

2018 ALA Digital Rates and Order Form



ALA Mailing Address
8700 W. Bryn Mawr Avenue, Ste. 1105
Chicago, IL 60631-3512

Billing Address (accounts receivable)
PO Box 95583, Ste. 1105
Chicago, IL 60631-3512
Fax: 443-281-0660

VIP Accounts
Robert Leighton
rleighton@alanet.org

Send Materials to
Monica Williams
mwilliams@alanet.org

Nat. Accounts & New (a-i)
Sean Soth
ssoth@alanet.org

Nat. Accounts & New (j-z)
Justin Kiss
jkiss@alanet.org

alanet.org Display 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

<i>BOLD Bites</i> (weekly) 1st Sponsor (300w x 250h)	<input type="radio"/> \$1,595/week for _____ weeks
<i>BOLD Bites</i> (weekly) 2nd Sponsor (300w x 250h)	<input type="radio"/> \$1,295/week for _____ weeks
<i>Just the Facts</i> (300w x 250h)	<input type="radio"/> \$995/month for _____ months
<i>Legal Management Alert</i> (300w x 250h)	<input type="radio"/> \$1,495/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:	<input type="radio"/> \$995
Enhanced:	<input type="radio"/> \$750
Category Sponsorship:	<input type="radio"/> \$500

ALA TOTAL SPEND \$ _____

Billing Schedule In full Other _____

Signature (x) _____ **Date:** _____

Submitted By

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Email _____
 Phone Number _____

Payment Information

Invoice at address above
 Charge card
 Card Type VISA M/C AMEX
 Card Number _____
 Exp. Date _____ Sec Code _____
 Name on Card _____

TERMS: This agreement is non cancellable. 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.