



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

2020 MEDIA KIT



Together, ACC print and digital media reach more than
1.6 million corporate law professionals annually — delivering you
the largest global audience of in-house counsel decision makers.



ACC Docket Magazine

Reaches 45,000 ACC members
10 times a year.

ACC Websites

Visited by more than 1.5 million
unique users annually.

ACC In Brief E-newsletter

Sent to more than 7,000
subscribers daily.

Audience Overview



45,000
members



85
countries



51% of the
Global 1000



10,000+
organizations



60 chapters
19 networks



99% of the
Fortune 100

ACC Docket

When it comes to reaching corporate law departments, no other print publication compares to the quality and size of the ACC *Docket*. Since ACC's inception, the ACC *Docket* has consistently delivered in-depth news, opinions, and analysis that make it the most trusted and authoritative publication of its kind.



45,000

total circulation for the ACC *Docket*



Nearly 52%

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

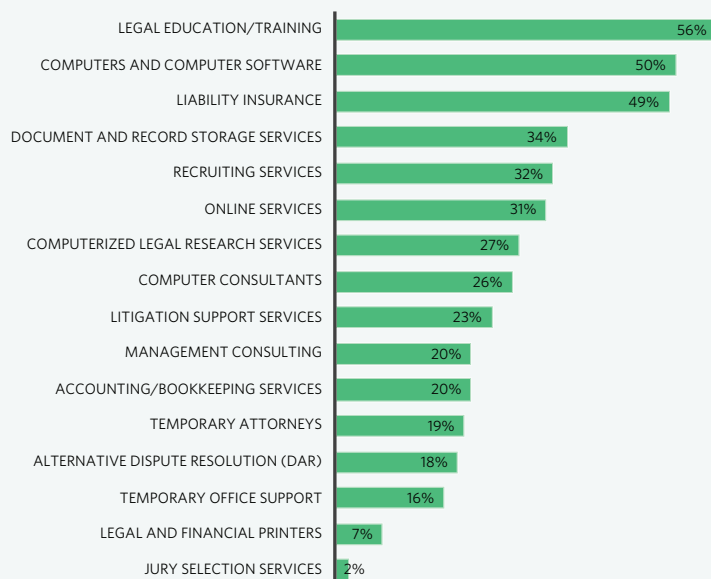


\$12 million

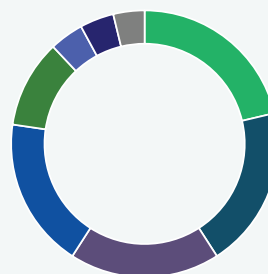
Average Budget of Legal Departments



Products Purchased/Used in the Past Year:



ACC Docket Readers Take Action:



| | |
|--|-----|
| Used an article(s) of 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% |

Editorial Calendar

Connect with ACC members by advertising in ACC's award-winning publication. Published 10 times a year, this highly-valuable magazine addresses challenges commonly faced by in-house counsel.



88%

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



75%

of readers strongly prefer the print version



70%

of readers rate the coverage on global issues in the *Docket* as "just right"

Readers Asked, ACC Listened

Based on the results of a recent readership study, we are adding new columns and voices to the *Docket* in 2020. We are adding brand new columns on legal operations and data security and management.

2020 Editorial Calendar

| ISSUE | FEATURE ARTICLE FOCUS | SPACE CLOSE | ARTWORK DUE |
|-------------------------|------------------------------|--------------|-------------|
| JANUARY/FEBRUARY | Ethics & Compliance | December 4 | December 18 |
| MARCH | Law Department Management | January 23 | February 6 |
| APRIL | Employment & HR | February 24 | March 10 |
| MAY | Litigation Management | March 31 | April 10 |
| JUNE | Cross Borders | April 28 | May 8 |
| JULY/AUGUST | Career | June 29 | July 10 |
| SEPTEMBER | Technology & IP | July 28 | August 10 |
| OCTOBER | Leading Practices | August 26 | September 9 |
| NOVEMBER | Environmental & Energy | September 28 | October 13 |
| DECEMBER | Risk Assessment & Management | October 21 | November 4 |

Ad Rates & Specifications

Send insertion orders to:

Liz Barrett
The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
202-367-1231
ebarrett@townsend-group.com

Send artwork materials to:

Katherine Givan
The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
202-367-2424
kgivan@townsend-group.com

Ad Rates

| 4 COLOR ONLY | 1x | 5x | 10x |
|----------------------|----------|---------|---------|
| Covers (II, III, IV) | \$7,500 | \$7,150 | \$6,750 |
| Premium (1st 25 pp.) | \$7,500 | \$7,150 | \$6,750 |
| Full Page Spread | \$10,500 | \$9,975 | \$9,555 |
| 1/2 Page Spread | \$9,300 | \$8,835 | \$8,465 |
| Full Page | \$6,390 | \$5,950 | \$5,732 |
| 1/2 Page | \$5,170 | \$4,853 | \$4,695 |

High Impact/Exclusive Supplements

| 4 COLOR ONLY | 1x |
|--|----------|
| Co-Mailer | \$18,500 |
| Cover Tip-On | \$10,000 |
| Global or Industry/Practice Area Briefings | \$10,000 |
| Glue-In or Bound Insert | \$9,500 |

Earned Rate: Rate is based on number of insertions used within one calendar year.

Agency Commission: 15% if paid within 60 days.

Cancellations: Must be received in writing by space closing date.

Supplements: Must be submitted for approval. Please contact advertising representative for costs, sizes, and quantity.

Ad Specifications

| TRIM SIZE | WIDTH | HEIGHT |
|------------------------|-------|---------|
| Full Page Spread | 16.5" | 10.875" |
| 1/2 Page Spread | 16.5" | 5.5" |
| Full Page | 8.25" | 10.875" |
| 1/2 Page | 8.25" | 5.5" |
| Briefings Inside Cover | 7.5" | 10" |

Publication Trim Size: 8.25" x 10.875"

Live Area: 0.25" in from trim

Bleed: 0.125" out from trim (required for all ads)

Paper Stock: 100-pound #3 gloss (cover); 50-pound matte (inside)

Type of Binding: Perfect bound

Printing Resolution: 150 line screen

File Format:

- PDF/X-1a is preferred. ACC does not accept native file formats.
- Create ads according to SWOP guidelines for web coated printing (www.idealiance.org/swop). Use CMYK web coated as the color space for all images; do not use compression on any images.
- All advertising is subject to Publisher's approval.

ACCDocket.com

ACCDocket.com consists of exclusive features, columns, and breaking news — making it a must-read for our members. By placing your ad on both print and digital platforms, your message will not be missed by your target audience. Also inquire about our native advertising opportunities and the ACC Docket e-newsletter, which alerts readers to the latest content.



24,000

page views per month



40,000

total circulation for ACC Docket e-newsletter



22%

average open rate for ACC Docket e-newsletter



Ad Rates

| ACCDOCKET.COM | RATE |
|---------------|------|
|---------------|------|

Leaderboard
(728x90)

\$70 CPM

ACCDocket.com ads are packaged with ACC.com. Minimum 50,000 impressions required.

| ACC DOCKET E-NEWSLETTER | RATE/ISSUE |
|-------------------------|------------|
|-------------------------|------------|

Exclusive Sponsorship

(includes 160x600, sponsored content (195x145 image, 45 words), and target URL)

\$7,500

| NATIVE ADVERTISING | RATE/MONTH |
|--------------------|------------|
|--------------------|------------|

Publish Your Content with ACC

(includes a 500-1500 word article and social media promotion)

\$5,500

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.

Send insertion orders to:

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ebarrett@townsend-group.com

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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.



9 million

total pageviews per year



1.5 million

total unique visitors per year



27%

mobile and tablet users

Ad Rates

| ACC.COM | RATE |
|--------------------------------|----------|
| Leaderboard (728x90) | \$70 CPM |

ACC.com ads are packaged with ACCDocket.com. Minimum 50,000 impressions required.

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 is subject to ACC's approval.

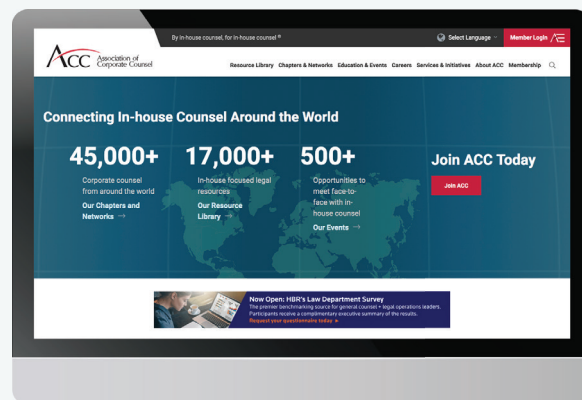
File Format: Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required.

Send insertion orders to:

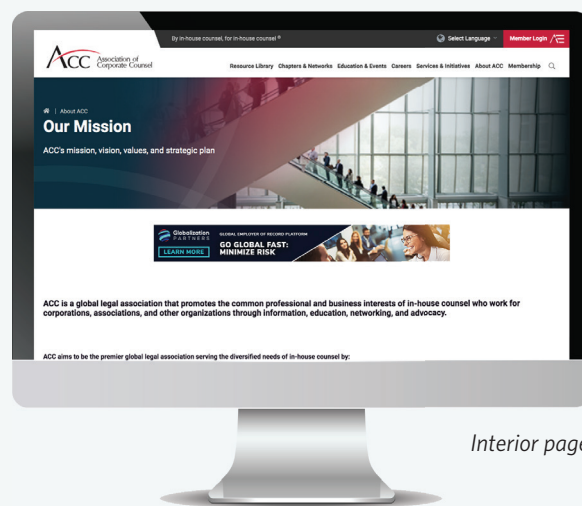
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Homepage



Interior page

ACC E-newsletters

Choose from ACC *In Brief* or the *CLO Executive Bulletin* to reach ACC members, CLOs, and general counsel on a daily or monthly basis respectively. ACC e-newsletters cover topics such as essential market intelligence, global business news, and critical legal, policy, and advocacy issues.



Ad Rates

| ACC E-NEWSLETTERS | RATE/MONTH |
|--|------------|
| ACC <i>In Brief</i> Sponsorship (includes 200x600 skyscraper, sponsored content (150x150 image, 75-120 words), and target URL in the daily ACC <i>In Brief</i>) | \$7,500 |
| ACC <i>In Brief</i> & CLO Package (includes ACC <i>In Brief</i> Sponsorship plus 728x90 leaderboard in the monthly CLO Executive Bulletin) | \$8,500 |
| CLO Executive Bulletin Sponsorship (includes 728x90 top leaderboard) | \$1,250 |

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 is 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 as a Word document.

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Globalization PARTNERS
 YOUR TALENT HIRED VIA OUR SUBSIDIARIES IN 150+ COUNTRIES
GO GLOBAL FAST: MINIMIZE RISK
 LEARN MORE

ACC CLO Chief Legal Officer Services **Executive Bulletin**
 March 2019

2019 ACC Global General Counsel Summit
 22-24 May | London, United Kingdom
New Speaker Just Announced!
Fireside Chat With
Tony West, Chief Legal Officer of Uber
 Tony West will discuss how the board of directors and the C-suite are increasingly looking to the chief legal officer to set the tone for corporate culture. From handling a data breach to transparency on sexual assaults, he will explore the chief legal officers' role as a champion for corporate culture and draw on his experience with Uber's culture.

To view the full program, visit www.acc.com/GCSummit available.

Questions? Contact summit@acc.com.

* The Summit is only open to ACC members. Chatham House rules apply.

ACC In Brief BUSINESS NEWS
 06 May 2019

2019 ACC Securities Law + Disclosure
 AN EXECUTIVE LEVEL SEMINAR
 JULY 23-25 | CHICAGO, IL

Globalization PARTNERS
GO GLOBAL FAST: MINIMIZE RISK
 LEARN MORE

GLOBAL EMPLOYER OF RECORD PLATFORM
 HIRE IN 150+ COUNTRIES
 WITHIN DAYS
 COMPLIANT WITH EMPLOYMENT AND PRIVACY LAWS

Upcoming Events

ACC Global General Counsel Summit
 May 22-24, London, UK

ACC Securities Law and Disclosure: An Executive Level Seminar
 July 23-25, Chicago, IL

ACC In-house Counsel Certification Program
 August 5-8, Sydney, Australia

Feature Story
Former Bosses at French Telecom Giant Orange on Trial Over Staff Suicides
 A Paris criminal court on Monday begins a trial accusing telecom giant Orange and seven former or current managers of moral harassment and related charges. Between 2007 and 2010, there were 19 suicides, 12 suicide attempts, and eight cases of serious depression among employees of the company. The company — then called France Telecom — was undergoing job cuts and modernization efforts at the time of the suicides, reports the Associated Press (6 May, Vaux-Montigny). Didier Lombard, former president of France Telecom, launched a restructuring plan aimed at shedding 22,000 jobs, but most employees were still considered civil servants and were protected from layoffs. As it worked to reduce staff, the indictment says the company imposed "excessive and intrusive control" on employees, assigned workers to demoralizing tasks, failed to provide training, isolated staff, and used "intimidation maneuvers or threats and pay cuts." The defendants are suspected of having "degraded work conditions of personnel that risked hurting their rights and dignity, altering the physical or mental health (of personnel), or compromising their professional future." Lombard, who denied any wrongdoing, stepped down as CEO of Orange in early 2010 amid criticism of his handling of the crisis. The former CEO and the other former executives risk two years in prison and a 30,000 euro (\$34,000) fine if found guilty. (More)

Legal Actions
Exxon Mobil Sues Cuban Companies for Use of Properties Seized Under Castro
 The Miami Herald (3 May, Torres) reports that Exxon Mobil has filed suit in U.S. federal court against Cuba's CIMEX and CUPET for their use of an oil refinery and other properties seized by the Fidel Castro government six decades ago. (More)

Regulatory Developments
Brussels Poised to Probe Apple Over Spotify's Fees Complaint
 In March, Spotify filed an official EU complaint alleging that Apple had behaved unlawfully and abused its App Store dominance to favor its own Apple Music service. The EU said it will launch a formal antitrust investigation into Apple in the coming weeks. (More)

Mergers and Acquisitions
Asiatel, Telenor in Merger Talks to Create Telecoms Giant
 Malaysia's Asiatel Group Berhad says it is in talks with Norway's Telenor ASA to merge their Asian operations. (More)

Corporate Governance
U.K. to Reform Corporate Registration System
 Bloomberg (4 May, Morales) reports that the United Kingdom plans to change its corporate registration system. (More)

C-Suite
Marriott Announces Its CEO Has Cancer
 Marriott International President and CEO Arne Sorenson has been diagnosed with a brain tumor. (More)



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