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

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## **2023 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



**100+**  
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.



**260,000**  
pageviews per year



**72,000**  
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>Sponsored Article + Social Media Promotion*</b> | 500 to 1,500 words | \$5,500/month |

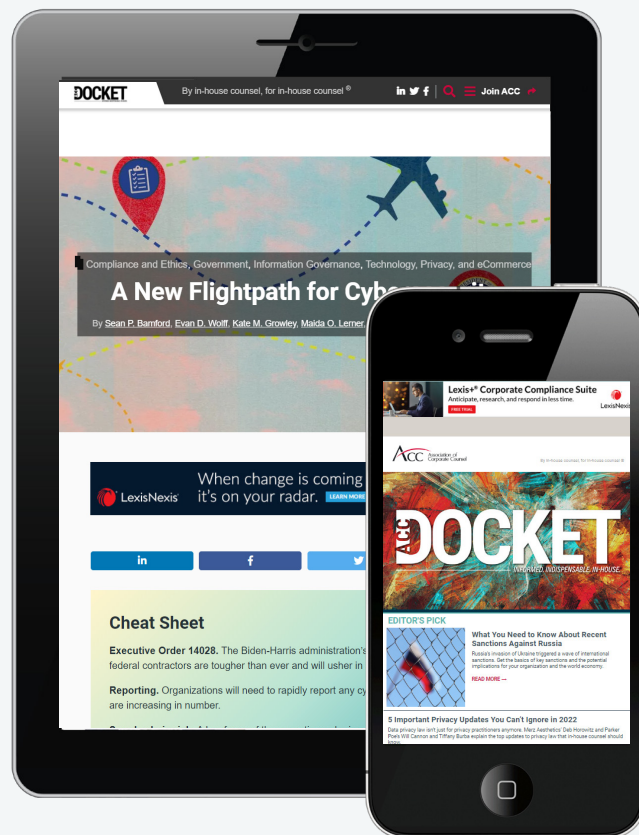
Minimum 50,000 impressions required for all ads.

\*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 |
|--|------------|
| <b>Exclusive Sponsorship</b><br>(includes three 650x90 banners, sponsored content (300x250 image, 45 words), and target URL) | \$7,500    |
| <b>Banner 1</b> (650x90)   | \$2,600    |
| <b>Banner 2</b> (650x90)   | \$2,400    |
| <b>Banner 3</b> (650x90)   | \$2,200    |
| <b>Sponsored Content 1 or 2</b><br>(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



**88%**

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



**\$12 million**

Average budget of legal departments

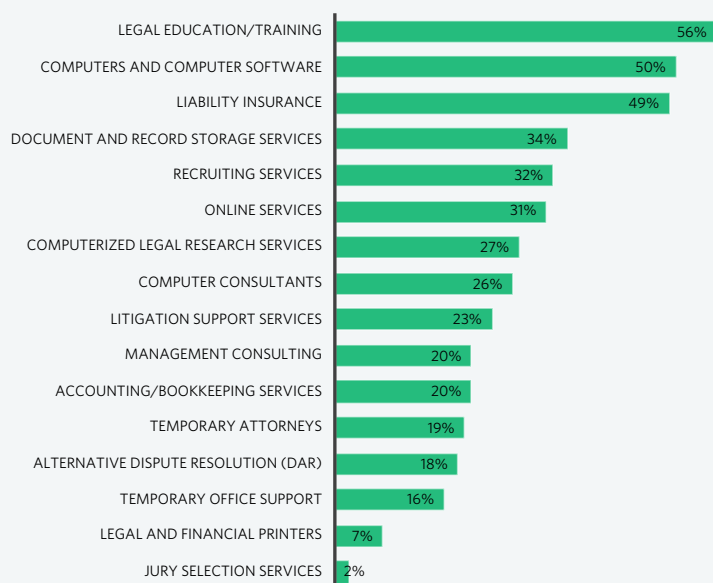


**70%**

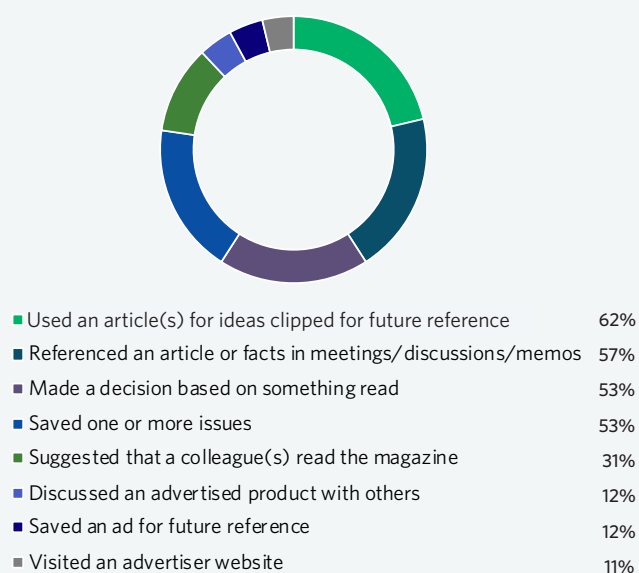
of readers rate the coverage on global issues in the *Docket* as “just right”



## 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.

## 2023 Editorial Themes

| Q1 TOPICS<br>(JANUARY, FEBRUARY, MARCH)   | Q2 TOPICS<br>(APRIL, MAY, JUNE)  | Q3 TOPICS<br>(JULY, AUGUST, SEPTEMBER)   | Q4 TOPICS<br>(OCTOBER, NOVEMBER, DECEMBER)   |
|---|--|--|--|
| <b>Ethics &amp; Compliance</b> <ul style="list-style-type: none"><li>• Anti-bribery and Anticorruption</li><li>• Executive Ethics and Duties</li><li>• Government Enforcement Actions</li><li>• Compliance from the CLO's Perspective</li><li>• Assessing, Understanding, and Improving Your ESG Performance</li><li>• Climate Change Policies and Regulations</li><li>• Ethics and Technology (Artificial Intelligence)</li></ul> <b>Law Department Management</b> <ul style="list-style-type: none"><li>• Leadership in a Remote Environment</li><li>• Legal Ops</li><li>• Future of the Office</li><li>• Workflow Improvement</li><li>• Contract Management</li><li>• Contract Issues</li><li>• Handling Workplace Values Amid Changing Conflicting Laws</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>• Managing Global And Remote Workforce</li><li>• Climate Change</li><li>• ESG Reporting Requirements</li><li>• International Sanctions and Trade Wars</li><li>• Supply Chain Risk</li><li>• Taking Your DEI Program Global The Intersection of Privacy Laws</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>• How to Lawfully Use Race and Gender in the Selection Process</li><li>• DEI in Sports and Entertainment</li><li>• Protecting the Pipeline of Diverse Talent</li></ul> | <b>Career</b> <ul style="list-style-type: none"><li>• Changing Priorities of the In-house Lawyer</li><li>• How to Build Your Legal Department's Strategic Vision</li><li>• Shifting from Doing to Leading</li><li>• Leadership in a Hybrid Remote Environment</li><li>• Personal Brand</li><li>• Setting Healthy Boundaries</li><li>• Negotiating Skills</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>• Quick Starts and Wins with Technology</li><li>• Data Retention Tools and Concepts</li><li>• Ransomware and Cyber Insurance</li><li>• Data Breaches and Cybersecurity Best Practices</li><li>• Intersection of Ethics and Tech</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>• Strategies To Assess, Prioritize, And Mitigate Risks</li><li>• Corporate Criminal Liability</li><li>• When to Litigate, When to Arbitrate</li><li>• COVID Litigation</li><li>• The Risks of Going Public</li><li>• Managing Risk and Privilege for Internal Investigations</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.



**4.1 million**  
total pageviews per year



**1.5 million**  
total unique visitors per year



**24%**  
mobile and tablet users

## Ad Rates

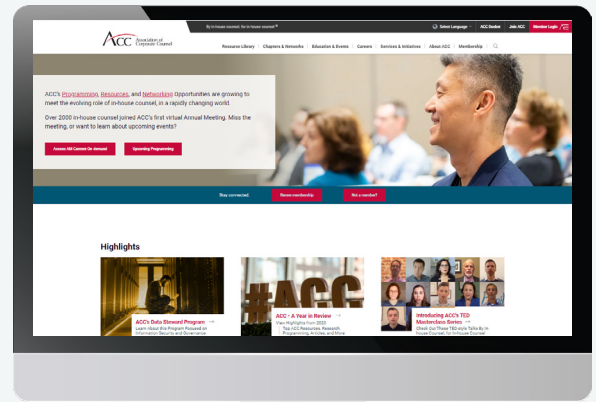
| ACC.COM     | AD SIZE | RATE     |
|-------------|---------|----------|
| Leaderboard | 728x90  | \$70 CPM |

Minimum 50,000 impressions required.

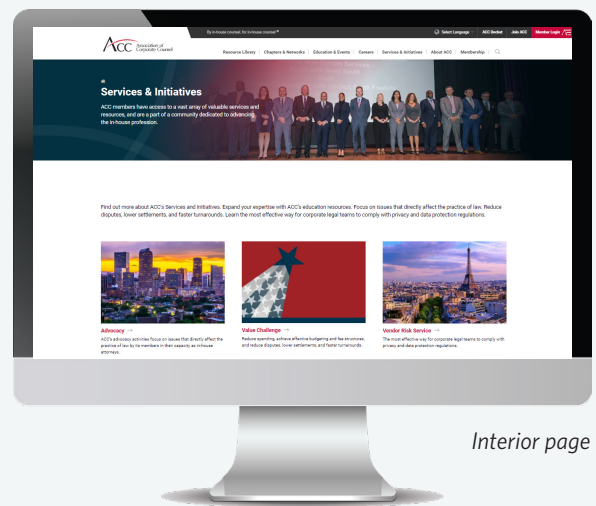
**Agency Commission:** Does not apply to digital advertisements.  
**Cancellations:** Must be received in writing at least 30 business days prior to campaign launch date.  
**Artwork Materials:** Due 10 business days prior to campaign launch date. All artwork and content are subject to ACC's approval.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

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 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.

**File Format:** Web-ready GIF, JPG, and PNG files are accepted.

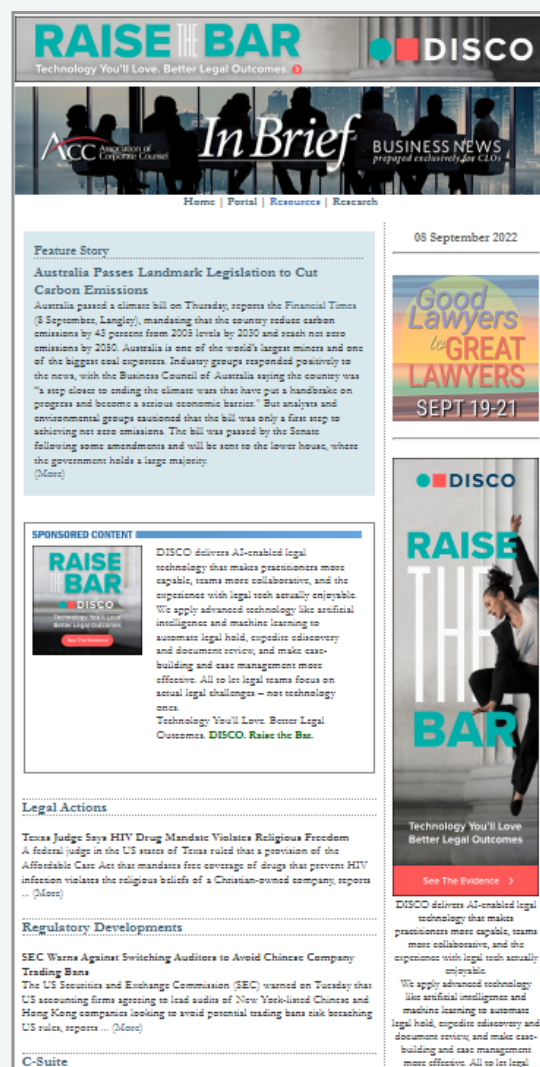
Max file size 40 KB. Target URL required. Please submit sponsored showcase as a Word document and include the author's name, an author biography, and a high-resolution headshot.

#### 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



# 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



**1,350**  
monthly circulation; 90% U.S.-based;  
10% international-based

### 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

**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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## 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

### 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!** Join over 500 graduates from 370 companies and 57 countries and get the ACC-ICC designation.

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

| SPONSORSHIP OPPORTUNITY   | SPECIFICATIONS  | RATE  |
|---|---|---|
| <b>ACC Credentialing Newsletter</b><br><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 Institute Website</b><br><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<br>JPG or PNG file; 40 KB max file size   | <b>Leaderboard:</b> \$750/month<br><b>Interstitial:</b> \$1,000/month |
| <b>Credentialing Institute Certification Program PowerPoint Sponsor (7 Available)</b><br><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><br><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<br>JPG or PNG file; 40 KB max file size   | \$1,000/program   |
| <b>LinkedIn Social Media Post (7 Available)</b><br><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<br><b>Body Copy:</b> 750-1,500 words   <b>Image:</b> 1200x627 JPG or PNG file   | \$1,500/program   |

## Future Certification Program Dates

December 5-15, 2022

## Reserve Your Sponsorship Today!

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