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

2024 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**

- **46,000** 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>
</tbody>
</table>

Sponsored Article + Social Media Promotion*

500 to 1,500 words

$5,500/month

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

<table>
<thead>
<tr>
<th>RATE/ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,000</td>
</tr>
</tbody>
</table>

Exclusive Sponsorship

(includes three 650x90 banners, sponsored content (300x250 image, 45 words), and target URL)

<table>
<thead>
<tr>
<th>Banner 1 (650x90)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 2 (650x90)</td>
</tr>
<tr>
<td>Banner 3 (650x90)</td>
</tr>
</tbody>
</table>

Sponsored Content 1 or 2

(300x250 image, 45 words)

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

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

Send artwork materials to:
Krishia Examen
Account Coordinator
202-367-2475
kexamen@smithbucklin.com
**ACC Docket.com Reader Profile**

- **Nearly 52%** of readers hold the title of General Counsel, CLO, or Senior Attorney.
- **88%** of readers view the ACC Docket as being relevant to their daily practice of law.
- **$12 million** Average budget of legal departments.
- **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 (DAR): 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%
ACC Docket.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.

2024 Editorial Themes

<table>
<thead>
<tr>
<th>Q1 TOPICS</th>
<th>Q2 TOPICS</th>
<th>Q3 TOPICS</th>
<th>Q4 TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(JANUARY, FEBRUARY, MARCH)</td>
<td>(APRIL, MAY, JUNE)</td>
<td>(JULY, AUGUST, SEPTEMBER)</td>
<td>(OCTOBER, NOVEMBER, DECEMBER)</td>
</tr>
<tr>
<td><strong>Ethics &amp; Compliance, Privilege</strong></td>
<td><strong>Legal Operations</strong></td>
<td><strong>Business Skills</strong></td>
<td><strong>Employment / Changing Role of GC</strong></td>
</tr>
<tr>
<td>• Anti-bribery and Anticorruption</td>
<td>• Budget Management Best Practices</td>
<td>• Quick Starts and Wins with Technology</td>
<td>• Managing the Relationship Between C-suite Executives</td>
</tr>
<tr>
<td>• Executive Ethics and Duties</td>
<td>• Jurisdictional Considerations</td>
<td>• Negotiating Tips and Traps</td>
<td>• Leadership in a Hybrid Remote Environment</td>
</tr>
<tr>
<td>• Government Enforcement Actions</td>
<td>• How and When to Use Legal Service Providers</td>
<td>• Financial Literacy for In-house Lawyers</td>
<td>• How to Build and Boost Your Personal Brand</td>
</tr>
<tr>
<td>• Ethics and Technology (Artificial Intelligence)</td>
<td>• Legal Operations Leadership</td>
<td>• Understanding Market Opportunities</td>
<td>• Training and Development for the Modern GC</td>
</tr>
<tr>
<td><strong>CLOs/Law Department Management</strong></td>
<td><strong>Contract Drafting and Negotiations</strong></td>
<td><strong>Litigation, Corporate and Securities</strong></td>
<td><strong>Intellectual Property</strong></td>
</tr>
<tr>
<td>• Workflow Improvement</td>
<td>• Contract Lifecycle Management</td>
<td>• Crisis Management</td>
<td>• Artificial Intelligence and Intellectual Property</td>
</tr>
<tr>
<td>• Managing a Global and Remote Workforce</td>
<td>• Common Contract Challenges</td>
<td>• Regulatory Filings</td>
<td>• Protecting Trade Secrets</td>
</tr>
<tr>
<td>• How to Build Your Legal Department’s Strategic Vision</td>
<td>• Negotiating with the Business</td>
<td>• IPO Management</td>
<td>• IP Litigation</td>
</tr>
<tr>
<td>• Vendor and Outside Counsel Management</td>
<td>• Top Contract Templates</td>
<td>• Cross-border Litigation</td>
<td>• How to Structure a Successful Licensing Agreement</td>
</tr>
<tr>
<td><strong>Privacy and Cybersecurity</strong></td>
<td><strong>Contract Drafting and Negotiations</strong></td>
<td><strong>Special Supplements</strong></td>
<td><strong>ESG</strong></td>
</tr>
<tr>
<td>• Data Tools, Concepts, and Agreements</td>
<td>• Contract Lifecycle Management</td>
<td>• ACC’s Top 10 30-Somethings</td>
<td>• Assessing, Understanding, and Improving Your ESG Performance</td>
</tr>
<tr>
<td>• Ransomware and Cyber Insurance</td>
<td>• Common Contract Challenges</td>
<td></td>
<td>• Evolving ESG Reporting Requirements</td>
</tr>
<tr>
<td>• Data Breaches and Cybersecurity Best Practices</td>
<td>• Negotiating with the Business</td>
<td></td>
<td>• ESG Backlash and Next Steps</td>
</tr>
<tr>
<td>• Emerging Technology and Legislation</td>
<td>• Top Contract Templates</td>
<td></td>
<td>• Case Studies of Challenges, Initiatives, and Success Stories</td>
</tr>
</tbody>
</table>

Editorial calendar, themes, and topics are subject to change.
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.

**4.35 million**
Total pageviews per year

**1.08 million**
Total unique visitors per year

**33%**
Mobile and tablet users

### Ad Rates

<table>
<thead>
<tr>
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<tr>
<td>Leaderboard</td>
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<td>$70 CPM</td>
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</table>

Minimum 50,000 impressions required.

**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.

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

Send artwork materials to:
Krishia Examen  
Account Coordinator  
202-367-2475  
kexamen@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.

31% average open rate for ACC In Brief

8,190 total circulation for ACC In Brief

SPONSORSHIP BENEFITS          RATE/MONTH

ACC In Brief Sponsorship       $8,500
(includes 200x600 sidebar, sponsored showcase (150x150 image, 75-120 words), and target URL in the daily ACC In Brief)

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 showcase as a Word document and include the author's name, an author biography, and a high-resolution headshot.

Send artwork materials to:
Krishia Examen
Account Coordinator
202-367-2475
kexamen@smithbucklin.com

Send insertion orders to:
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202-367-1231
ebarrett@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.

- **26%** average open rate
- **1,130** monthly circulation; 84% U.S.-based; 16% 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>

**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.

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kexam@smithbucklin.com

**Corporate Counsel Now**
Sent weekly to more than 40,000 in-house counsel around the globe, *Corporate Counsel Now* provides the latest legal news and updates across ACC’s top resources.

- **42%** average open rate
- **37,470** 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 (400x400 image, 90-character headline, 240-character blurb), and link to a 700 to 800-word article on sponsor’s website</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

*While the image in the newsletter is small - 150x150px, we recommend that sponsors submit a larger image, e.g. 400x400 px to ensure display quality when scaling for desktop and mobile readers.*
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 700 graduates from 550 companies and 62 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><strong>Sponsored Content:</strong> 195x145 image, plus 45 words and target URL</td>
<td><strong>Leaderboard:</strong> 770x90 and target URL; JPG or PNG file; 40 KB max file size</td>
</tr>
<tr>
<td>ACC Credentialing Institute Website</td>
<td><strong>Both Placements:</strong> 728x90 and target URL</td>
<td><strong>Leaderboard:</strong> 750/month</td>
</tr>
<tr>
<td>Credentialing Institute Certification Program PowerPoint Sponsor (7 Available)</td>
<td><strong>Logo:</strong> High-resolution JPG or PNG file</td>
<td><strong>Contact information</strong> for the thank you slide</td>
</tr>
<tr>
<td>Registration Confirmation Email (7 Available)</td>
<td><strong>Banner Ad:</strong> 728x90 and target URL</td>
<td>JPG or PNG file; 40 KB max file size</td>
</tr>
<tr>
<td>LinkedIn Social Media Post (7 Available)</td>
<td><strong>Headline:</strong> 40-65 words</td>
<td><strong>Description:</strong> 70-150 words</td>
</tr>
<tr>
<td>4 Day In-Person Certification</td>
<td>For more information please contact <a href="mailto:certificaiton@acc.com">certificaiton@acc.com</a></td>
<td></td>
</tr>
</tbody>
</table>

Future Certification Program Dates

- Monday, February 19 - Thursday, February 29, 2024
- Monday, May 6 - Thursday May 16, 2024
- Monday, June 17 - Thursday, June 27, 2024
- Monday, August 19 - Thursday, August 29, 2024

To learn more about the program, visit acc.com/credentialing.