Elevate your brand and engage with ACC’s global audience of legal professionals.

2023 MEDIA KIT
ACC reaches more than 1.5 million in-house legal professionals annually—delivering you the largest global audience of in-house counsel decision makers.

**ACC Docket.com**
Reach the ACC audience all year long with the ACC Docket website.

**ACC.com**
Visited by more than 1.5 million unique users annually.

**ACC E-newsletters**
Choose from a selection of four e-newsletters and reach up to 44,000 corporate legal professionals.

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**Audience Overview**

- **45,000** members
- **100+** countries
- **51%** of the Global 1000
- **10,000+** organizations
- **60+** chapters
- **99%** of the Fortune 100
- **21** networks
The newly redesigned ACCDocket.com consists of exclusive features, columns, and breaking news — making it a must-read for our members. By placing your ad on the website, your message will not be missed by your target audience. For even more exposure, inquire about our sponsored article opportunity and the ACC Docket monthly e-newsletter, which alerts readers to the latest content.

260,000 pageviews per year

72,000 total circulation for ACC Docket e-newsletter

22% average open rate for ACC Docket e-newsletter

Ad Rates

<table>
<thead>
<tr>
<th>ACCDOCKET.COM</th>
<th>AD SIZE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>Sponsored Article + Social Media Promotion*</td>
<td>500 to 1,500 words</td>
<td>$5,500/month</td>
</tr>
</tbody>
</table>

Minimum 50,000 impressions required for all ads.

*Sponsored article includes (1) social media post on one or more channels depending on content. Please inquire for details.

ACC DOCKET E-NEWSLETTER RATE/ISSUE

<table>
<thead>
<tr>
<th>Exclusive Sponsorship (includes three 650x90 banners, sponsored content (300x250 image, 45 words), and target URL)</th>
<th>$7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 1 (650x90)</td>
<td>$2,600</td>
</tr>
<tr>
<td>Banner 2 (650x90)</td>
<td>$2,400</td>
</tr>
<tr>
<td>Banner 3 (650x90)</td>
<td>$2,200</td>
</tr>
<tr>
<td>Sponsored Content 1 or 2 (300x250 image, 45 words)</td>
<td>$2,600</td>
</tr>
</tbody>
</table>

The ACC Docket e-newsletter launches mid-month every month. Please inquire about exact issue dates.

Agency Commission: Does not apply to digital advertisements.
Cancellations: Must be received in writing at least 30 business days prior to campaign launch date.
Artwork Materials: Due 10 business days prior to campaign launch date. All artwork and content are subject to ACC’s approval.
File Format: Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required. Please submit sponsored content and articles as a Word document and include author’s name, author biography, and headshot.

Send insertion orders to: Liz Barrett National Sales Manager 202-367-1231 ebarrett@smithbucklin.com

Send artwork materials to: Katherine Givan Senior Account Coordinator 202-367-2424 kgivan@smithbucklin.com
ACC Docket.com Reader Profile

Nearly 52% of readers hold the title of General Counsel, CLO, or Senior Attorney

$12 million Average budget of legal departments

88% of readers view the ACC Docket as being relevant to their daily practice of law

70% of readers rate the coverage on global issues in the Docket as “just right”

Products Purchased/Used in the Past Year:

- Legal Education/Training: 56%
- Computers and Computer Software: 50%
- Liability Insurance: 49%
- Document and Record Storage Services: 34%
- Recruiting Services: 32%
- Online Services: 31%
- Computerized Legal Research Services: 27%
- Computer Consultants: 26%
- Litigation Support Services: 23%
- Management Consulting: 20%
- Accounting/Bookkeeping Services: 20%
- Temporary Attorneys: 19%
- Alternative Dispute Resolution (ADR): 18%
- Temporary Office Support: 18%
- Legal and Financial Printers: 17%
- Jury Selection Services: 2%

ACC Docket Readers Take Action:

- Used an article(s) for ideas clipped for future reference: 62%
- Referenced an article or facts in meetings/discussions/memos: 57%
- Made a decision based on something read: 53%
- Saved one or more issues: 53%
- Suggested that a colleague(s) read the magazine: 31%
- Discussed an advertised product with others: 12%
- Saved an ad for future reference: 12%
- Visited an advertiser website: 11%

Nearly 52% of readers hold the title of General Counsel, CLO, or Senior Attorney.
# ACCDocket.com Editorial Calendar

Continually updated throughout the year, while also prioritizing strategic monthly themes, the ACC Docket is a valuable magazine that addresses challenges commonly faced by in-house counsel. After receiving a proposal, editorial staff will evaluate the best time for it to be published. Below are key topics in line with ACC’s content strategy.

## 2023 Editorial Themes

<table>
<thead>
<tr>
<th>Q1 TOPICS (JANUARY, FEBRUARY, MARCH)</th>
<th>Q2 TOPICS (APRIL, MAY, JUNE)</th>
<th>Q3 TOPICS (JULY, AUGUST, SEPTEMBER)</th>
<th>Q4 TOPICS (OCTOBER, NOVEMBER, DECEMBER)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ethics &amp; Compliance</strong></td>
<td><strong>Global Issues</strong></td>
<td><strong>Career</strong></td>
<td><strong>Technology</strong></td>
</tr>
<tr>
<td>- Anti-bribery and Anticorruption</td>
<td>- The Intersection of Privacy Laws</td>
<td>- Changing Priorities of the In-house Lawyer</td>
<td>- Quick Starts and Wins with Technology</td>
</tr>
<tr>
<td>- Executive Ethics and Duties</td>
<td>- Future of Business Travel</td>
<td>- How to Build Your Legal Department’s Strategic Vision</td>
<td>- Data Retention Tools and Concepts</td>
</tr>
<tr>
<td>- Government Enforcement Actions</td>
<td>- Managing Global And Remote Workforce</td>
<td>- Shifting from Doing to Leading</td>
<td>- Ransomware and Cyber Insurance</td>
</tr>
<tr>
<td>- Compliance from the CLO’s Perspective</td>
<td>- Climate Change</td>
<td>- Leadership in a Hybrid Remote Environment</td>
<td>- Data Breaches and Cybersecurity Best Practices</td>
</tr>
<tr>
<td>- Assessing, Understanding, and Improving Your ESG Performance</td>
<td>- ESG Reporting Requirements</td>
<td>- Personal Brand</td>
<td>- Intersection of Ethics and Tech</td>
</tr>
<tr>
<td>- Climate Change Policies and Regulations</td>
<td>- International Sanctions and Trade Wars</td>
<td>- Setting Healthy Boundaries</td>
<td><strong>Risk Management</strong></td>
</tr>
<tr>
<td>- Ethics and Technology (Artificial Intelligence)</td>
<td>- Supply Chain Risk</td>
<td>- Negotiating Skills</td>
<td>- What to Know About Corporate Debt</td>
</tr>
<tr>
<td><strong>Law Department Management</strong></td>
<td><strong>Diversity &amp; Inclusion</strong></td>
<td><strong>Special Supplements</strong></td>
<td><strong>Strategy</strong></td>
</tr>
<tr>
<td>- Leadership in a Remote Environment</td>
<td>- Recruiting, Retention, and Promotion of a Diverse Workforce</td>
<td><strong>ACC’s Top 10 30-Somethings</strong></td>
<td>- Crisis Management Communications</td>
</tr>
<tr>
<td>- Legal Ops</td>
<td>- Maturity Model for Diversity and Inclusion</td>
<td>- ACC Value Champions</td>
<td>- Strategies To Assess, Prioritize, And Mitigate Risks</td>
</tr>
<tr>
<td>- Future of the Office</td>
<td>- How to Lawfully Use Race and Gender in the Selection Process</td>
<td><strong>Technology</strong></td>
<td>- Corporate Criminal Liability</td>
</tr>
<tr>
<td>- Workflow Improvement</td>
<td>- DEI in Sports and Entertainment</td>
<td><strong>Risk Management</strong></td>
<td>- When to Litigate, When to Arbitrate</td>
</tr>
<tr>
<td>- Contract Management</td>
<td>- Protecting the Pipeline of Diverse Talent</td>
<td><strong>Strategy</strong></td>
<td>- COVID Litigation</td>
</tr>
<tr>
<td>- Contract Issues</td>
<td></td>
<td><strong>Technology</strong></td>
<td>- The Risks of Going Public</td>
</tr>
<tr>
<td>- Handling Workplace Values Amid Changing Laws</td>
<td></td>
<td></td>
<td>- Managing Risk and Privilege for Internal Investigations</td>
</tr>
</tbody>
</table>

*Editorial calendar, themes, and topics are subject to change.*
ACC.com

ACC.com offers an unmatched opportunity to reach ACC’s engaged in-house counsel members. With the number of advertisers strategically limited, your message will stand out on our site as opposed to having to fight through the extraneous clutter of other advertisements.

4.1 million
total pageviews per year

1.5 million
total unique visitors per year

24%
mobile and tablet users

Ad Rates

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<tr>
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Minimum 50,000 impressions required.

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ebarrett@smithbucklin.com

Send artwork materials to:
Katherine Givan
Senior Account Coordinator
202-367-2424
kgivan@smithbucklin.com
ACC E-newsletters

ACC In Brief
Advertise in ACC In Brief and reach CLOs and general counsel on a daily basis. Every issue covers topics such as essential market intelligence, global business news, and critical legal, policy, and advocacy issues.

![Eye icon] 32%
average open rate for ACC In Brief

![Book icon] 7,200
total circulation for ACC In Brief

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>RATE/MONTH</th>
</tr>
</thead>
</table>
| **ACC In Brief Sponsorship**  
(includes 200x600 sidebar, sponsored showcase (150x150 image, 75-120 words), and target URL in the daily ACC In Brief) | $7,500 |

**Agency Commission:** Does not apply to digital advertisements.

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**Artwork Materials:** Due 10 business days prior to campaign launch date. All artwork and content are subject to ACC's approval.

**File Format:** Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required. Please submit sponsored showcase as a Word document and include the author's name, an author biography, and a high-resolution headshot.

Send insertion orders to:
Liz Barrett  
National Sales Manager  
202-367-1231  
ebarrett@smithbucklin.com

Send artwork materials to:
Katherine Givan  
Senior Account Coordinator  
202-367-2424  
kgivan@smithbucklin.com

www.acc.com/about/advertising-sponsorship | 7
ACC E-newsletters

Legal Ops Observer
Sent monthly, the Legal Ops Observer is devoted to reporting on issues important to the members of the ACC Legal Ops section — from the challenges they face to best practices that work, to how members effectively implement innovation within their individual companies and define the future of legal ops across the industry.

- **24%** average open rate
- **1,350** monthly circulation; 90% U.S.-based; 10% international-based

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>RATE/MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes 728x90 leaderboard, sponsored showcase (150x150 image, 90-character headline, 320-character blurb), and link to a 700 to 800-word article on sponsor’s website</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

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Send artwork materials to: Katherine Givan Senior Account Coordinator 202-367-2424 kgivan@smithbucklin.com

Corporate Counsel Now
Sent weekly to more than 25,000 in-house counsel around the globe, Corporate Counsel Now provides the latest legal news and updates across ACC’s top resources.

- **27%** average open rate
- **25,000** weekly circulation: 60% U.S.-based; 40% international-based

<table>
<thead>
<tr>
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<th>RATE/MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes sponsored showcase (150x150 image, 90-character headline, 320-character blurb), and link to a 700 to 800-word article on sponsor’s website</td>
<td>$6,000</td>
</tr>
</tbody>
</table>
ACC In-house Counsel Certification Program

The ACC In-house Counsel Certification Program is an intensive, two-week virtual training program based on international best practices and covers the core competencies that are applied by corporate counsel professionals. Participants who successfully complete the requirements of the program will earn the ACC In-house Counsel Certified (ICC) designation, recognizing that its holder possesses the competence, skills, and acumen to complement a high-performing organization.

Showcase your support of this elite credential by becoming a sponsor today! Join over 500 graduates from 370 companies and 57 countries and get the ACC-ICC designation.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITY</th>
<th>SPECIFICATIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC Credentialing Newsletter</td>
<td>Sponsored Content: 195x145 image, plus 45 words and target URL</td>
<td>$2,500/year</td>
</tr>
<tr>
<td></td>
<td>Leaderboard: 728x90 and target URL; JPG or PNG file; 40 KB max file size</td>
<td></td>
</tr>
<tr>
<td>ACC Credentialing Insitute Website</td>
<td>Both Placements: 728x90 and target URL</td>
<td>Leaderboard: $750/month</td>
</tr>
<tr>
<td></td>
<td>JPG or PNG file; 40 KB max file size</td>
<td>Interstitial: $1,000/month</td>
</tr>
<tr>
<td>Accreditation Institute Certification Program</td>
<td>Logo: High-resolution JPG or PNG file</td>
<td>$7,500/presentation</td>
</tr>
<tr>
<td>PowerPoint Sponsor (7 Available)</td>
<td>Contact information for the thank you slide</td>
<td>Scripts: Pre (15-sec), mid (30-sec), and post (15-sec) message scripts in a Word document. Content is subject to ACC approval.</td>
</tr>
<tr>
<td>Registration Confirmation Email (7 Available)</td>
<td>Banner Ad: 728x90 and target URL</td>
<td>$1,000/program</td>
</tr>
<tr>
<td>LinkedIn Social Media Post (7 Available)</td>
<td>Headline: 40-65 words</td>
<td>$1,500/program</td>
</tr>
<tr>
<td></td>
<td>Description: 70-150 words</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Body Copy: 750-1,500 words</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Image: 1200x627 JPG or PNG file</td>
<td></td>
</tr>
</tbody>
</table>

Future Certification Program Dates
December 5-15, 2022

Reserve Your Sponsorship Today!
Liz Barrett
National Sales Manager
202-367-1231
ebarrett@smithbucklin.com

To learn more about the program, visit acc.com/credentialing.
ACC Global Headquarters
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Washington, DC 20001 USA
1.866.868.9092 (toll free)
www.acc.com

ACC Advertising Sales
c/o Smithbucklin
2001 K Street NW
3rd Floor North
Washington, DC 20006 USA
202.367.1231