



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

2024 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



46,000
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
Leaderboard	728x90	\$70 CPM
Sponsored Article + Social Media Promotion*	500 to 1,500 words	\$5,500/month

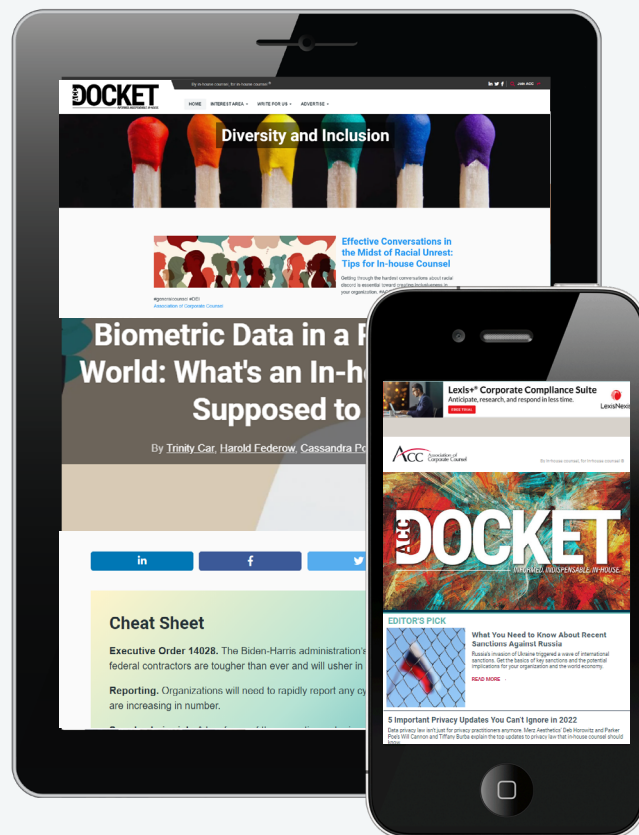
Minimum 50,000 impressions required for all ads.

*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

Exclusive Sponsorship
(includes three 650x90 banners, sponsored content (300x250 image, 45 words), and target URL) **\$8,000**

Banner 1 (650x90)

Banner 2 (650x90)

Banner 3 (650x90)

Sponsored Content 1 or 2
(300x250 image, 45 words)

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:
Krishia Examen
Account Coordinator
202-367-2475
kexamen@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

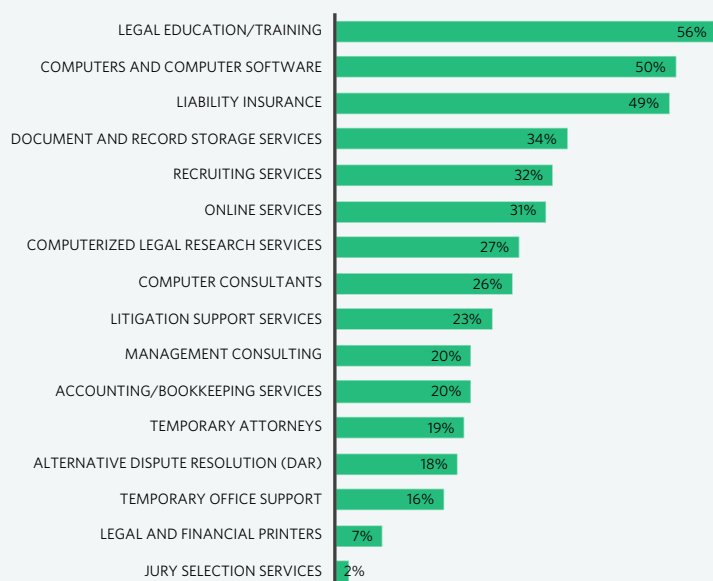


70%

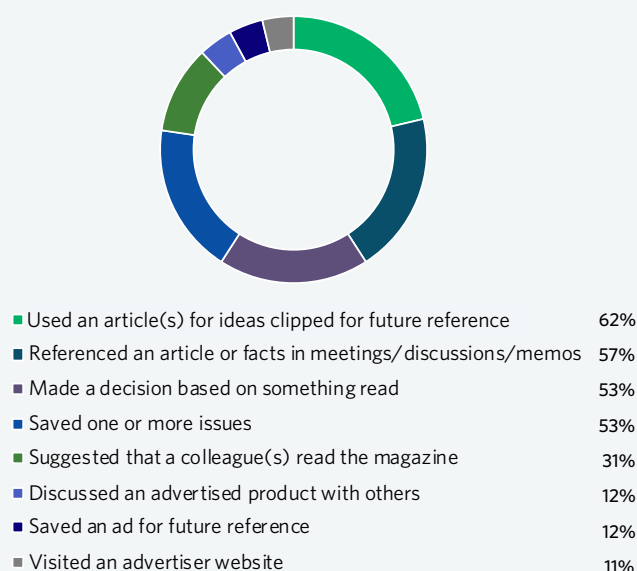
of readers rate the coverage on global issues in the *Docket* as “just right”



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 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.

2024 Editorial Themes

Q1 TOPICS (JANUARY, FEBRUARY, MARCH)	Q2 TOPICS (APRIL, MAY, JUNE)	Q3 TOPICS (JULY, AUGUST, SEPTEMBER)	Q4 TOPICS (OCTOBER, NOVEMBER, DECEMBER)
Ethics & Compliance, Privilege • Anti-bribery and Anticorruption • Executive Ethics and Duties • Government Enforcement Actions • Ethics and Technology (Artificial Intelligence) CLOs/Law Department Management • Workflow Improvement • Managing a Global and Remote Workforce • How to Build Your Legal Department's Strategic Vision • Vendor and Outside Counsel Management Privacy and Cybersecurity • Data Tools, Concepts, and Agreements • Ransomware and Cyber Insurance • Data Breaches and Cybersecurity Best Practices • Emerging Technology and Legislation	Legal Operations • Budget Management Best Practices • Jurisdictional Considerations • How and When to Use Legal Service Providers • Legal Operations Leadership Contract Drafting and Negotiations • Contract Lifecycle Management • Common Contract Challenges • Negotiating with the Business • Top Contract Templates • Contract Redlining Best Practices DEI • How to Lawfully Use Race and Gender in the Selection Process • Recruiting, Retention, and Promotion of a Diverse Workforce • Taking Your DEI Program Global • Benefits of a Diverse Legal Team	Business Skills • Quick Starts and Wins with Technology • Negotiating Tips and Traps • Financial Literacy for In-house Lawyers • Understanding Market Opportunities Litigation, Corporate and Securities • Crisis Management • Regulatory Filings • IPO Management • Cross-border Litigation Special Supplements • ACC's Top 10 30-Somethings Compliance • Climate Change Policies and Regulations • Key Emerging Regulatory Trends • Whistleblowing • Educating the Workforce on Compliance Risk	Employment / Changing Role of GC • Managing the Relationship Between C-suite Executives • Leadership in a Hybrid Remote Environment • How to Build and Boost Your Personal Brand • Training and Development for the Modern GC Intellectual Property • Artificial Intelligence and Intellectual Property • Protecting Trade Secrets • IP Litigation • How to Structure a Successful Licensing Agreement ESG • Assessing, Understanding, and Improving Your ESG Performance • Evolving ESG Reporting Requirements • ESG Backlash and Next Steps • Case Studies of Challenges, Initiatives, and Success Stories

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

ACC.com

ACC.com offers an unmatched opportunity to reach ACC's 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.



4.35 million

total pageviews per year



1.08 million

total unique visitors per year



33%

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.

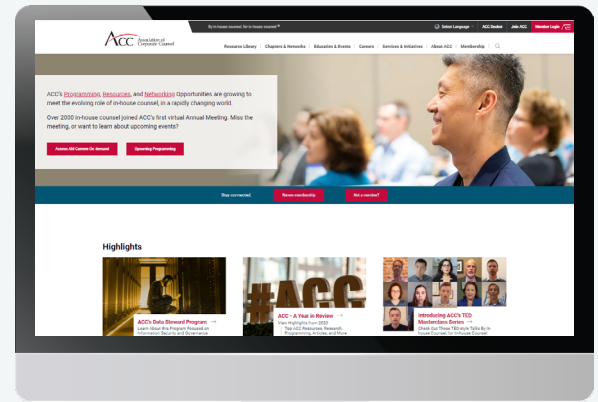
File Format: Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required.

Send insertion orders to:

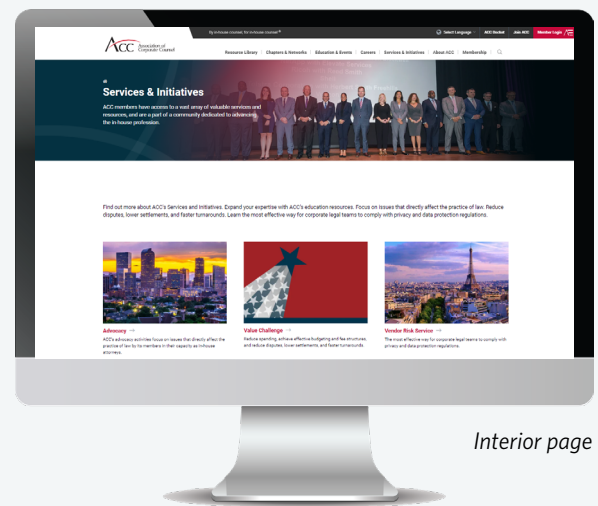
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202-367-2475
kexamen@smithbucklin.com



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.



31%

average open rate for *ACC In Brief*



8,190

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)

\$8,500

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:

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202-367-1231
ebarrett@smithbucklin.com

Send artwork materials to:

Krishia Examen
Account Coordinator
202-367-2475
kexamen@smithbucklin.com

The screenshot displays the ACC In Brief newsletter interface. At the top, the header includes the ACC logo, the title 'In Brief', and 'BUSINESS NEWS' with a date of 10 August 2023. Below the header, the main content area is divided into sections. The 'Feature Story' section highlights 'Attorney-client Privilege at Center of Clash over New US Auditing Rules'. The 'SPONSORED CONTENT' section features an advertisement for SRS ACQUIOM, titled 'Best Practices for Efficient M&A Payments'. The 'Legal Actions' section includes a tweet about Twitter being fined \$330,000. The right sidebar contains 'Upcoming Events' and 'Resources'.

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.



26%
average open rate



1,130
monthly circulation; 84% U.S.-based;
16% 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

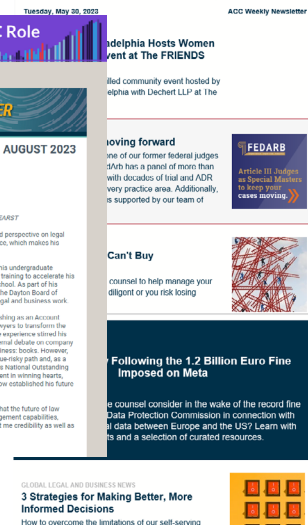
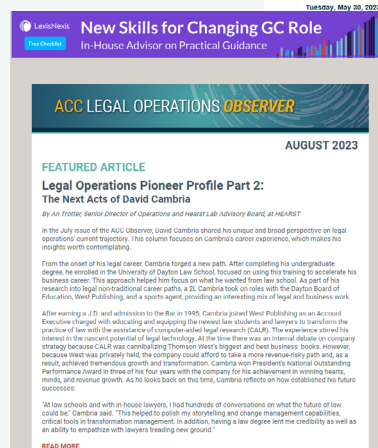
Agency Commission: Does not apply to digital advertisements. Cancellations: Must be received in writing at least 30 business days prior to campaign launch date.

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Corporate Counsel Now

Sent weekly to more than 40,000 in-house counsel around the globe, *Corporate Counsel Now* provides the latest legal news and updates across ACC's top resources.



42%
average open rate



37,470
weekly circulation: 60% U.S.-based;
40% international-based

SPONSORSHIP BENEFITS

RATE/MONTH

Includes sponsored showcase (400x400 image, 90-character headline, 240-character blurb), and target URL)

\$7,500

*While the image in the newsletter is small - 150x150px, we recommend that sponsors submit a larger image, e.g. 400x400 px to ensure display quality when scaling for desktop and mobile readers.

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 700 graduates from 550 companies and 62 countries and get the ACC-ICC designation.

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

SPONSORSHIP OPPORTUNITY	SPECIFICATIONS	RATE
ACC Credentialing Newsletter <i>Sponsor receives sponsored content and a leaderboard ad in four (4) quarterly issues. Circulation: 450</i>	Sponsored Content: 195x145 image, plus 45 words and target URL Leaderboard: 770x90 and target URL; JPG or PNG file; 40 KB max file size	\$2,500/year
ACC Credentialing Institute Website <i>Choice of a leaderboard or interstitial ad on the Credentialing Institute website.</i>	Both Placements: 728x90 and target URL JPG or PNG file; 40 KB max file size	Leaderboard: \$750/month Interstitial: \$1,000/month
Credentialing Institute Certification Program PowerPoint Sponsor (7 Available) <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>	Logo: High-resolution JPG or PNG file Contact information for the thank you slide Scripts: 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
Registration Confirmation Email (7 Available) <i>Include your banner ad in the registration confirmation email sent to participants of the select program date.</i>	Banner Ad: 728x90 and target URL JPG or PNG file; 40 KB max file size	\$1,000/program
LinkedIn Social Media Post (7 Available) <i>Sponsor receives one (1) LinkedIn post at the beginning and end of the program.</i>	Headline: 40-65 words Description: 70-150 words Body Copy: 750-1,500 words Image: 1200x627 JPG or PNG file	\$1,500/program

4 Day In-Person Certification

For more information please contact certification@acc.com

Future Certification Program Dates

- Monday, February 19 - Thursday, February 29, 2024
- Monday, May 6 - Thursday, May 16, 2024
- Monday, June 17 - Thursday, June 27, 2024
- Monday, August 19 - Thursday, August 29, 2024

Reserve Your Sponsorship Today!

Liz Barrett
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