

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

2021 MEDIA KIT



ACC reaches more than **1.2 million in-house legal professionals** annually—delivering you the largest global audience of in-house counsel decision makers.



ACCDocket.com

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

ACC.com

Visited by more than 1.2 million unique users annually.

ACC E-newsletters

Choose from a selection of four targeted e-newsletters and reach up to 23,000 corporate legal professionals.

Audience Overview



45,000
members



84
countries



51% of the
Global 1000



10,000+
organizations



60 chapters
19 networks



99% of the
Fortune 100

ACCDocket.com

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.



385,000
pageviews per year



37,000
total circulation for ACC Docket e-newsletter



19%
average open rate for ACC Docket e-newsletter

Ad Rates

ACCDOCKET.COM	AD SIZE	RATE
Leaderboard	728x90	\$70 CPM
Interstitial	Arriving Feb '21	\$110 CPM
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.

Agency Commission: Does not apply to digital advertisements. Cancellations: Must be received in writing at least 10 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.



ACC DOCKET E-NEWSLETTER

RATE/ISSUE

Exclusive Sponsorship

(includes three 650x90 banners, sponsored content (195x145 image, 45 words), and target URL)

\$7,500

Banner 1 (650x90)

\$2,600

Banner 2 (650x90)

\$2,400

Banner 3 (650x90)

\$2,200

Sponsored Content 1 or 2 (195x145 image, 45 words)

\$2,600

The ACC Docket e-newsletter launches around the 15th of every month. Please inquire about exact issue dates.

Send insertion orders to:

Liz Barrett
National Sales Manager
202-367-1231
ebarrett@townsend-group.com

Send artwork materials to:

Katherine Givan
Senior Account Coordinator
202-367-2424
kgivan@townsend-group.com

ACCDocket.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

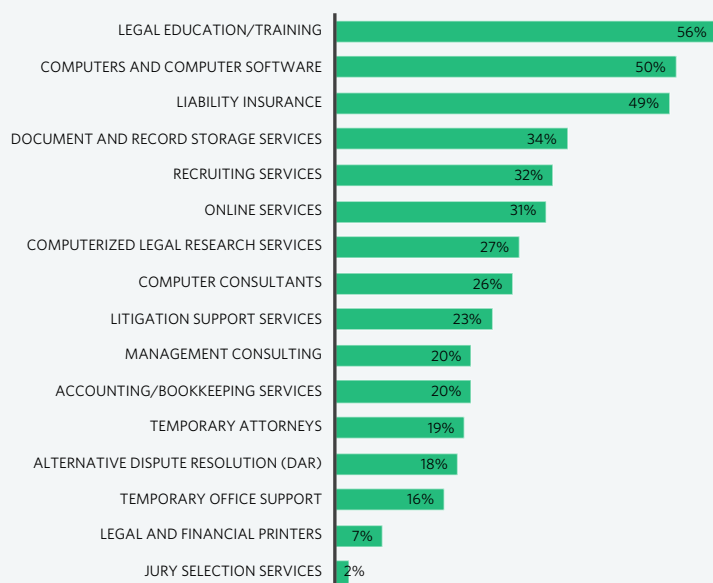


70%

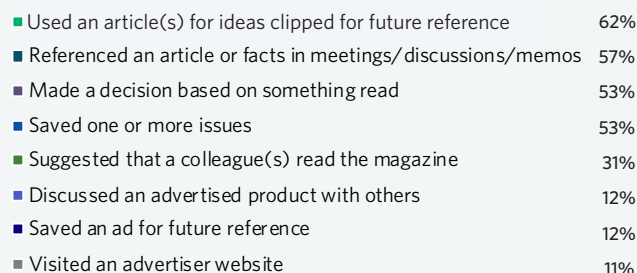
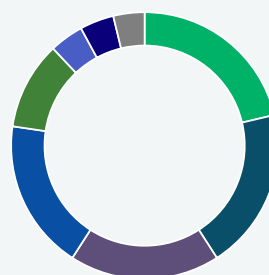
of readers rate the coverage on global issues in the Docket as “just right”



Products Purchased/Used in the Past Year:



ACC Docket Readers Take Action:



ACCDocket.com Editorial Calendar

Continually updated throughout the year, while also prioritizing strategic monthly themes, the ACC Docket is a highly-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.

2021 Editorial Themes

Q1 TOPICS	Q2 TOPICS	Q3 TOPICS	Q4 TOPICS
<ul style="list-style-type: none">• Ethics & Compliance• Anti-bribery and Anticorruption• Executive Ethics and Duties• Corporate Social Responsibility and the Social Justice Movement• Fostering an Ethical Culture• Ethics and Emerging Technology• Ethics and Social Media• Law Department Management• Recruiting and Retaining Talent in Today's Labor Market• Leading Remote Teams• Future of the Law Department• How to Manage Furlough, Reductions in Force, and Layoffs• Return to the Office	<ul style="list-style-type: none">• Global Issues• The Future of Business in Hong Kong• The Intersection of Privacy Laws• Future of Business Travel• International Sanctions and Trade Wars• Cross-border M&A• Modern Slavery Act (Australia) and the Role of In-house Counsel• Diversity & Inclusion• Best Practices for Hiring a Diverse Workforce• Maturity Model for Diversity and Inclusion• Measuring Vendors• Tension Between Company Policy and Local Laws	<ul style="list-style-type: none">• Career• The Career Lifecycle of an In-house Counsel• Mid-level Career Moves• Maintaining the CLO's Relationship with the CEO• Wellness and Mental Health• Getting a Business Education• Building Executive Presence• Special Publications: ACC's Top 10 30-Somethings, ACC Value Champions	<ul style="list-style-type: none">• Technology• Telecomm in Emerging Economies• Deepfakes 2.0: The Good, the Bad, and Terrifying Revisited• Cryptocurrency: Regulatory developments, challenges, and opportunities• Privacy Law Update• Data Breaches and Cybersecurity Best Practices• What's the Next Big Tech Innovation?• Risk Management• A Lawyer's Role in Cyberattacks• Bankruptcy• Crisis Management Communications• Keeping Your Workforce Safe• When to Litigate• Risk Considerations in a COVID World

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

ACC.com

ACC.com offers an unmatched opportunity to reach out to 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.



6.2 million
total pageviews per year



1.2 million
total unique visitors per year



29%
mobile and tablet users

Ad Rates

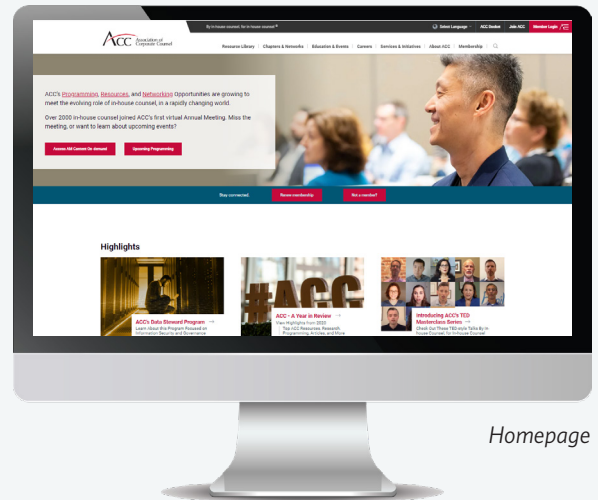
ACC.COM	AD SIZE	RATE
Leaderboard	728x90	\$70 CPM

Minimum 50,000 impressions required.

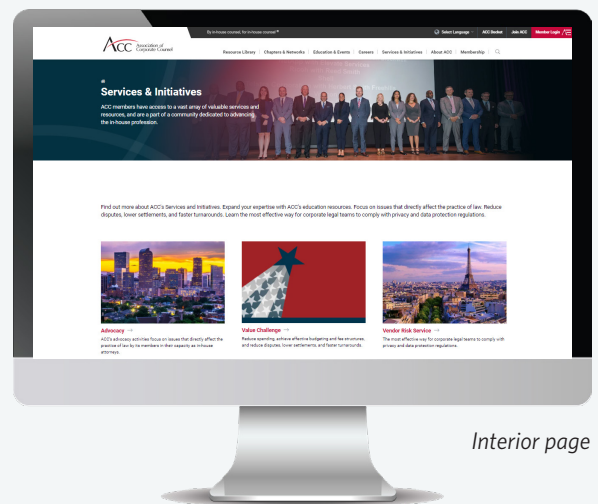
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Homepage



Interior page

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.



SPONSORSHIP BENEFITS	RATE/MONTH
ACC In Brief Sponsorship (includes 200x600 skyscraper, sponsored content (150x150 image, 75-120 words), and target URL in the daily ACC In Brief)	\$7,500

ACC In Brief & CLO Package (includes ACC In Brief Sponsorship plus 728x90 leaderboard in the monthly CLO Executive Bulletin)	\$8,500
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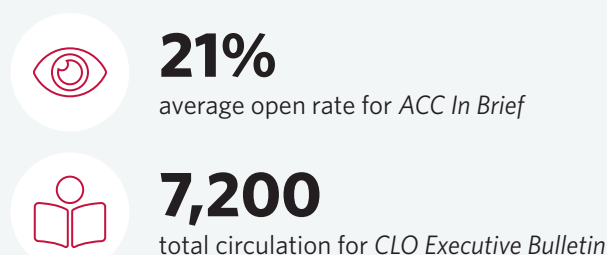
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CLO Executive Bulletin

Sent monthly, every issue of the *CLO Executive Bulletin* targets legal decision makers of the world's largest companies.




SPONSORSHIP BENEFITS	RATE/MONTH
CLO Executive Bulletin Sponsorship (includes 728x90 top leaderboard)	\$1,250

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.

 **29%**
average open rate

 **1,500**
monthly circulation; 90% U.S.-based;
10% international-based

SPONSORSHIP BENEFITS

RATE/MONTH

Includes 728x90 leaderboard, sponsored content (150x150 image, 90-character headline, 320-character blurb), and link to a 700 to 800-word article on sponsor's website)

\$4,000

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Corporate Counsel Now

Sent weekly to more than 20,000 in-house counsel around the globe, *Corporate Counsel Now* provides the latest legal news and updates across ACC's top resources.

 **25%**
average open rate

 **23,000**
weekly circulation: 60% U.S.-based;
40% international-based

SPONSORSHIP BENEFITS

RATE/MONTH

Includes sponsored content (150x150 image, 90-character headline, 320-character blurb), and target URL)

\$6,000



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