

2023 ALA Digital Rates and Order Form



ALA Mailing Address
8600 W. Bryn Mawr Ave., Suite 400N,
Chicago, IL 60631

VIP Accounts
Fred Ullman
fullman@alanet.org

Nat. Accounts
Tiffany Teal
tteal@alanet.org

Send Materials to
marketing@alanet.org

Web 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
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.