

ACC AUSTRALIA 2021 - 2022 **MEDIA KIT**

*Elevate your brand and engage with ACC Australia's
national audience of legal professionals.*

WHY ADVERTISE WITH US?

ACC Australia offers a **unique opportunity to engage** with a national audience of in-house legal professionals.

It will increase your **brand awareness** with those new to in-house, right through to chief legal officers.

Connect with influential decision makers – a distinct legal market segment.

If your organisation markets its products, services, or events to corporate or government law departments, there is no better audience than ACC Australia.



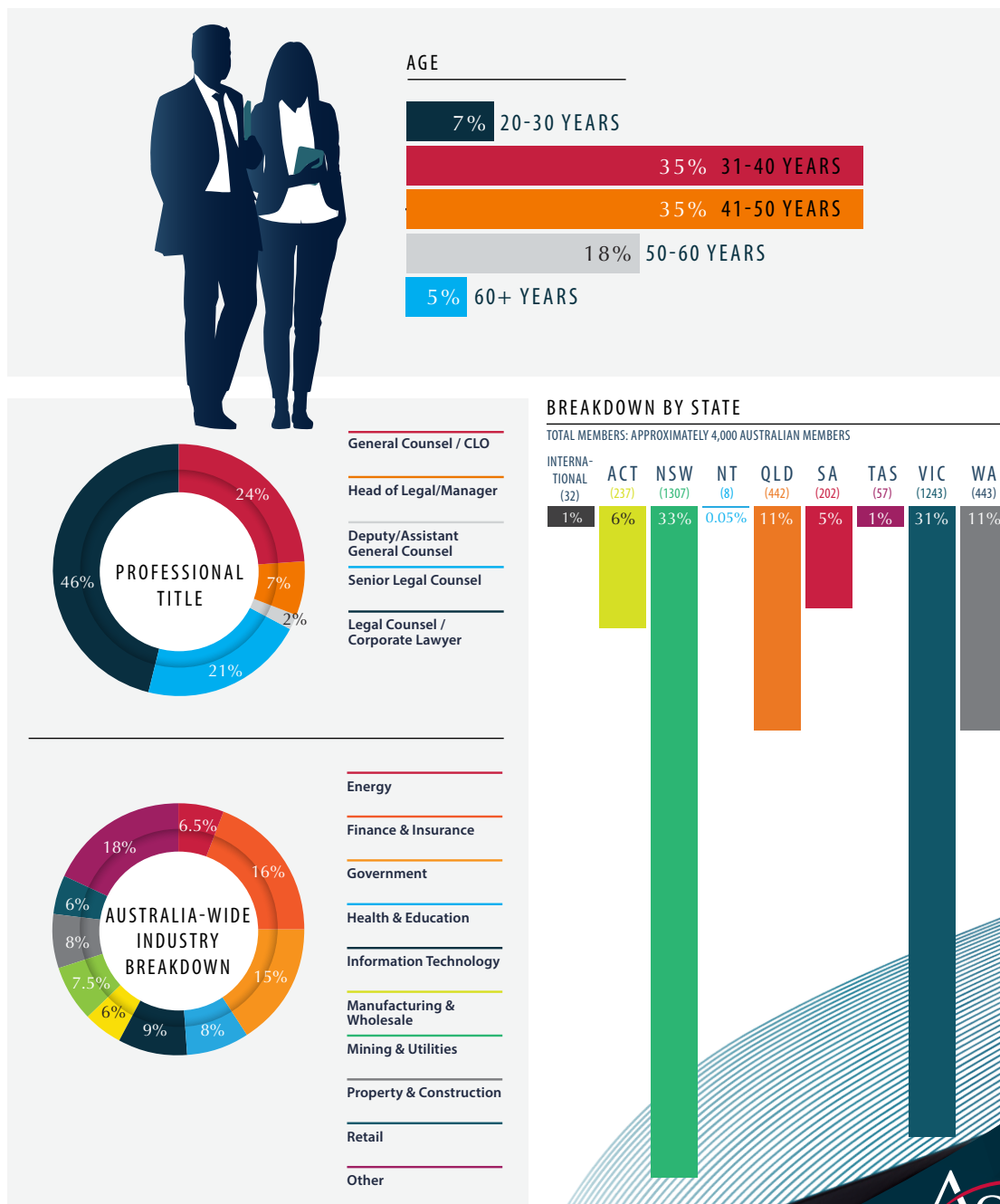
ACC AUSTRALIA AND ITS MEMBERS

WHO IS ACC AUSTRALIA?

ACC Australia is proud to represent the interests of lawyers working for corporations and government in Australia. In-house lawyers constitute approximately **30%** of the total Australian legal profession or about **14,000** practitioners, making our role as the 'voice of in-house lawyers' a vital one for the furthering and advancement of the profession.

The Association of Corporate Counsel (ACC) Australia is part of a global network of **over 45,000** in-house counsel employed by over **10,000** organisations in more than **85** countries.

WHO ARE ACC AUSTRALIA MEMBERS?



CONNECT WITH OUR MEMBERS ACROSS MULTIPLE PLATFORMS



E NEWSLETTER –
INSIDE IN-HOUSE
(FORTNIGHTLY)



EVENTS EDM –
WHAT'S HAPPENING
(WEEKLY)



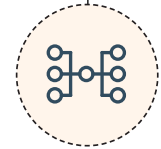
ACC AUSTRALIA
WEBSITE



CAREER CENTRE
WEBSITE



ACC EXECUTIVE
RECRUITER
PROGRAM



SPONSORED
CONTENT EDM

If you are interested in combining multiple advertising platforms for an integrated cross-channel campaign, ACC Australia offers a package discount. Please contact the ACC Australia Marketing team (contact details on page 14) for more details.

DIGITAL REACH



AVERAGE E-NEWSLETTER /
EVENT EDM OPEN RATE.

significantly higher than
the industry benchmark
of 21.14%.*

**Average email campaign stats
of Mail Chimp Customers by
Industry*



OF MEMBERS FIND
THE INSIDE IN-HOUSE
E-NEWSLETTER A VALUABLE
TOOL FOR INDUSTRY NEWS
AND EVENTS.

**2019 ACC Australia Trend
Survey*

1 in 2

MEMBERS CONFIRMED
THEY LIKE TO KNOW ABOUT
BENEFITS THEY CAN RECEIVE
FROM ACC AUSTRALIA
CORPORATE PARTNERS,
THROUGH THE NEWSLETTER
OR EDMs.

**2019 ACC Australia Trend
Survey*

INSIDE IN-HOUSE eNEWSLETTER – FORTNIGHTLY

The ACC Australia **Inside In-house e-newsletter** is a **fortnightly** publication, delivered to over **4,500** members and subscribers. Content centres around information specifically relevant for in-house counsel; legislation updates, ACC research, legal news, event promotions and member services updates.

4700

AVERAGE
CIRCULATION

25%

AVERAGE
OPEN RATE

2 ISSUES PER MONTH,
DELIVERED ON WEDNESDAY



ADVERTISING OPPORTUNITIES:

Top banner

Size: 540px(W) X 110px(H)

Price: \$2,550 +GST

Middle banner

Size: 540px(W) X 110px(H)

Price: \$2,000 +GST

Sponsored article

600-1000 words

Price: \$3,000 +GST

*Price is per advert to run in one e-newsletter.

Prices are subject to change.

WHAT'S HAPPENING eDM – WEEKLY

The ACC Australia **What's Happening** is a **weekly eDM**, delivered to over **4,500** members and subscribers. This communication lists ACC Australia's continuous professional development events, social events and corporate partner sponsored events. Members use this eDM to specifically look for events relevant to their individual / team's professional development needs. **If your organisation has a conference, seminar, workshop, webinar or podcast** that our in-house members would benefit from attending, advertising in 'What's Happening' provides the ideal opportunity for engagement.

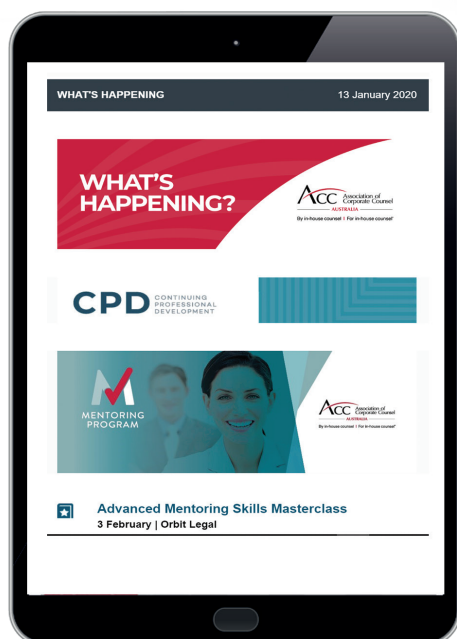
4700

AVERAGE
CIRCULATION

26%

AVERAGE
OPEN RATE

1 ISSUE PER WEEK,
DELIVERED ON MONDAY



ADVERTISING OPPORTUNITIES:

Top banner

Size: 600px(W) X 120px(H)

Price: \$2,550 +GST

Middle banner

Size: 600px(W) X 120px(H)

Price: \$2,000 +GST

*Price is per advert to run in one eDM.

Prices are subject to change.

SPECIFICATIONS

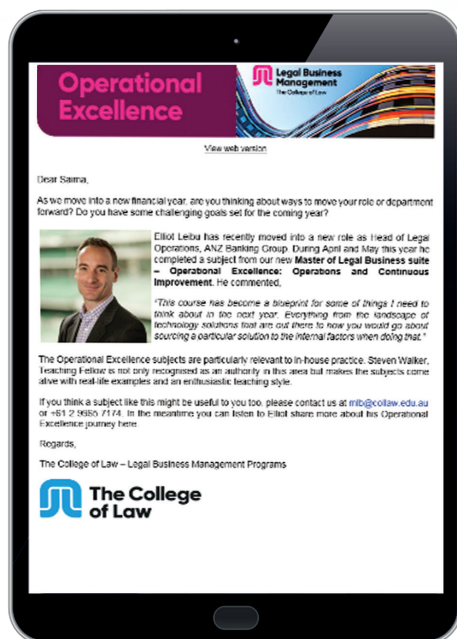
- HTML File
- Static
- Colour required
- Max width 600px
- May not exceed 45K

CO-BRANDED SPONSORED EMAILS eDMs – AS REQUIRED

ACC Australia's **sponsored eDMs** are a highly valuable and effective direct marketing tool as the content can generate website traffic, leads or event registrations. The content sponsor is always visible and our eDMs are designed to ensure your call-to-action button is clearly identifiable.

HANDY TIPS

- Use a short but attention-grabbing subject heading
- Email copy < 500 words is best
- Provide a 'for more information / book now' URL



ADVERTISING OPPORTUNITIES:

Price: \$3,900 +GST

Potential email campaigns:

eCommerce

- Member special offers
- New arrivals/product launches
- Event reminders

Non-eCommerce

- Industry news
- Testimonials/case studies
- Tips & advice on new legislation etc

*Price is per one eDM.

Prices are subject to change.

SPECIFICATIONS

- HTML File
- Static
- Colour required
- Max width 600px
- May not exceed 45K
- Can provide both a top and bottom banner and / or logo

ACC AUSTRALIA WEBSITE

Our **website** offers an unmatched opportunity to reach out and engage in-house counsel. With the number of advertisers strategically limited, your message will stand out on our site as opposed to having to fight through the clutter of other advertisements.



ADVERTISING OPPORTUNITIES:

Homepage Landing Area

Size: 1024px(W) X 512px(H)

Price: \$5,000 +GST

Homepage Menu Bar

(Sponsor row image and side bar images)

Size: 560px(W) X 560px(H)

Price: \$3,500 +GST

*Price is per advert to run for one calendar month.

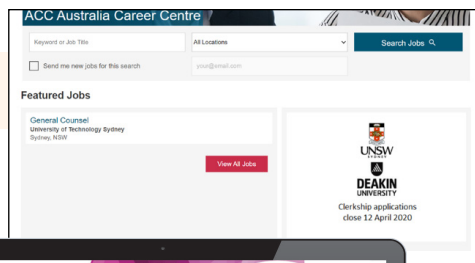
Prices are subject to change.

If you would like to advertise on another website page which is specifically relevant to your product or service please reach out to our marketing team (contact details on page 13).

THE CAREER CENTRE

ACC Australia's **Career Centre website** is the premier resource to connect the Australian in-house community with **career opportunities**. The Career Centre allows job seekers to search and apply for the best jobs at companies that value our members' credentials as well as access numerous career resources.

The Career Centre offers a niche channel to specifically connect with members who are likely to benefit from your career focused product or service, e.g. professional development events or courses.



ADVERTISING SLOT RUNS FROM
1ST – 31ST OF EACH MONTH



ADVERTISING OPPORTUNITIES:

Top banner ad

Size: 728px(W) X 90px(H)
Price: \$2,250 +GST

Side Tile ad

Size: 250px(W) X 250px(H)
Price: \$1,000 +GST

*Price is per advert to run for one calendar month.

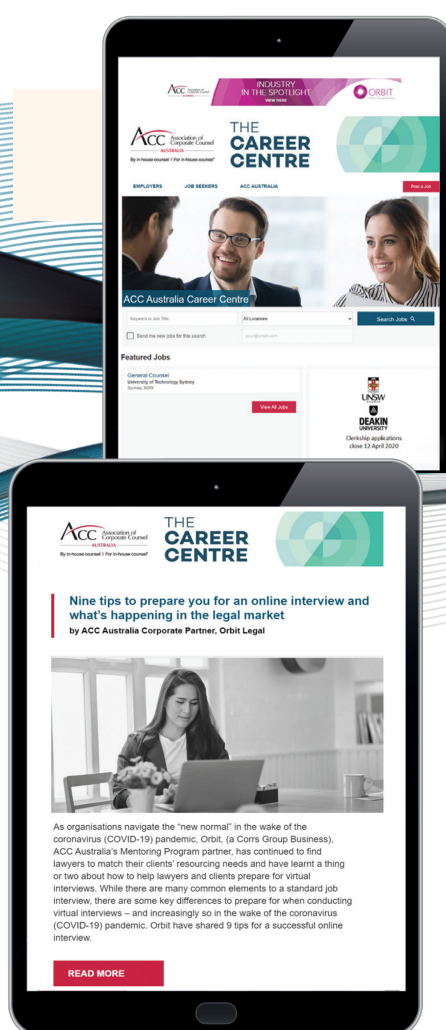
Prices are subject to change.

*Please see following page for the ACC Executive Recruiter Program.

ACC EXECUTIVE RECRUITER PROGRAM

ACC's Executive Recruiter Program, which **runs globally**, aligns recruiter's support of in-house counsel with their ongoing career development.

Through ACC's Executive Recruiter Program, lawyers who are new to in-house and placed in a permanent role, will receive a **complimentary six-month ACC Australia membership**. This participation enhances recruiters' after-placement service to their candidates.



Recruiters who participate in the program will receive the following benefits across a 12-month period:

- Eight free job postings for Australian in-house counsel positions to the ACC Australia Career Centre job board. Logo included on the top banner ad on the Career Centre.
- Two top banner ads on the Career Centre.
- Opportunity to promote four resource articles; substantive information, practical takeaways, whitepapers in the Inside In-House newsletter (one per quarter) which will also be promoted on social media.
- Discounted rates on other ACC Australia advertising streams.
- Unlimited postings for in-house counsel positions on the ACC global jobs board.
- Listing on both the ACC Australia and ACC global careers pages as a trusted executive recruiter partner.

Price: \$100 per month, for a minimum of 12 months.

IN-HOUSE INSIDERS PODCASTS

Tap into the power of podcast advertising, targeted to your ideal audience!

Intimately connect with in-house counsel by getting into the ears of ACC Australia podcast listeners. Advertising through our podcast is great way to connect 1:1 with our highly engaged listeners. Trust the host – ACC Australia – with your brand!

5 ★

AVG RATING ON
APPLE PODCASTS

69%

ENGAGEMENT RATE
*(for comparison, Facebook
averages 16%
engagement rate)*

20:29

MIN AVG LISTENER
ENGAGEMENT
TIME



- Top 50% of podcasts globally
- 86% of listeners are on mobile devices
- 76% Australian listeners
- 12% USA listeners

ADVERTISING OPPORTUNITIES:

Headline sponsor

- Sponsor will be named as the 'presenting sponsor'
- Sponsor's message to be included in the intro of the podcast
- Sponsor's message to be included at the closing of the podcast
- Call-to-action / website link to be included

Price: \$1,500 +GST

EVENTS AND SPONSORSHIP OPPORTUNITIES

ACC Australia delivers a comprehensive range of **educational activities** and **professional networking events** and activities throughout the year that may be sponsored. These include:



- The In-House Legal National Conference
- Australian Corporate Lawyer Awards (the ACLAs)
- In-House Counsel Days (state based one day conferences)
- Events and seminars under the following networks:
 - Diversity and Inclusion events, including Women in The House
 - Chief Legal Officers Club
 - Law Students and Graduates
 - Corporate Social Responsibility
 - Future Leaders Mentoring program
 - In-house In health
 - Leading Environmental and Social Sustainability
 - Legal Leaders
 - Legal Technology & Innovation
 - New to In-house
 - Executive Leadership Retreat
 - Social events



If you are interested in sponsorship details for any of the above, please contact ACC Australia's Executive Director (see page 14).



ACC AUSTRALIA SCHEDULES 2021-2022

INSIDE INHOUSE eNEWSLETTER

Release Date	Booking Deadline	Material Deadline
7 th July	30 th June	5 th July
21 st July	14 th July	19 th July
4 th August	28 th July	2 nd August
18 th August	11 th August	16 th August
1 st September	25 th August	30 th August
15 th September	8 th September	13 th September
29 th September	22 nd September	27 th September
13 th October	6 th October	11 th October
27 th October	20 th October	25 th October
17 th November	10 th November	15 th November
1 st December	24 th November	29 th November
15 th December	8 th December	13 th December
12 th January	22 nd December	10 th January
27 th January	19 th January	24 th January
9 th February	2 nd February	7 th February
23 rd February	16 th February	21 st February
9 th March	2 nd March	7 th March
23 rd March	16 th March	21 st March
6 th April	30 th March	4 th April
20 th April	13 th April	18 th April
4 th May	27 th April	2 nd May
18 th May	11 th May	16 th May
1 st June	25 th May	30 th June
15 th June	8 th June	13 th June
29 th June	22 nd June	27 th June

EVENTS eDM - WHAT'S HAPPENING

Release Date	Booking Deadline	Material Deadline
Every Monday	Monday prior	Wednesday prior

SPONSORED ACC AUSTRALIA CO-BRANDED EMAIL

Release Date	Booking Deadline	Material Deadline
As required on a Tuesday, Thursday and Friday	1 week prior	3 business days prior

CAREER CENTRE WEBSITE

Release Date	Booking Deadline	Material Deadline
1 st of every month	20 th of the month prior	25 th of the month prior

CONTACT US

For advertising and promotional enquiries please contact:



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- 🌐 www.acc.com/australia
- in [associationofcorporatecounselaustralia](https://www.linkedin.com/company/associationofcorporatecounselaustralia)
- f www.facebook.com/byinhousecounsel/
- 🐦 [@ACCAustralia](https://twitter.com/ACCAustralia)