

# LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS



**2018**

## MEDIA KIT



FINANCE

COMMUNICATIONS



HUMAN RESOURCES



PRACTICE MANAGEMENT



TECHNOLOGY



BUSINESS DEVELOPMENT



# Why Legal Management?

- Communicate Consistently
- Cultivate Thought Leadership
- Keep and Convert Customers



## Facts & Stats



### OCTOBER IS CYBERSECURITY AWARENESS MONTH. IS YOUR FIRM PREPARED?

"BEC is defined as a sophisticated scam targeting businesses working with foreign suppliers and/or businesses that regularly perform wire transfer payments. The scam is carried out by compromising legitimate business e-mail accounts through social engineering or computer intrusion techniques to conduct unauthorized transfers of funds. ... Since January 2015, there has been a 1,300% increase in identified exposed losses."

- Public Service Announcement from the FBI

## Removing Cyberbreach Risks

Six issues that can position your firm for a major information meltdown

Reports earlier this year that a hacker had accessed more than 50 law firms' networks may have initially seemed shocking, but it was hardly the first security snag the legal industry has experienced.

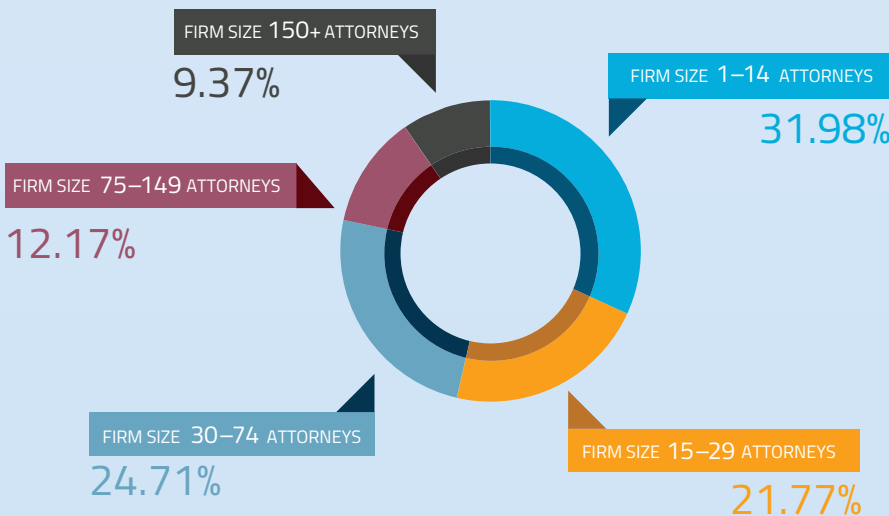


ERIN BRERETON  
Owner, Chicago Journalist Media

In reality, as of 2015, roughly one in four firms with 100 or more attorneys had been the victim of a data breach, according to an American Bar Association survey. Fifteen percent of all firms, regardless of size, reported a breach incident had occurred — compared to 10 percent three years before.

Yet many law firms — particularly smaller ones — often don't feel they need to worry, according to Neill Feather, President of website security solution provider SiteLock and an Online Trust Alliance advocacy group board member.

## ALA's 9,000 Members Represent:



## Did you know?

Legal management professionals oversee many business critical responsibilities within their firms. As a result, ALA members hold a variety of job titles, including CEO, CFO, COO, Executive Director, Principal Administrator, Office Manager, Controller, IT Director, Marketing Director, HR Manager and more.

In California, the base salary for an associate attorney with 3 years of experience was reported at \$162,408.

100%

ALA members represent 100% of the Am Law 200

80%

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

100%

100% of ALA members have buying influence

# REACH ALL MEMBERS

with *Legal Management* magazine online

## Legal Management Options

### PRINT

#### LEGAL MANAGEMENT ANNUAL GUIDE

ALA's new annual print guide will reach all active and new member desks with the year's highest rated articles and topics. Distribution begins July 2018. Additional distribution at all ALA Conferences and events in 2018. Space is limited.

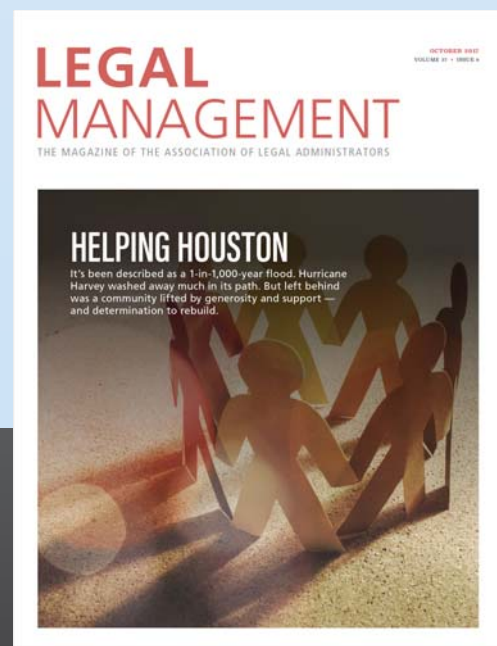
#### ALA CONFERENCE DISTRIBUTION

ALA Annual Conference, ALA Chapter Leadership Institute, ALA Specialty Conference, ALA Regional Legal Management Conferences East and West.

### DIGITAL

#### LEGAL MANAGEMENT MAGAZINE

Published 10x per year, *Legal Management* is the definitive resource for ALA member news, content and solutions that apply to their firm's business operations. In 2018, *Legal Management* will publish on its responsive website. It also is available as a fully designed PDF. New issues will be open to both members and non-members alike, while archived issues will contain evergreen advertising for members to view.



**Legal Management reports on topics within ALA's five knowledge areas:**

Legal Industry/Business Management | Human Resources Management | Financial Management  
Communications and Organizational Management | Operations Management

# 2018 ALA Digital Rates and Order Form

## LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS



### ALA Mailing Address

8700 W. Bryn Mawr Avenue, Ste. 110S  
Chicago, IL 60631-3512

### Billing Address (accounts receivable)

PO Box 95583, Ste. 110S  
Chicago, IL 60631-3512  
Fax: 443-281-0660

### VIP Accounts

Robert Leighton  
[rleighton@alanet.org](mailto:rleighton@alanet.org)

### Nat. Accounts & New (a-i)

Sean Soth  
[ssoth@alanet.org](mailto:ssoth@alanet.org)

### Send Materials to

Monica Williams  
[mwilliams@alanet.org](mailto:mwilliams@alanet.org)

### Nat. Accounts & New (j-z)

Justin Kiss  
[jkiss@alanet.org](mailto:jkiss@alanet.org)

**Legal Management Magazine** (all rates net)      **1 Insertion**      **All Issues**  
(10 Insertions)

**Legal Management Annual Guide** (Annual Print Guide)  
Full-Page (no bleed): 7.5" w x 10" h, Full-Page (bleed, no extra fee): 8.75" w x 11.25" h  
(live area 0.5" from edge), Format: Hi-Res PDF file       \$4,500      n/a

**Annual Guide plus Full-Page Digital**       \$6,500       \$8,500

**Full-Page Digital**  
3 file types required: Pop-Up Ad 1200 x 900 (desktop), 300 x 300 (mobile), 8.5" x 11" (PDF)       \$1,900       \$6,000

**In-Context Digital Ads** (2 placements each issue)  
3 file types required: In-Context Ad 1200 x 400 (desktop), 300 x 300 (mobile), Re-use Desktop size (PDF Download)       \$1,900       \$6,000

**Legal Management Website Home Page**  
3 file types required: 730 x 380 (desktop), 300 x 460 (mobile), 8.5" x 11" (PDF Download)       \$1,500       \$7,500

Indicate the issue dates you would like to advertise

All Issues     Jan     Feb     Mar     Apr     May     June     Jul/Aug     Sept     Oct     Nov/Dec

### BOLD Bites Printed Newsletter

AD SPECS: 3.66"W x 8.5"H - JPEG, TIFF or EPS with outlined fonts (vertical images only)

1 Insertion - \$2,495       1 Insertion **ALL ISSUES** - \$12,000

### ALA Annual Conference Journal (May 2018)

Full page 6" w x 9" h, Half page 6" w x 4.5" h, High res (300dpi) jps and PDFs accepted. Full bleeds preferred. Leave 0.5" margin w/o text on both left and right sides.

Full Page       \$1,500  
Half Page       \$1,000

### ALA Legal Marketplace (12 months from date of signature)

Premium:       \$995  
Enhanced:       \$750  
Category Sponsorship:       \$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.



# 2018 ALA Digital Rates and Order Form



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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](mailto:rleighton@alanet.org)

**Send Materials to**  
Monica Williams  
[mwilliams@alanet.org](mailto:mwilliams@alanet.org)

**Nat. Accounts & New (a-i)**  
Sean Soth  
[ssoth@alanet.org](mailto:ssoth@alanet.org)

**Nat. Accounts & New (j-z)**  
Justin Kiss  
[jkiss@alanet.org](mailto: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

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

# 2018 LEGAL MANAGEMENT EDITORIAL CALENDAR



**JAN**



**FEB**



**MAR**



**APR**



**MAY**

**TOPICS**

Client Journey Mapping  
Empowering Women Through Communication  
Client Email Etiquette

Profit Planning and Cost Accounting  
When Rainmakers Retire: Keeping Your Clients  
Financial Risk Management

Your M&A Survival Guide  
CE Course: Ethics — Trust Accounts  
Having Tough Conversations: Managing the Troubled Employee

Business Continuity Plans  
Developing Effective Training  
The Legal Management Professional's Role in Diversity and Inclusion  
Annual Conference & Expo Preview

The Implications Drones Will Have on Legal Finance Litigation  
Branding for Your Firm

**ADVERTISEMENT DEADLINES**

**Space:** 11/29/17  
**Materials:** 12/11/17

**Space:** 12/27/17  
**Materials:** 1/12/18

**Space:** 1/22/18  
**Materials:** 2/12/18

**Space:** 2/20/18  
**Materials:** 3/12/18

**Space:** 3/19/18  
**Materials:** 4/9/18

**EDITORIAL DEADLINES**

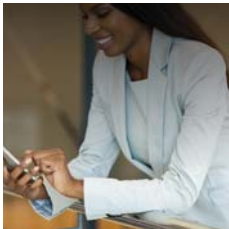
**Pitches:** In Progress  
**Draft:** 11/29/17  
**Published:** 1/12/18

**Pitches:** 11/2/17  
**Draft:** 12/27/18  
**Published:** 2/9/18

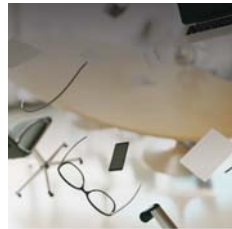
**Pitches:** 12/4/18  
**Draft:** 1/22/18  
**Published:** 3/9/18

**Pitches:** 1/8/18  
**Draft:** 2/20/18  
**Published:** 4/13/18

**Pitches:** 2/2/18  
**Draft:** 3/19/18  
**Published:** 5/11/18



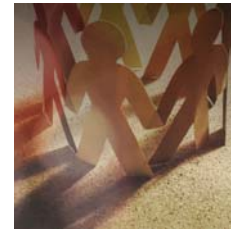
**JUN**



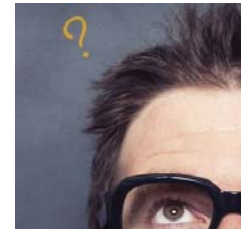
**JULY/AUG**



**SEPT**



**OCT**



**NOV/DEC**

**TOPICS**

2018 Annual Conference & Expo Highlights and Award Winners  
Sidestepping the Partner Track  
Strategies for Getting Tech Buy-In  
The Evolution of the Legal Secretary

Social Responsibility Done Correctly  
Tips for Integrating Lateral Partners  
Surviving a Document Systems Management (DMS) Upgrade

Value Pricing: Can It Work for Firms?  
Blockchain and the Law Firm  
CE Course: Writing RFPs

Cybersecurity: What Clients Are Demanding  
Data Encryption: When Should You Do It?  
AI's Impact on Law Firms

Best CRM Data Management Practices  
How Delayed Retirement Can Help Your Firm  
Hiring Change-Adaptable Employees  
Rising Stars in Legal Management

**ADVERTISEMENT DEADLINES**

**Space:** 4/18/18  
**Materials:** 5/7/18

**Space:** 5/30/18  
**Materials:** 6/18/18

**Space:** 7/9/18  
**Materials:** 8/2/18

**Space:** 8/13/18  
**Materials:** 9/6/18

**Space:** 9/10/18  
**Materials:** 10/1/18

**EDITORIAL DEADLINES**

**Pitches:** 3/2/18  
**Draft:** 4/19/18  
**Published:** 6/8/18

**Pitches:** 4/6/18  
**Draft:** 5/30/18  
**Published:** 7/20/18

**Pitches:** 5/14/18  
**Draft:** 7/9/18  
**Published:** 9/14/18

**Pitches:** 6/4/18  
**Draft:** 8/13/18  
**Published:** 10/12/18

**Pitches:** 7/9/18  
**Draft:** 9/10/18  
**Published:** 11/16/18

## How To Contribute To *Legal Management*

### INTERESTED IN WRITING FOR LEGAL MANAGEMENT?

Opportunities are available for freelance authors, consultants, industry experts and business partners.

For contributor guidelines, visit [www.alanet.org/legalmgmt](http://www.alanet.org/legalmgmt).

Pitches can be sent to [publications@alanet.org](mailto:publications@alanet.org).

### HAVE AN IDEA FOR A STORY THAT ISN'T LISTED ABOVE?

Please send us your pitch! Our articles are not limited to the above topics, and we welcome innovative story ideas from new and returning authors. Please make sure to read our contributor guidelines before submitting a pitch to ensure your story idea is a good fit for *Legal Management*.

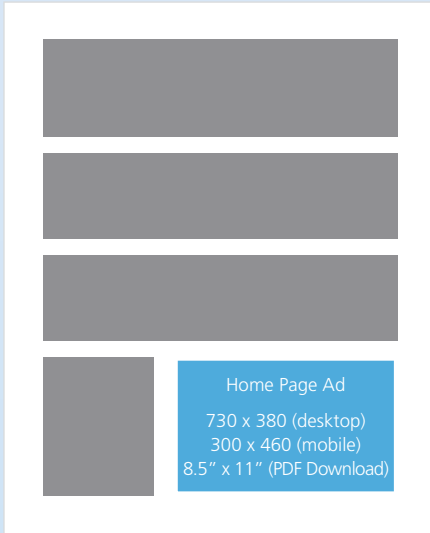
### INTERESTED IN ADVERTISING IN LEGAL MANAGEMENT?

Sean Soth (accounts A-I) [ssoth@alanet.org](mailto:ssoth@alanet.org) 667-206-4266 x1

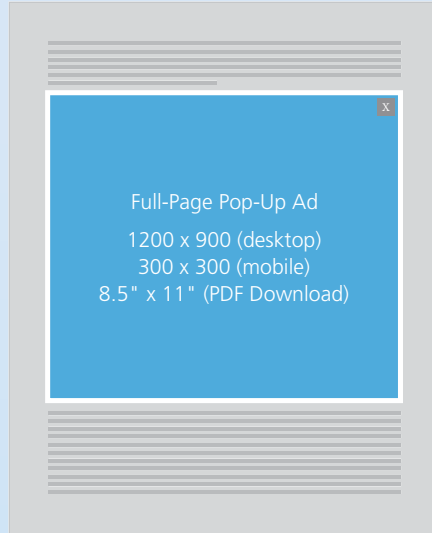
Justin Kiss (accounts J-Z) [jkiss@alanet.org](mailto:jkiss@alanet.org) 667-206-4266 x2

# LEGALMANAGEMENT

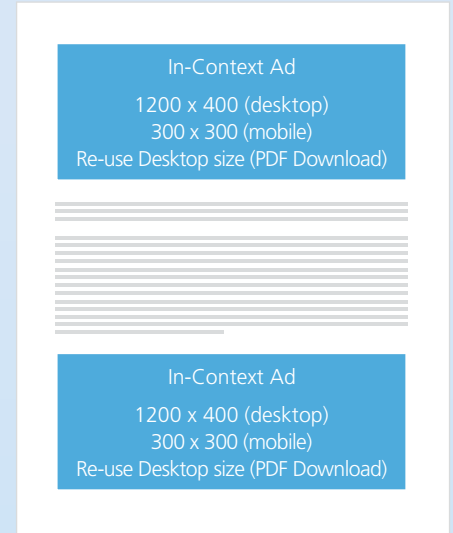
2018 WEBSITE ADVERTISEMENT SPECIFICATIONS (BASED ON 1,200 PX WIDE WEBSITE)



**HOME PAGE**



**FULL-PAGE POP-UP  
WITH[OUT] TIMER**



**IN CONTEXT TALL (1-2)**

## AD SPECS

Submit (1) advertisement in (3) sizes (desktop, mobile, and PDF download if applicable). Please follow the specs below:

- Home Page Ad (in pixels): 730 x 380 desktop | 300 x 460 mobile | 8.5" x 11" PDF Download
- Full Page Pop-Up Ad (in pixels): 1200 x 900 desktop | 300 x 300 mobile | 8.5" x 11" PDF Download
- In-Context Ad (in pixels): 1200 x 400 desktop | 300 x 300 mobile | Desktop size will be re-used and scaled for the PDF Download
- JPG or PNG
- 150 dpi
- RGB color
- Bleed for PDF Download size only

## LINK TO YOUR SITE OR EMAIL ADDRESS

Your website or an email will open when a viewer clicks your ad. Please provide a text document with the link you'd like — either a URL or an email address.

## SUBMIT MATERIALS

Submit all ad content to Monica Williams at [mwilliams@alanet.org](mailto:mwilliams@alanet.org) 443-798-3093 x5

