEETUP**  
**Member Idea Exchange**  
JULY 9 | AUG 13 | SEPT 10  
This session will help you regain control of your firm's expenses and put an effective cost management system in place. Orin Schepps, Chief Executive Officer of Consultance Accounting, will present an eight-step, easy-to-implement, systematic approach to controlling your firm's spending.

**Mental Health First Aid Certification**  
**Get Certified in Mental Health Aid**  
AUGUST 16 | 9 a.m. Central  
A one-day training that teaches how to identify, understand and respond to signs of mental illness and substance use disorders.

**AD HERE 600x60**

**Chapter Leadership Institute**  
JULY 18-20, 2024  
Salt Lake Marriott Downtown at City Creek  
Salt Lake City, Utah

**Intellectual Property Conference for Legal Management Professionals**  
SEPTEMBER 13-14, 2024  
The Westin Washington, D.C. City Center  
Washington, D.C.

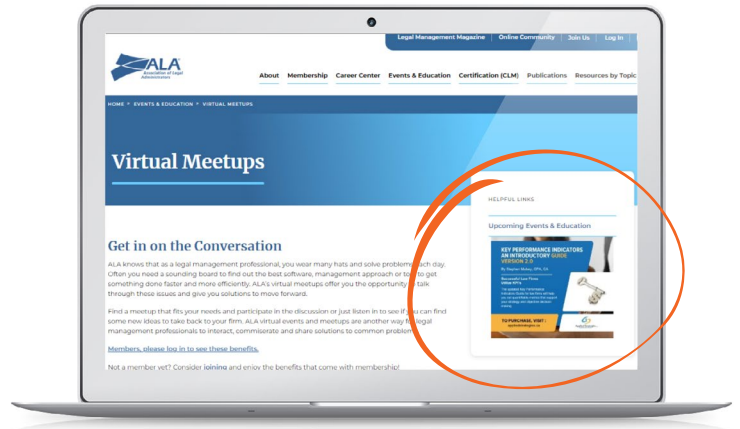




# Web Advertising

## 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.



**Exclusive Interior Page**  
300w x 250h

*ALAnet.org*

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 strive to provide each advertiser 20,000 impressions each month.

**100,000**  
total monthly page views

**7,500**  
monthly unique visitors

**23,500**  
website users took  
a specific action  
per month on the site



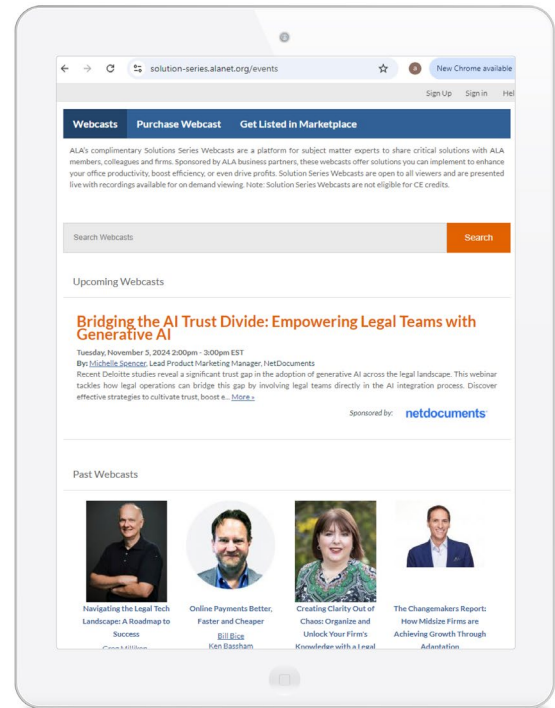
# ALA's Solutions Series Webcasts

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.



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



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

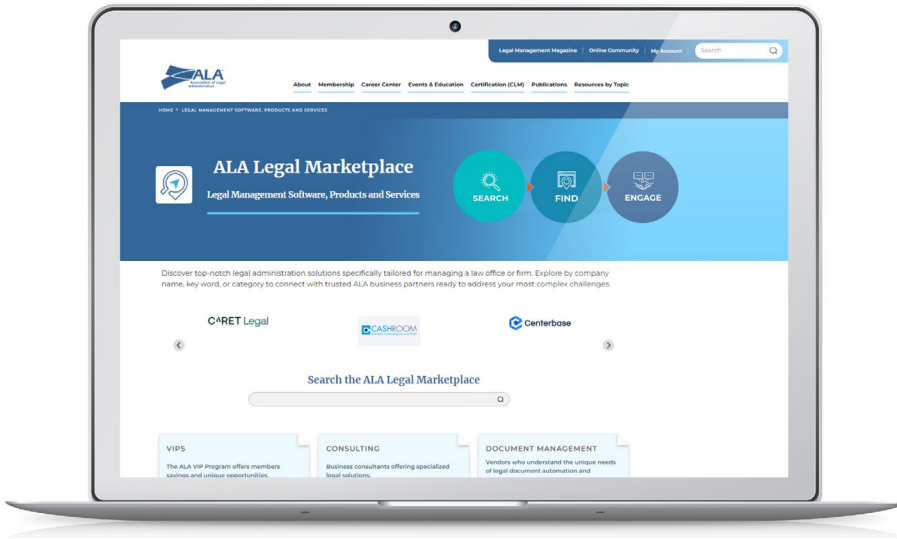


**Evergreen archive of your webcast hosted on ALA's Legal Marketplace**



# ALA's Legal Marketplace

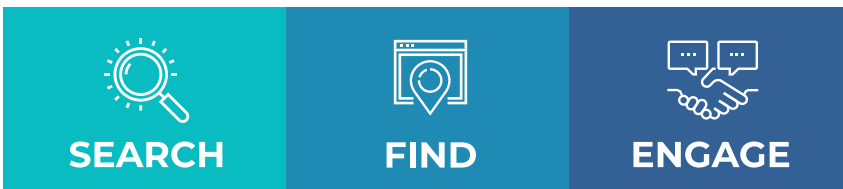
(Business Partner Directory)



**7,500**  
MONTHLY SEARCHES

**1,600**  
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.



*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

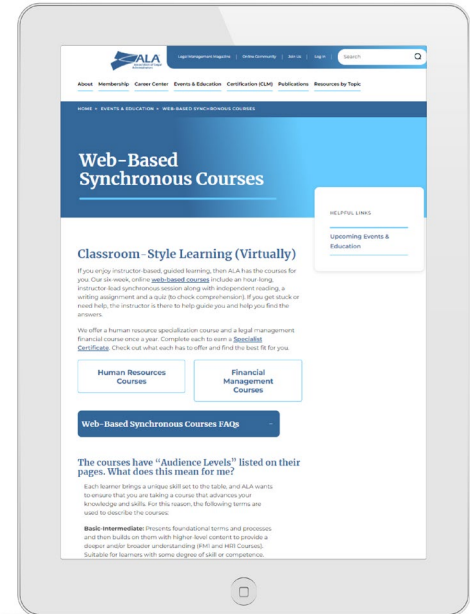


# ALA Web-Based Courses (HR and Finance)

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.

**6,200**  
PAGE VIEWS

**1,850**  
UNIQUE VISITORS



- › 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



# White Papers

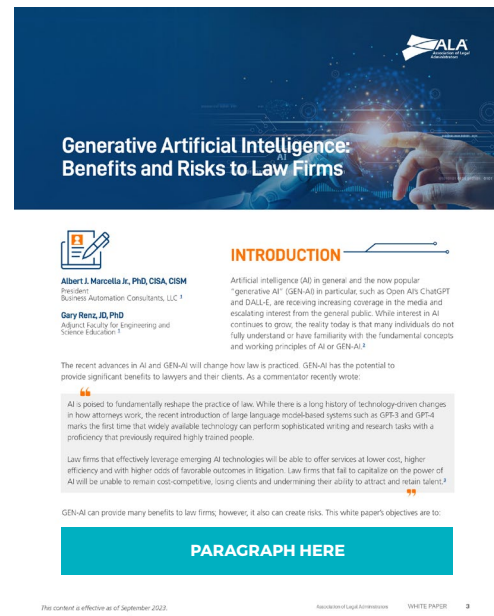
ALA's white papers written by industry experts cover trending topics in the legal industry, provide detailed information and analysis of the topics' impact, and outline actionable solutions. Once the white papers are published, they are promoted via *BOLD Bites* e-newsletter (3,500+ audience), social media and *Legal Management* magazine.

## Benefits of Sponsorship:


- Sponsor's logo on the cover of the white paper
- Sponsor may write an introductory paragraph (50 words) that will appear in the introduction section of the white paper for both the PDF and audio playback versions (subject to approval by ALA)
- Sponsor AD on the white paper webpage

## Price of sponsorship:

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




2023-2024




# 3

WHITE PAPERS



# 1,500

PAGE VIEWS



# 1,200

DOWNLOADS







## 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](https://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).

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

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# 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.



**100,000+**  
TOTAL PAGE VIEWS

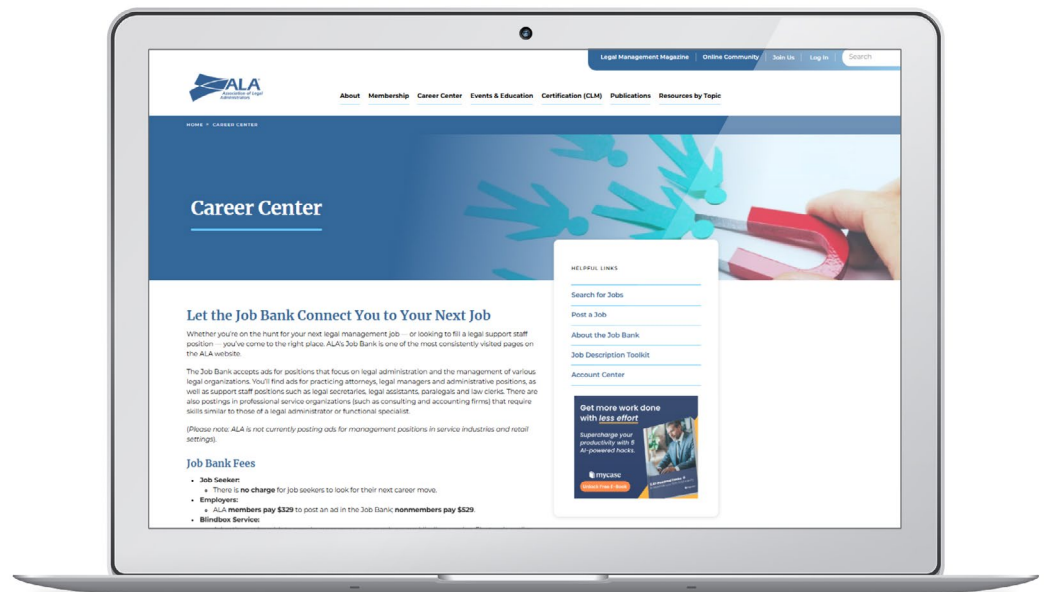


**7,500**  
UNIQUE VISITORS

## 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 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.

## Fred Ullman

Director, Business Development

+1-847-267-1375

fullman@alanet.org

## Questions about sponsoring our events?

Email [christina.kardon@wearemci.com](mailto:christina.kardon@wearemci.com) or call +1 410-584-1902.



# 2025 ALA Digital Rates and Order Form



## LEGAL MANAGEMENT MAGAZINE

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

## E-NEWSLETTER/EMAIL ADVERTISING

<b>BOLD Bites</b> (weekly) 1st Sponsor (600wx60h)	\$1,595/week for _____ weeks
<b>BOLD Bites</b> (weekly) 2nd Sponsor (600wx60h)	\$1,295/week for _____ weeks
<b>Just the Facts</b> (monthly) (600wx60h)	\$995/month for _____ months
<b>Legal Lineup</b> (biweekly) (600wx60h)	\$995/issue for _____ issues

Indicate the dates and positions you would like to advertise:

## WEB ADVERTISING

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



## **I want to contribute content and/or advertise. 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](mailto:publications@alanet.org) or visit [alanet.org/legal-management-writer-guidelines](http://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](mailto: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](mailto:publications@alanet.org).





### JANUARY

LIVE: Jan 10



- M&A Checklist
- Servant Leadership
- Navigating DEIA Pushback



- Ad Reservations: Due now
- Ads Due: Dec 2
- Article Pitches Due: In Progress
- Copy Due: Nov 15

### FEBRUARY

LIVE: Feb 14

#### FOCUS ON FINANCE



- Top KPIs for Profitability
- Identifying the Best Compensation Structure for your Firm
- Investing in Your People to Boost Profitability



- Ad Reservations: Dec 16
- Ads Due: Jan 7
- Article Pitches Due: Nov 4
- Copy Due: Dec 16

### MARCH

LIVE: March 14



- What Needs to Be in Your Workplace Violence Prevention Policy
- Setting New Managers Up for Success
- Built for Success: Running a Law Firm Like a Business



- Ad Reservations: Jan 23
- Ads Due: Feb 14
- Article Pitches Due: Dec 9
- Copy Due: Jan 23

### APRIL

LIVE: April 11



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



- Ad Reservations: Feb 18
- Ads Due: March 14
- Article Pitches Due: Jan 6
- Copy Due: Feb 18

## MAY

LIVE: May 9



- Crafting an Employee Handbook
- Understanding Neurodiversity
- How to Have Civil Conversations at Work



- Ad Reservations: March 14
- Ads Due: April 7
- Article Pitches Due: Feb 18
- Copy Due: March 14

## JUNE

LIVE: June 13



- Health Insurance: How to Save Money During Open Enrollment
- Interview Questions to Find the Best Candidates
- Succession Planning: Legal Administrators Edition
- 2025 Annual Conference & Expo Award Recipients



- Ad Reservations: April 21
- Ads Due: May 6
- Article Pitches Due: March 5
- Copy Due: April 21

## JULY/AUGUST

LIVE: July 14



- Building an Efficient Legal Secretary Pool
- Tips for Successfully Onboarding Laterals
- The Parent Gap: Building a Supportive Workplace for Working Moms



- Ad Reservations: May 22
- Ads Due: June 9
- Article Pitches Due: April 11
- Copy Due: May 22

## SEPTEMBER

LIVE: Sept 12



- Fighting Pay Compression
- Boosting Productivity: Getting the Most from Your Employees
- Managing Toxic Employees



- Ad Reservations: July 7
- Ads Due: July 23
- Article Pitches Due: May 12
- Copy Due: July 7

## OCTOBER

LIVE: Oct 10

### FOCUS ON TECH



- Cybersecurity: Putting a Plan into Action After a Breach
- AI: Protecting Your Data
- What's Happening in the Legal Marketplace with Tech Tools



- Ad Reservations: Aug 7
- Ads Due: Sept 4
- Article Pitches Due: June 6
- Copy Due: Aug 7

## NOVEMBER/DECEMBER

LIVE: Nov 21



- Preparing Future Leaders
- Looking Ahead to 2025 Legal Trends
- What to Do When a Partner Leaves



- Ad Reservations: Sept 8
- Ads Due: Oct 6
- Article Pitches Due: July 7
- Copy Due: Sept 8