



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

2022 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.



ACCDocket.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.

Audience Overview



45,000
members



84
countries

Forbes

51% of the
Global 1000



10,000+
organizations



60 chapters
21 networks

FORTUNE
100

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.

 **337,000**
pageviews per year

 **44,000**
total circulation for ACC Docket e-newsletter

 **22%**
average open rate for ACC Docket e-newsletter

Ad Rates

ACCDOCKET.COM	AD SIZE	RATE
Leaderboard	728x90	\$70 CPM
Interstitial	Coming soon	\$110 CPM
Sponsored Article + Social Media Promotion*	500 to 1,500 words	\$5,500/month

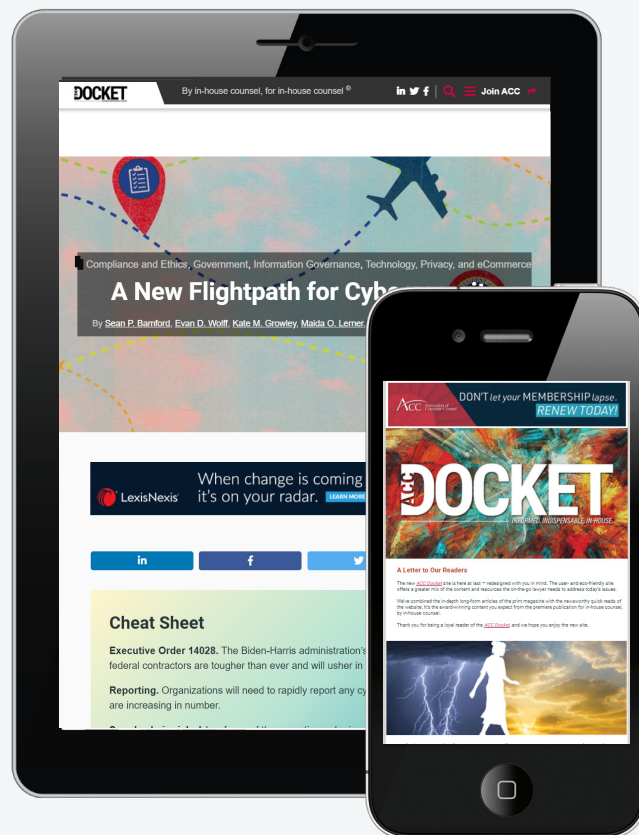
Minimum 50,000 impressions required for all ads.

*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 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.



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

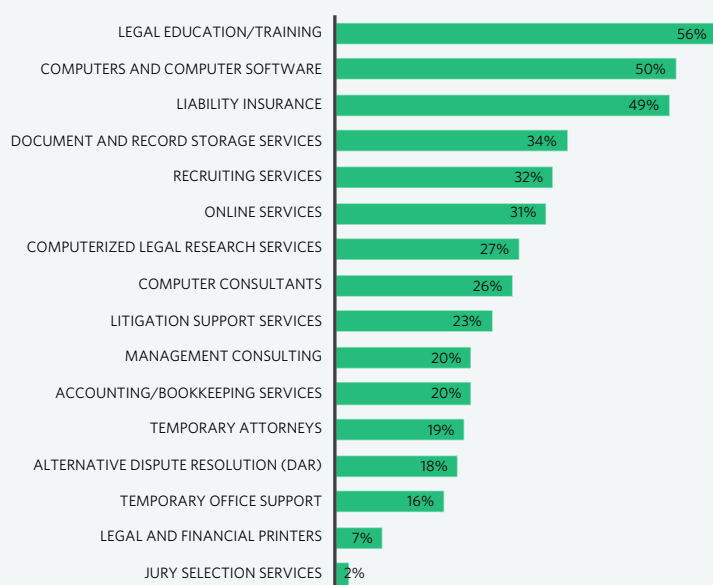


70%

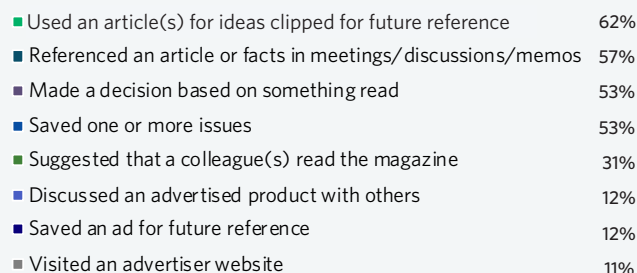
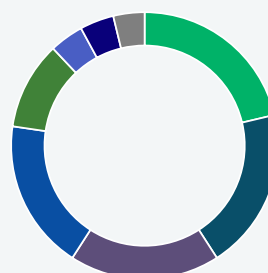
of readers rate the coverage on global issues in the Docket as “just right”



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.

2022 Editorial Themes

Q1 TOPICS (JANUARY, FEBRUARY, MARCH)	Q2 TOPICS (APRIL, MAY, JUNE)	Q3 TOPICS (JULY, AUGUST, SEPTEMBER)	Q4 TOPICS (OCTOBER, NOVEMBER, DECEMBER)
Ethics & Compliance • Anti-bribery and Anticorruption • Whistleblowing Rules and Regulations • Executive Ethics and Duties • Antitrust • All Things ESG • Intersection of Ethics and Tech Law Department Management • Recruiting and Retaining Talent • Remote Teams • Legal Ops • Future of Office Space	Global Issues • The Intersection of Privacy Laws • Future of Business Travel • International Sanctions and Trade Wars • Supply Chain Risk • European Commission's AI Rules Diversity & Inclusion • Recruiting, Retention, and Promotion of a Diverse Workforce • Maturity Model for Diversity and Inclusion • Gender and Racial Parity in the Legal Profession • Measuring Vendors and Outside Counsel • Protecting the Pipeline of Diverse Talent	Career • The Career Lifecycle of an In-house Counsel • Maintaining Relationships with the Board and Executive Team • Wellness and Mental Health • Changing Industries • Negotiating Promotions • Navigating Change from Peer to Supervisor Special Supplements • ACC's Top 10 30-Somethings • ACC Value Champions	Technology • Telecomm in Emerging Economies • What to Understand About Emerging Technology • Ransomware and Cyber Insurance • Data Breaches and Cybersecurity Best Practices • Intersection of Ethics and Tech • When to Litigate • Risk Considerations in a COVID World Risk Management • What to Know About Corporate Debt • Crisis Management Communications • When to Litigate • Risk Considerations in a COVID World • Going Public • Dealing with the Government

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.



5.5 million
total pageviews per year



1.5 million
total unique visitors per year



24%
mobile and tablet users

Ad Rates

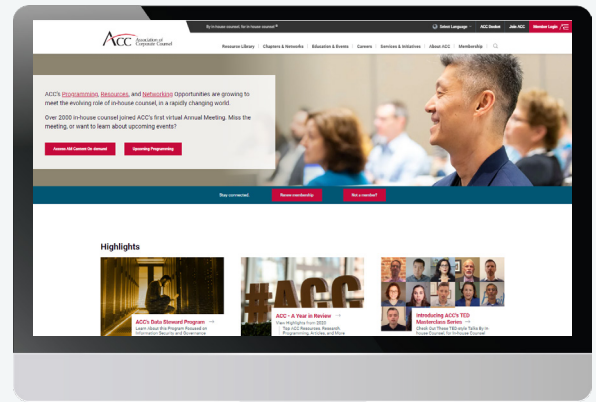
ACC.COM	AD SIZE	RATE
Leaderboard	728x90	\$70 CPM

Minimum 50,000 impressions required.

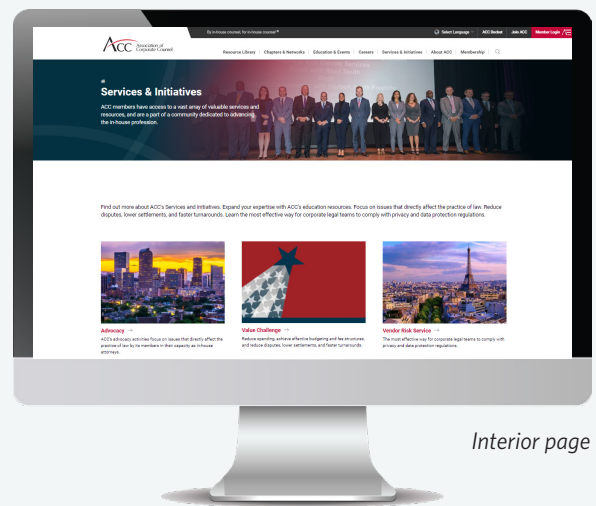
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 202-367-1231
 ebarrett@townsend-group.com

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



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.



32%

average open rate for *ACC In Brief*



7,200

total circulation for *ACC In Brief*

SPONSORSHIP BENEFITS

RATE/MONTH

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

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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 23-24, Chicago, IL
ACC In-house Counsel Certification Program
August 5-8, Sydney, Australia

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.



SPONSORSHIP BENEFITS

RATE/MONTH

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)

\$4,000

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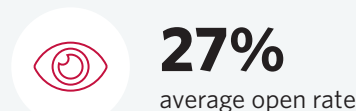
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Corporate Counsel Now

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.



SPONSORSHIP BENEFITS

RATE/MONTH

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

\$6,000



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