

LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS



2018

MEDIA KIT



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.

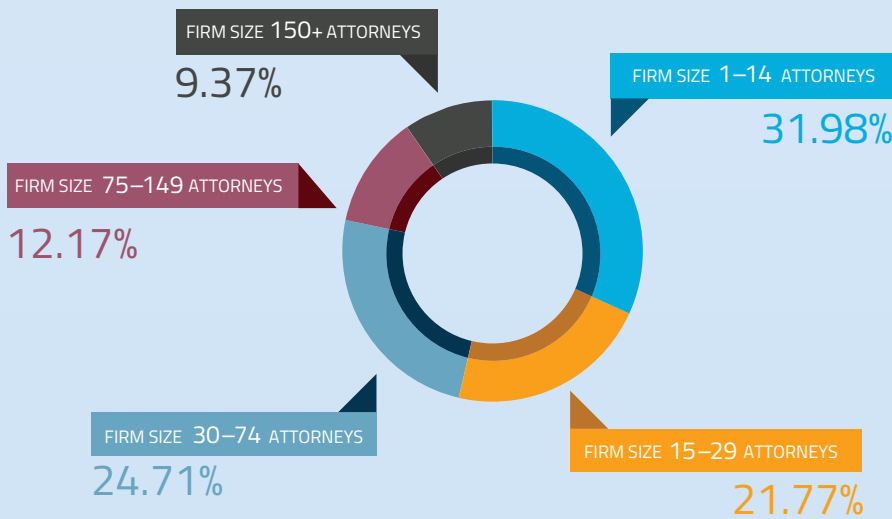


ERIN BRERETON
Owner, Chicago Journalist Media

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.

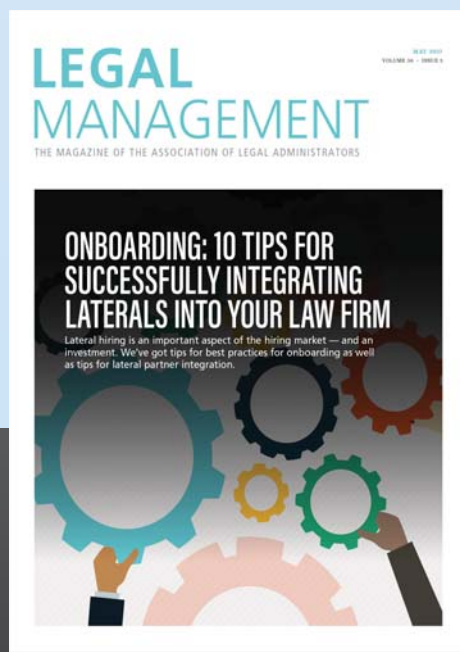
ALA CONFERENCE DISTRIBUTION

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

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

Send Materials to
Monica Williams
mwilliams@alanet.org

Nat. Accounts & New (j-z)
Justin Kiss
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) \$1,200 \$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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Sean Soth
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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

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
Legal Management Alert (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 _____

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2017 LEGAL MANAGEMENT EDITORIAL CALENDAR



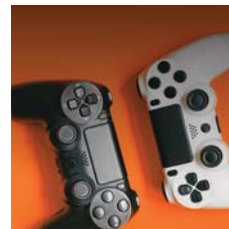
JAN



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

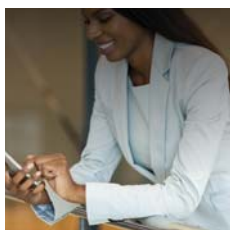
Pitches: In Progress
Draft: 11/29/17
Published: 1/12/18

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

Pitches: 12/4/17
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



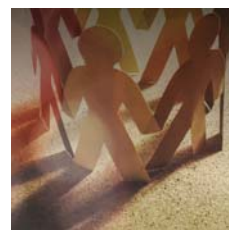
JUN



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.

Pitches can be sent to 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*.

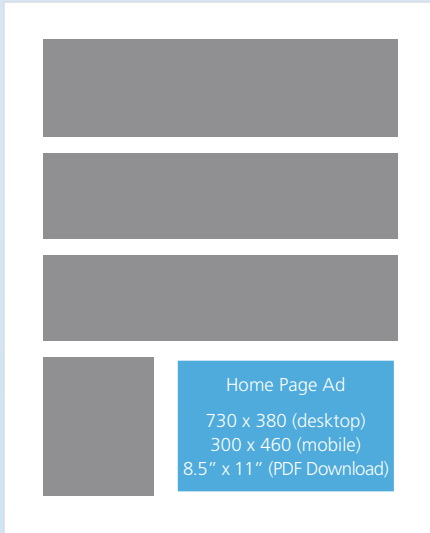
INTERESTED IN ADVERTISING IN LEGAL MANAGEMENT?

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

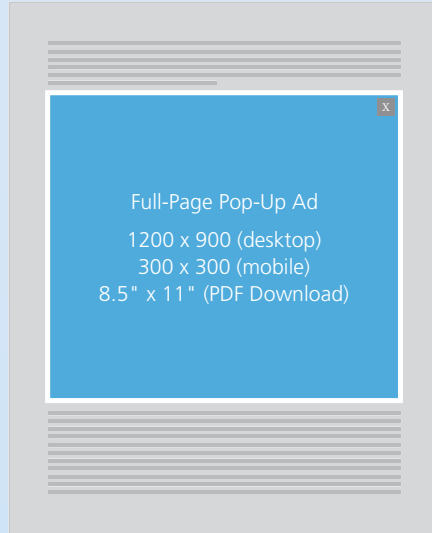
Justin Kiss (accounts J-Z) jkiss@alanet.org 667-206-4266 x2

LEGALMANAGEMENT

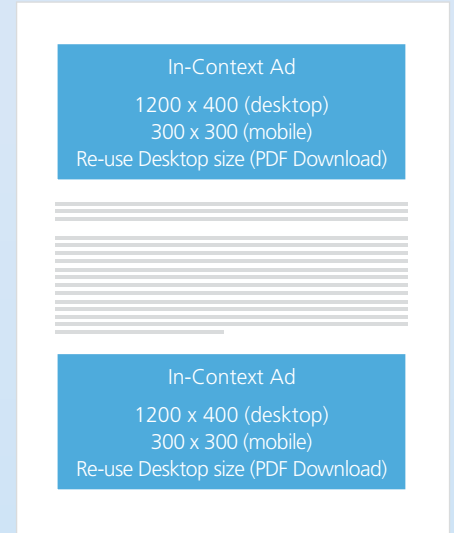
2018 WEBSITE ADVERTISEMENT SPECIFICATIONS (BASED ON 1,200 PX WIDE WEBSITE)



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 443-798-3093 x5

