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

2021 MEDIA KIT
ACC reaches more than **1.2 million in-house legal professionals** annually—delivering you the largest global audience of in-house counsel decision makers.

**ACC Docket.com**
Reach the ACC audience all year long with the all new redesigned ACC Docket website.

**ACC.com**
Visited by more than 1.2 million unique users annually.

**ACC E-newsletters**
Choose from a selection of four targeted e-newsletters and reach up to 23,000 corporate legal professionals.

---

**Audience Overview**

- **45,000 members**
- **84 countries**
- **10,000+ organizations**
- **60 chapters**
- **19 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.

385,000
pageviews per year

37,000
total circulation for ACC Docket e-newsletter

19%
average open rate for ACC Docket e-newsletter

Ad Rates

<table>
<thead>
<tr>
<th>Ad Rates</th>
<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>
<td></td>
</tr>
<tr>
<td>Interstitial</td>
<td>Arriving Feb ’21</td>
<td>$110 CPM</td>
<td></td>
</tr>
<tr>
<td>Sponsored Article + Social Media Promotion*</td>
<td>500 to 1,500 words</td>
<td>$5,500/month</td>
<td></td>
</tr>
</tbody>
</table>

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 10 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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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
**ACC Docket.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:**

- Legal Education/Training: 56%
- Computers and Computer Software: 50%
- Liability Insurance: 47%
- Document and Record Storage Services: 34%
- Recruiting Services: 32%
- Online Services: 31%
- Computerized Legal Research Services: 27%
- Computer Consultants: 26%
- Litigation Support Services: 23%
- Management Consulting: 20%
- Accounting/Bookkeeping Services: 20%
- Temporary Attorneys: 19%
- Alternative Dispute Resolution (ADR): 18%
- Temporary Office Support: 16%
- Legal and Financial Printers: 17%
- Jury Selection Services: 2%

**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%
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.

### 2021 Editorial Themes

<table>
<thead>
<tr>
<th>Q1 TOPICS</th>
<th>Q2 TOPICS</th>
<th>Q3 TOPICS</th>
<th>Q4 TOPICS</th>
</tr>
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<tbody>
<tr>
<td>• Ethics &amp; Compliance</td>
<td>• Global Issues</td>
<td>• Career</td>
<td>• Technology</td>
</tr>
<tr>
<td>• Anti-bribery and Anticorruption</td>
<td>• The Future of Business in Hong Kong</td>
<td>• The Career Lifecycle of an In-house Counsel</td>
<td>• Telecomm in Emerging Economies</td>
</tr>
<tr>
<td>• Executive Ethics and Duties</td>
<td>• The Intersection of Privacy Laws</td>
<td>• Mid-level Career Moves</td>
<td>• Deepfakes 2.0: The Good, the Bad, and Terrifying Revisited</td>
</tr>
<tr>
<td>• Corporate Social Responsibility and the Social Justice Movement</td>
<td>• Future of Business Travel</td>
<td>• Maintaining the CLO’s Relationship with the CEO</td>
<td>• Cryptocurrency: Regulatory developments, challenges, and opportunities</td>
</tr>
<tr>
<td>• Fostering an Ethical Culture</td>
<td>• International Sanctions and Trade Wars</td>
<td>• Wellness and Mental Health</td>
<td>• Privacy Law Update</td>
</tr>
<tr>
<td>• Ethics and Emerging Technology</td>
<td>• Cross-border M&amp;A</td>
<td>• Getting a Business Education</td>
<td>• Data Breaches and Cybersecurity Best Practices</td>
</tr>
<tr>
<td>• Ethics and Social Media</td>
<td>• Modern Slavery Act (Australia) and the Role of In-house Counsel</td>
<td>• Building Executive Presence</td>
<td>• What’s the Next Big Tech Innovation?</td>
</tr>
<tr>
<td>• Law Department Management</td>
<td>• Diversity &amp; Inclusion</td>
<td>• Maturity Model for Diversity and Inclusion</td>
<td>• Risk Management</td>
</tr>
<tr>
<td>• Recruiting and Retaining Talent in Today’s Labor Market</td>
<td>• Best Practices for Hiring a Diverse Workforce</td>
<td>• Measuring Vendors</td>
<td>• A Lawyer’s Role in Cyberattacks</td>
</tr>
<tr>
<td>• Leading Remote Teams</td>
<td>• Maturity Model for Diversity and Inclusion</td>
<td>• Tension Between Company Policy and Local Laws</td>
<td>• Bankruptcy</td>
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<td>• Future of the Law Department</td>
<td>• Measuring Vendors</td>
<td>• Crisis Management Communications</td>
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<td>• How to Manage Furlough, Reductions in Force, and Layoffs</td>
<td>• Tension Between Company Policy and Local Laws</td>
<td>• Keeping Your Workforce Safe</td>
<td>• Bankruptcy</td>
</tr>
<tr>
<td>• Return to the Office</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.

6.2 million
total pageviews per year

1.2 million
total unique visitors per year

29%
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.

- **29%**
  - average open rate for ACC In Brief
- **6,900**
  - total circulation for ACC In Brief

<table>
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<tr>
<th>SPONSORSHIP BENEFITS</th>
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<tbody>
<tr>
<td>ACC In Brief Sponsorship</td>
<td>$7,500</td>
</tr>
<tr>
<td>(includes 200x600 skyscraper, sponsored content (150x150 image, 75-120 words), and target URL in the daily ACC In Brief)</td>
<td></td>
</tr>
<tr>
<td>ACC In Brief &amp; CLO Package</td>
<td>$8,500</td>
</tr>
<tr>
<td>(includes ACC In Brief Sponsorship plus 728x90 leaderboard in the monthly CLO Executive Bulletin)</td>
<td></td>
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**CLO Executive Bulletin**
Sent monthly, every issue of the CLO Executive Bulletin targets legal decision makers of the world’s largest companies.

- **21%**
  - average open rate for ACC In Brief
- **7,200**
  - total circulation for CLO Executive Bulletin

<table>
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<tr>
<td>CLO Executive Bulletin Sponsorship</td>
<td>$1,250</td>
</tr>
<tr>
<td>(includes 728x90 top leaderboard)</td>
<td></td>
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</table>
# 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 LegalOps 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.

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<tr>
<td>Includes 728x90 leaderboard, sponsored content (150x150 image, 90-character headline, 320-character blurb), and link to a 700 to 800-word article on sponsor’s website</td>
<td>$4,000</td>
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**Corporate Counsel Now**

Sent weekly to more than 20,000 in-house counsel around the globe, *Corporate Counsel Now* provides the latest legal news and updates across ACC’s top resources.

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<td>$6,000</td>
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</table>

**29%**

average open rate

**1,500**

monthly circulation; 90% U.S.-based; 10% international-based

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**25%**

average open rate

**23,000**

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

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