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

2022 MEDIA KIT
Updated February 2022
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.com**
Reach the ACC audience all year long with the ACC Docket website.

**ACC Docket.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**

- **45,000 members**
- **84 countries**
- **10,000+ organizations**
- **60 chapters**
- **21 networks**
- **51% of the Global 1000**
- **99% of the Fortune 100**
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

<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>
<tr>
<td>Interstitial</td>
<td>Coming soon</td>
<td></td>
</tr>
</tbody>
</table>

Sponsored Article + Social Media Promotion*

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 (300x250 image, 45 words), and target URL)

Banner 1 (650x90)  $2,600
Banner 2 (650x90)  $2,400
Banner 3 (650x90)  $2,200
Sponsored Content 1 or 2
(300x250 image, 45 words)

$2,600

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:
Katherine Givan
Senior Account Coordinator
202-367-2424
kgivan@smithbucklin.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:

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal Education/Training</td>
<td>56%</td>
</tr>
<tr>
<td>Computers and Computer Software</td>
<td>50%</td>
</tr>
<tr>
<td>Liability Insurance</td>
<td>49%</td>
</tr>
<tr>
<td>Document and Record Storage Services</td>
<td>34%</td>
</tr>
<tr>
<td>Recruiting Services</td>
<td>32%</td>
</tr>
<tr>
<td>Online Services</td>
<td>31%</td>
</tr>
<tr>
<td>Computerized Legal Research Services</td>
<td>27%</td>
</tr>
<tr>
<td>Computer Consultants</td>
<td>26%</td>
</tr>
<tr>
<td>Litigation Support Services</td>
<td>23%</td>
</tr>
<tr>
<td>Management Consulting</td>
<td>20%</td>
</tr>
<tr>
<td>Accounting/Bookkeeping Services</td>
<td>20%</td>
</tr>
<tr>
<td>Temporary Attorneys</td>
<td>19%</td>
</tr>
<tr>
<td>Alternative Dispute Resolution (DAR)</td>
<td>18%</td>
</tr>
<tr>
<td>Temporary Office Support</td>
<td>16%</td>
</tr>
<tr>
<td>Legal and Financial Printers</td>
<td>18%</td>
</tr>
<tr>
<td>Jury Selection Services</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>2%</td>
</tr>
</tbody>
</table>

### 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 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

<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</strong></td>
<td><strong>Global Issues</strong></td>
<td><strong>Career</strong></td>
<td><strong>Technology</strong></td>
</tr>
<tr>
<td>• Anti-bribery and Anticorruption</td>
<td>• The Intersection of Privacy Laws</td>
<td>• The Career Lifecycle of an In-house Counsel</td>
<td>• Telecom in Emerging Economies</td>
</tr>
<tr>
<td>• Whistleblowing Rules and Regulations</td>
<td>• Future of Business Travel</td>
<td>• Maintaining Relationships with the Board and Executive Team</td>
<td>• What to Understand About Emerging Technology</td>
</tr>
<tr>
<td>• Executive Ethics and Duties</td>
<td>• International Sanctions and Trade Wars</td>
<td>• Wellness and Mental Health</td>
<td>• Ransomware and Cyber Insurance</td>
</tr>
<tr>
<td>• Antitrust</td>
<td>• Supply Chain Risk</td>
<td>• Changing Industries</td>
<td>• Data Breaches and Cybersecurity Best Practices</td>
</tr>
<tr>
<td>• All Things ESG</td>
<td>• European Commission’s AI Rules</td>
<td>• Negotiating Promotions</td>
<td>• Intersection of Ethics and Tech</td>
</tr>
<tr>
<td>• Intersection of Ethics and Tech</td>
<td><strong>Diversity &amp; Inclusion</strong></td>
<td>• Navigating Change from Peer to Supervisor</td>
<td>• When to Litigate</td>
</tr>
<tr>
<td><strong>Law Department Management</strong></td>
<td><strong>Special Supplements</strong></td>
<td></td>
<td>• Risk Considerations in a COVID World</td>
</tr>
<tr>
<td>• Recruiting and Retaining Talent</td>
<td>• ACC’s Top 10 30-Somethings</td>
<td></td>
<td><strong>Risk Management</strong></td>
</tr>
<tr>
<td>• Remote Teams</td>
<td>• ACC Value Champions</td>
<td></td>
<td>• What to Know About Corporate Debt</td>
</tr>
<tr>
<td>• Legal Ops</td>
<td></td>
<td></td>
<td>• Crisis Management Communications</td>
</tr>
<tr>
<td>• Future of Office Space</td>
<td></td>
<td></td>
<td>• When to Litigate</td>
</tr>
</tbody>
</table>

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

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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*

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>RATE/MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACC In Brief Sponsorship</strong></td>
<td>$7,500</td>
</tr>
<tr>
<td>(includes 200x600 sidebar, sponsored showcase (150x150 image, 75-120 words), and target URL in the daily <em>ACC In Brief</em>)</td>
<td></td>
</tr>
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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.

- **24%** average open rate
- **1,200** monthly circulation; 90% U.S.-based; 10% international-based

**SPONSORSHIP BENEFITS**
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

**RATE/MONTH**
$4,000

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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.

- **27%** average open rate
- **25,000** weekly circulation: 60% U.S.-based; 40% international-based

**SPONSORSHIP BENEFITS**
Includes sponsored showcase (150x150 image, 90-character headline, 320-character blurb), and link to target URL

**RATE/MONTH**
$6,000
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! During FY21, 161 in-house counsel working in 22 countries and employed by 135 companies attended the program.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITY</th>
<th>SPECIFICATIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC Credentialing Newsletter</td>
<td>Sponsored Content: 195x145 image, plus 45 words and target URL</td>
<td>$2,500/year</td>
</tr>
<tr>
<td></td>
<td>[Leaderboard: 728x90 and target URL: JPG or PNG file; 40 KB max file size]</td>
<td></td>
</tr>
<tr>
<td>ACC Credentialing Institute Website</td>
<td>Both Placements: 728x90 and target URL</td>
<td>$750/month Leaderboard $1,000/month Interstitial</td>
</tr>
<tr>
<td></td>
<td>[JPG or PNG file; 40 KB max file size]</td>
<td></td>
</tr>
<tr>
<td>Credentialing Institute Certification Program PowerPoint Sponsor (7 Available)</td>
<td>Logo: High-resolution JPG or PNG file</td>
<td>$7,500/presentation</td>
</tr>
<tr>
<td></td>
<td>[Contact information] for the thank you slide</td>
<td>Scripts: Pre (15-sec), mid (30-sec), and post (15-sec) message scripts in a Word document. Content is subject to ACC approval.</td>
</tr>
<tr>
<td>Registration Confirmation Email (7 Available)</td>
<td>Banner Ad: 728x90 and target URL</td>
<td>$1,000/program</td>
</tr>
<tr>
<td></td>
<td>[JPG or PNG file; 40 KB max file size]</td>
<td></td>
</tr>
<tr>
<td>LinkedIn Social Media Post (7 Available)</td>
<td>Headline: 40-65 words</td>
<td>Description: 70-150 words</td>
</tr>
<tr>
<td>Future Certification Program Dates</td>
<td>Reserve Your Sponsorship Today!</td>
<td>Liz Barrett</td>
</tr>
</tbody>
</table>

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