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

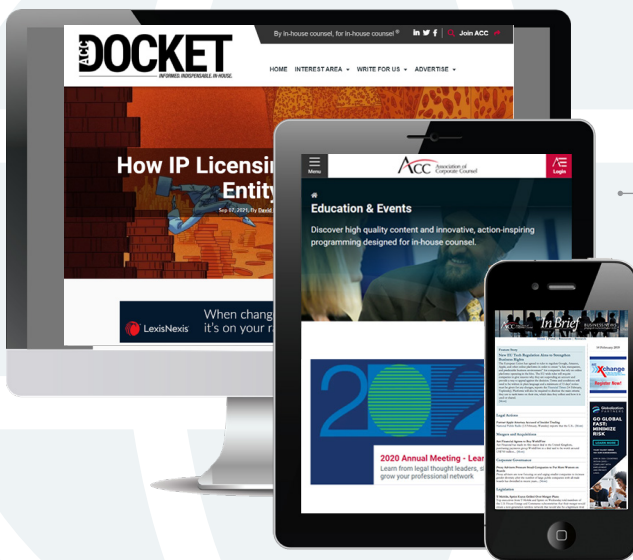
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## **2022 MEDIA KIT**

*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.



### **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



**51% of the**  
Global 1000



**10,000+**  
organizations



**60** chapters  
**21** 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.



**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
<b>Leaderboard</b>	728x90	\$70 CPM
<b>Interstitial</b>	Coming soon	\$110 CPM
<b>Sponsored Article + Social Media Promotion*</b>	500 to 1,500 words	\$5,500/month

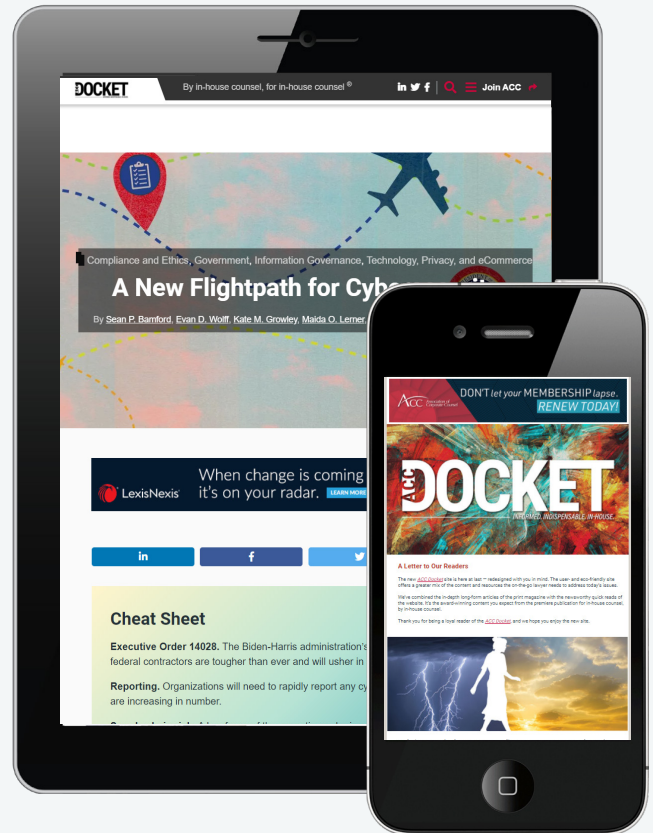
Minimum 50,000 impressions required for all ads.

\*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 (300x250 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 (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:

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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

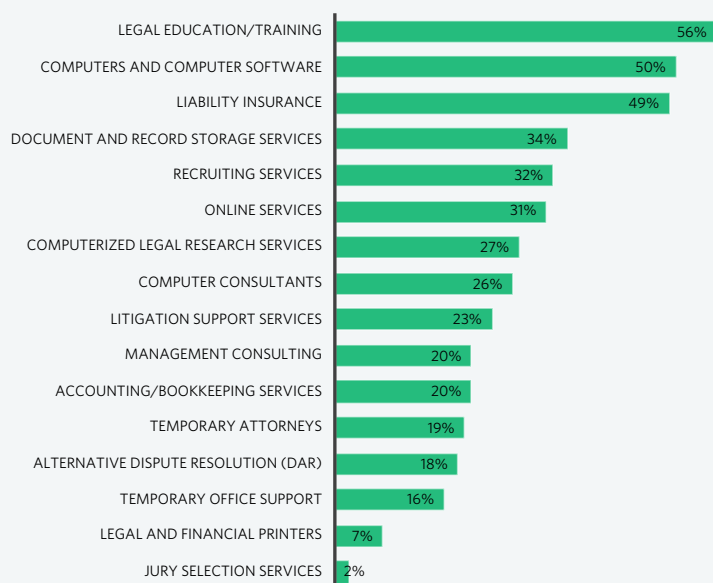


**70%**

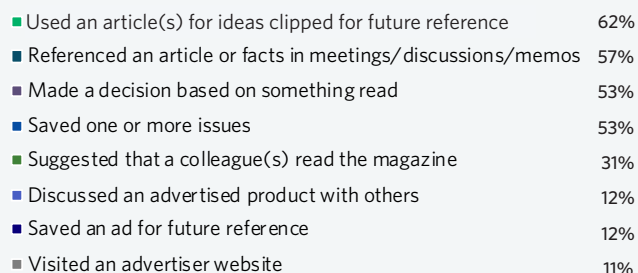
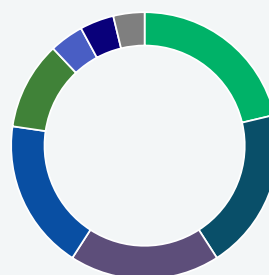
of readers rate the coverage on global issues in the Docket as “just right”



## Products Purchased/Used in the Past Year:



## 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)
<b>Ethics &amp; Compliance</b> <ul style="list-style-type: none"> <li>• Anti-bribery and Anticorruption</li> <li>• Whistleblowing Rules and Regulations</li> <li>• Executive Ethics and Duties</li> <li>• Antitrust</li> <li>• All Things ESG</li> <li>• Intersection of Ethics and Tech</li> </ul> <b>Law Department Management</b> <ul style="list-style-type: none"> <li>• Recruiting and Retaining Talent</li> <li>• Remote Teams</li> <li>• Legal Ops</li> <li>• Future of Office Space</li> </ul>	<b>Global Issues</b> <ul style="list-style-type: none"> <li>• The Intersection of Privacy Laws</li> <li>• Future of Business Travel</li> <li>• International Sanctions and Trade Wars</li> <li>• Supply Chain Risk</li> <li>• European Commission's AI Rules</li> </ul> <b>Diversity &amp; Inclusion</b> <ul style="list-style-type: none"> <li>• Recruiting, Retention, and Promotion of a Diverse Workforce</li> <li>• Maturity Model for Diversity and Inclusion</li> <li>• Gender and Racial Parity in the Legal Profession</li> <li>• Measuring Vendors and Outside Counsel</li> <li>• Protecting the Pipeline of Diverse Talent</li> </ul>	<b>Career</b> <ul style="list-style-type: none"> <li>• The Career Lifecycle of an In-house Counsel</li> <li>• Maintaining Relationships with the Board and Executive Team</li> <li>• Wellness and Mental Health</li> <li>• Changing Industries</li> <li>• Negotiating Promotions</li> <li>• Navigating Change from Peer to Supervisor</li> </ul> <b>Special Supplements</b> <ul style="list-style-type: none"> <li>• ACC's Top 10 30-Somethings</li> <li>• ACC Value Champions</li> </ul>	<b>Technology</b> <ul style="list-style-type: none"> <li>• Telecomm in Emerging Economies</li> <li>• What to Understand About Emerging Technology</li> <li>• Ransomware and Cyber Insurance</li> <li>• Data Breaches and Cybersecurity Best Practices</li> <li>• Intersection of Ethics and Tech</li> <li>• When to Litigate</li> <li>• Risk Considerations in a COVID World</li> </ul> <b>Risk Management</b> <ul style="list-style-type: none"> <li>• What to Know About Corporate Debt</li> <li>• Crisis Management Communications</li> <li>• When to Litigate</li> <li>• Risk Considerations in a COVID World</li> <li>• Going Public</li> <li>• Dealing with the Government</li> </ul>

*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

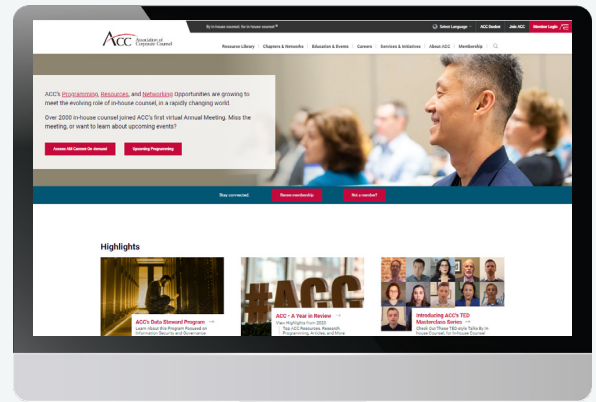
ACC.COM	AD SIZE	RATE
Leaderboard	728x90	\$70 CPM

Minimum 50,000 impressions required.

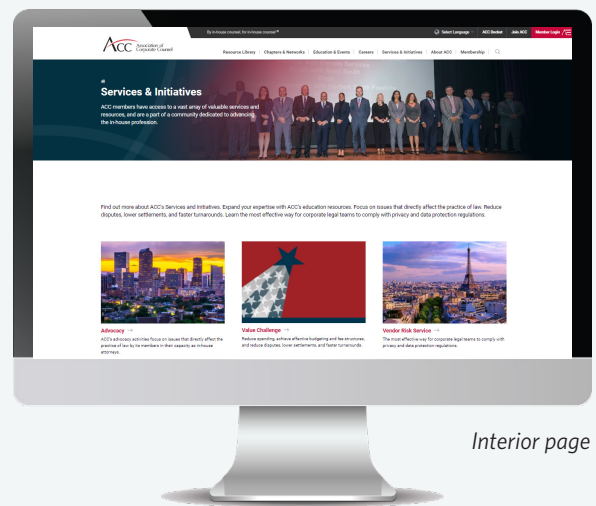
**Agency Commission:** Does not apply to digital advertisements.  
**Cancellations:** Must be received in writing at least 30 business days prior to campaign launch date.  
**Artwork Materials:** Due 10 business days prior to campaign launch date. All artwork and content are subject to ACC's approval.  
**File Format:** Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required.

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 202-367-1231  
 ebarrett@smithbucklin.com

**Send artwork materials to:**  
 Katherine Givan  
 Senior Account Coordinator  
 202-367-2424  
 kgivan@smithbucklin.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

**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.

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Max file size 40 KB. Target URL required. Please submit sponsored showcase as a Word document and include the author's name, an author biography, and a high-resolution headshot.

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ebarrett@smithbucklin.com

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Senior Account Coordinator  
202-367-2424  
kgivan@smithbucklin.com

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06 May 2019

**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 (US\$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**

**Axiata, Telenor in Merger Talks to Create Telecoms Giant**

Malaysia's Axiata 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 cancer... (More)

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

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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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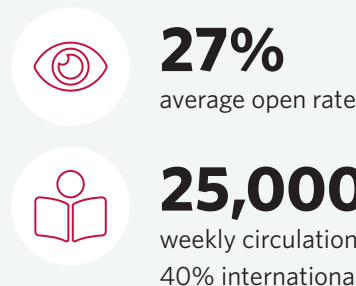
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## Corporate Counsel Now

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



NEW OPPORTUNITY!

# ACC In-house Counsel Certification Program

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.

To learn more about the program, visit [acc.com/credentialing](https://acc.com/credentialing).

SPONSORSHIP OPPORTUNITY	SPECIFICATIONS	RATE
<b>ACC Credentialing Newsletter</b> <i>Sponsor receives sponsored content and a leaderboard ad in four (4) quarterly issues. Circulation: 450</i>	<b>Sponsored Content:</b> 195x145 image, plus 45 words and target URL   <b>Leaderboard:</b> 728x90 and target URL; JPG or PNG file; 40 KB max file size	\$2,500/year
<b>ACC Credentialing Insitute Website</b> <i>Choice of a leaderboard or interstitial ad on the Credentialing Institute <a href="https://acc.com/credentialing">website</a>.</i>	<b>Both Placements:</b> 728x90 and target URL JPG or PNG file; 40 KB max file size	<b>Leaderboard:</b> \$750/month <b>Interstitial:</b> \$1,000/month
<b>Credentialing Institute Certification Program PowerPoint Sponsor (7 Available)</b> <i>Sponsor receives logo recognition on all slides, contact information on thank you slide, and the opportunity to provide a pre, mid, and post-module script to be read by the moderator.</i>	<b>Logo:</b> High-resolution JPG or PNG file   <b>Contact information</b> for the thank you slide   <b>Scripts:</b> Pre (15-sec), mid (30-sec), and post (15-sec) message scripts in a Word document. Content is subject to ACC approval.	\$7,500/presentation
<b>Registration Confirmation Email (7 Available)</b> <i>Include your banner ad in the registration confirmation email sent to participants of the select program date.</i>	<b>Banner Ad:</b> 728x90 and target URL JPG or PNG file; 40 KB max file size	\$1,000/program
<b>LinkedIn Social Media Post (7 Available)</b> <i>Sponsor receives one (1) LinkedIn post at the beginning and end of the program.</i>	<b>Headline:</b> 40-65 words   <b>Description:</b> 70-150 words <b>Body Copy:</b> 750-1,500 words   <b>Image:</b> 1200x627 JPG or PNG file	\$1,500/program

## Future Certification Program Dates

March 21-31, 2022	August 15-25, 2022
May 2-12, 2022	September 12-22, 2022
July 11-21, 2022	

## Reserve Your Sponsorship Today!

Liz Barrett  
National Sales Manager  
202-367-1231  
[ebarrett@smithbucklin.com](mailto:ebarrett@smithbucklin.com)



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ACC Global Headquarters  
1001 G Street NW  
Suite 300W  
Washington, DC 20001 USA  
1.866.868.9092 (toll free)  
[www.acc.com](http://www.acc.com)

ACC Advertising Sales  
c/o Smithbucklin  
2001 K Street NW  
3rd Floor North  
Washington, DC 20006 USA  
202.367.1231