



## LEGAL MANAGEMENT DIGITAL MAGAZINE

### Access Premium Advertising Space



Advertise in ALA's award-winning educational digital publication *Legal Management* and reach 9,000 members and subscribers. Engage readers through full-page, interactive and fractional size ads. Increase the visibility and impact of your ad through sectional sponsorships and video ads.

Interactive versions are available for iPad and Android tablet devices, and a custom-designed website provides complete access to all issues at [legalmanagement.org](http://legalmanagement.org). While each version differs slightly when it comes to functionality, our underlying goals for each format include accessibility, engagement and an intuitive, yet enhanced reading experience.

### Content includes informative and educational articles regarding:

- Issues and trends of vital importance to law firm managers and principal administrators
- Up-to-date association and members news
- Latest technology enhancements to increase profitability and efficiency in the law firm

*Legal Management* sends an email announcement each month when the issue goes live. It's an excellent opportunity for business partner sponsorship.



#### Legal Management Email Alert

1 sponsor per issue

560 x 90, 72 dpi, jpg or gif

**\$1,495 per issue**

*Legal Management* articles address ALA's five knowledge areas:

- Communications Management
- Financial Management
- Human Resources Management
- Legal Industry / Business Management
- Operations Management

## LEGAL MANAGEMENT SUBSCRIPTION

ALA members cite *Legal Management* as their No.1 resource for the latest topics and trends authored by top industry leaders. Access the content to better understand what ALA members are reading to target your products and services to this audience. For more information, contact [publications@alanet.org](mailto:publications@alanet.org) or visit [alanet.org/subscriptions](http://alanet.org/subscriptions).

**Business Partner Subscription Price** ..... **\$195/10 Issues** (FREE to *Legal Management* advertisers)

### Did you know?

#### When your ad is published in the *Legal Management* interactive app, you can:

- Take a snapshot of the advertisement from within the app and directly post it to your company Facebook and Twitter pages.
- Send a snapshot of your advertisement via email or text message.
- Save a snapshot of your advertisement's page to your tablet's photo album, so you can keep it long term and strategize where you want to post it later. This can include a company website or another social media outlet, such as LinkedIn.

*"ALA continues to be a great business partner for DTI and an important part of our business development plan for the legal market. The opportunity to effectively bundle sponsorship opportunities at a regional and national level is critical to our overall marketing plan. Sponsoring selected local chapters has increased our visibility in local markets and allowed us to create meaningful relationships with some key decision-makers."*

**DOUG GERSTNER**  
Executive Vice President  
Management Services, DTI





## LEGAL MANAGEMENT DIGITAL MAGAZINE 2016 RATE CARD 10 ISSUES PER YEAR

### STATIC ADVERTISING

#### TIER 1

Section Sponsorship

3 static, consecutive fractional banner ads above feature articles and one full-page static ad

3 sponsorships available per issue

|                |                     |                      |
|----------------|---------------------|----------------------|
| 1x rate        | 5x rate 15% savings | 10x rate 30% savings |
| <b>\$8,000</b> | <b>\$6,800</b>      | <b>\$5,600</b>       |

#### TIER 2

Full-Page Ad (pages 1-3)

|                |                     |                      |
|----------------|---------------------|----------------------|
| 1x rate        | 5x rate 15% savings | 10x rate 30% savings |
| <b>\$4,000</b> | <b>\$3,400</b>      | <b>\$2,800</b>       |

#### TIER 3

Full-Page Ad (page 5 or after)

|                |                     |                      |
|----------------|---------------------|----------------------|
| 1x rate        | 5x rate 15% savings | 10x rate 30% savings |
| <b>\$3,000</b> | <b>\$2,550</b>      | <b>\$2,100</b>       |

#### TIER 4

Fractional Banner Ad atop feature article

Up to 9 available per issue

|                |                     |                      |
|----------------|---------------------|----------------------|
| 1x rate        | 5x rate 15% savings | 10x rate 30% savings |
| <b>\$2,500</b> | <b>\$2,125</b>      | <b>\$1,750</b>       |

### INTERACTIVE ADVERTISING

#### TIER 1

Banner Ad/Bellyband on *Legal Management* Cover (force-close ad plus one static full-page ad)

Up to one per issue

|                |                     |                      |
|----------------|---------------------|----------------------|
| 1x rate        | 5x rate 15% savings | 10x rate 30% savings |
| <b>\$6,000</b> | <b>\$5,100</b>      | <b>\$4,200</b>       |

#### TIER 2

Pull-Tab (full-page, force-close ad and static fractional banner)

4 available per issue

|                |                     |                      |
|----------------|---------------------|----------------------|
| 1x rate        | 5x rate 15% savings | 10x rate 30% savings |
| <b>\$5,000</b> | <b>\$4,250</b>      | <b>\$3,500</b>       |

#### TIER 3

Video Add-On (embedded in a full-page static ad – requires purchase of a full-page static ad)

2 available per issue

|                |                     |                      |
|----------------|---------------------|----------------------|
| 1x rate        | 5x rate 15% savings | 10x rate 30% savings |
| <b>\$1,500</b> | <b>\$1,275</b>      | <b>\$1,050</b>       |

All ad placements include hyperlinks, plus a website version comparable to the tablet digital presentation.

# LEGAL MANAGEMENT



## ADVERTISEMENT SPECIFICATIONS FOR TABLET 2016

### FULL-PAGE ADVERTISEMENT WITH SECTION SPONSORSHIP ADS

Submit (1) full-page static advertisement and (3) fractional advertisements. Fractional or banner ads will be placed on top of each page for three consecutive pages. Please follow specs below:

- JPG or PDF
- Full-Page Ad: 1747 x 2329 px
- Fractional Banner Ad: 1439 x 332 px
- 300 ppi
- RGB color
- No bleed

### LINK TO YOUR SITE AND EMAIL ADDRESS

Your website and an email link will open within the *Legal Management* app when a viewer taps a designated area (hot spot). This tappable area can be specified anywhere on your layout except over a video. Please specify on the layout where you would like the viewer to tap.

Please provide a text document with the following:

- Company URL
- Email address
- Location of tappable areas (up to two; email counts as one)

### FULL-PAGE PULL-TAB ADVERTISEMENT AND BOTTOM FRACTIONAL AD SPECIFICATIONS

Provide (1) full-page static advertisement and (1) fractional advertisements that will be placed at bottom of layout. Please follow specs below:

- JPG or PDF
- Full-Page Ad: 1747 x 2329 px
- Fractional Banner Ad: 1747 x 403 px
- 300 ppi
- RGB color
- No bleed

### LINK TO YOUR SITE AND EMAIL ADDRESS

Your website and an email link will open within the *Legal Management* app when a viewer taps a designated area (hot spot). This tappable area can be specified anywhere on your layout except over a video. Please specify on the layout where you would like the viewer to tap.

Please provide a text document with the following:

- Company URL
- Email address
- Location of tappable areas (up to two; email counts as one)



Section Sponsorship Ad Size and Location



Pull Tab Fractional Ad Size and Location

# LEGAL MANAGEMENT



## ADVERTISEMENT SPECIFICATIONS FOR TABLET 2016

### STANDARD FULL-PAGE STATIC AD

When submitting final files, please provide the full-page static advertisement in the following format:

- JPG or PDF
- 1747 x 2329 px
- 300 ppi
- RGB color
- No bleed

### LINK TO YOUR SITE AND EMAIL ADDRESS

Your website and an email link will open within the *Legal Management* app when a viewer taps a designated area (hot spot). This tappable area can be specified anywhere on your layout except over a video. Please specify on the layout where you would like the viewer to tap.

Please provide a text document with the following:

- Company URL
- Email address
- Location of tappable areas (up to two; email counts as one)



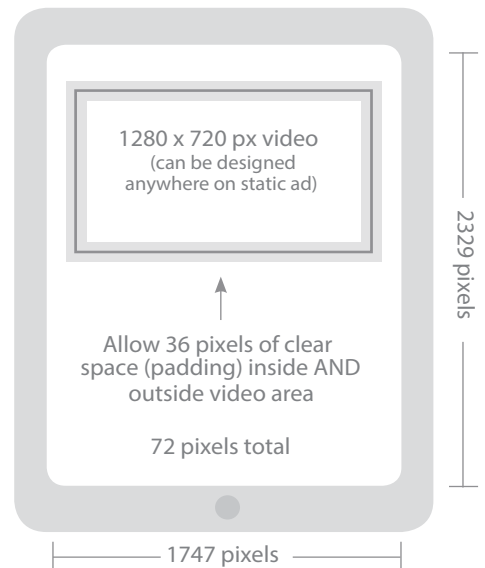
### FULL-PAGE ADVERTISEMENT WITH VIDEO INSERT

An advertiser may purchase a video that displays within their static advertisement. If this option is chosen, the advertiser must supply their video in addition to supplying the full-page static advertisement. Please follow full-page specifications above.

Video may appear ANYWHERE within static ad. When designing your static ad, please allow a 36-pixel clear area (padding) inside and outside the video area. No text or images can be displayed in this area.

After the video has been played, the advertiser may select one of the following display options:

1. HIDE VIDEO – After video plays, the video will disappear.  
Please Note: While the video is playing, it will be hiding that specific area of the static ad. Once video disappears, the design from the static ad will appear in its place.
2. FREEZE VIDEO – Video will stop on the last frame and stay there for the duration of view.
3. VIDEO LOOP – Video will repeat for duration of view.



### REQUIREMENTS

- Full-page STATIC Advertisement (See specs above)
- MP4 (only acceptable format)
  - 1280 x 720 pixels
  - 30 frames per second

Note: MP4 video will also be used for ALA's website. Video will be hosted on an ALA YouTube or Vimeo page. You are also welcome to provide your own YouTube or Vimeo link.
- Text document with specific video display option

