



# **2025 MEDIA**

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



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**



**48,000** members





**100+** countries





fortune **100**  **99% of the** Fortune 100

# ACCDocket.com

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.



# 375,000

pageviews per year

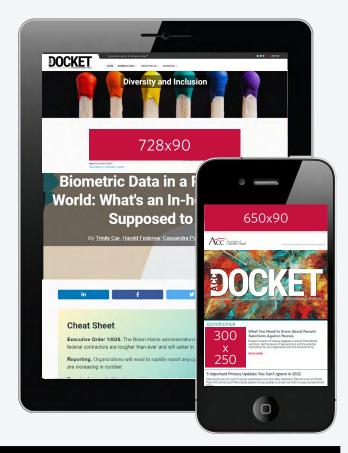


64,189

total circulation for ACC Docket e-newsletter

# **26%**

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

#### RATE/ISSUE

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 at the beginning of 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



### \$12 million

Average budget of legal departments



### **88**%

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



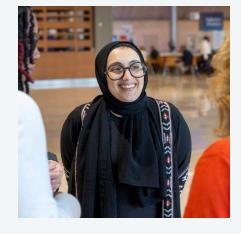
### **70**%

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:



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%

# 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.

## 2025 Editorial Themes

Q1 TOPICS (JANUARY, FEBRUARY, MARCH)	Q2 TOPICS (APRIL, MAY, JUNE)	Q3 TOPICS (JULY, AUGUST, SEPTEMBER)	Q4 TOPICS (OCTOBER, NOVEMBER, DECEMBER)
<ul> <li>CANDARY, FEBRUARY, MARCH)</li> <li>Ethics &amp; Compliance, Privilege         <ul> <li>Anti-bribery and Anticorruption</li> <li>Executive Ethics and Duties</li> <li>Corporate Transparency Act and Ultimate Beneficial Owner</li> <li>Ethics and Technology (Artificial Intelligence</li> </ul> </li> <li>CLOs/Law Department Management         <ul> <li>CLO+ Roles</li> <li>Managing a Global and Remote Workforce</li> <li>How to Build Your Legal Department's Strategic Vision</li> <li>Vendor and Outside Counsel Management</li> </ul> </li> <li>Privacy and Cybersecurity         <ul> <li>Data Tools, Concepts, and Agreements</li> <li>Ransomware and Cyber Insurance</li> <li>Cybersecurity Best Practices</li> <li>Emerging Technology and Legislation</li> </ul> </li> </ul>	<ul> <li>CAPRIL, MAY, JUNE)</li> <li>Legal Operations <ul> <li>Budget Management Best Practices</li> <li>Jurisdictional Considerations</li> <li>How and When to Use Legal Service Providers</li> <li>Legal Operations Leadership</li> </ul> </li> <li>Contract Drafting and Negotiations <ul> <li>Contract Lifecycle Management</li> <li>Common Contract Challenges</li> <li>Negotiating with the Business</li> <li>Top Contract Templates</li> </ul> </li> <li>DEI <ul> <li>How to Lawfully Use Race and Gender in the Selection Process</li> <li>Recruiting, Retention, and Promotion of a Diverse Workforce</li> <li>Taking Your DEI Program Global</li> <li>Benefits of a Diverse Legal Team</li> </ul> </li> </ul>	<ul> <li>Business Skills</li> <li>Quick Starts and Wins with Technology</li> <li>Negotiating Tips and Traps</li> <li>Financial Literacy for Inhouse Lawyers</li> <li>Understanding Promotional Pricing</li> <li>Special Supplements</li> <li>ACC's Top 10 30-Somethings</li> <li>Litigation, Corporate and Securities</li> <li>Crisis Management</li> <li>Regulatory Filings</li> <li>IPO Management</li> <li>Using Anti-SLAPP Laws to protect the Business</li> <li>Climate Change Policies and Regulations</li> <li>Key Emerging Regulatory Trends</li> <li>Whistleblowing</li> <li>Educating the Workforce on Compliance Risk</li> </ul>	<ul> <li>Cocrober, NOVEMBER, DECEMBER)</li> <li>Employment / Changing Role of GC <ul> <li>Managing the Relationship Between C-suite Executives</li> <li>Leadership in a Hybrid Remote Environment</li> <li>How Labor Is Flexing Its Muscle</li> <li>Training and Development for the Modern GC</li> </ul> </li> <li>Intellectual Property <ul> <li>Design Patents v. Trade Dress</li> <li>How the Proposed Noncompete Ban Affects Trade Secret Protection</li> <li>IP Global IP Management (especially in places like Russia and China)</li> <li>Unified Patent Court</li> </ul> </li> <li>Risk <ul> <li>Geopolitical Challenges</li> <li>Greenwashing and Other ESG Risks</li> <li>Data Breach Response</li> <li>Case Studies of Challenges, Initiatives, and Success Stories</li> </ul> </li> </ul>
Editorial calendar themes and to			

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.



# 4.53 million

total pageviews per year



# **1.21 million** total unique visitors per year

**23%** mobile and tablet users

# **Ad Rates**

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

Minimum 50,000 impressions required.

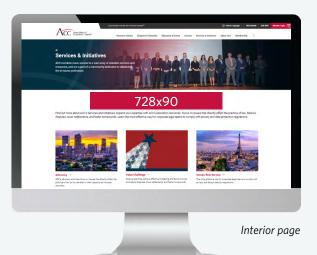
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# **ACC E-newsletters**

### 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



# 9,340

total circulation for ACC In Brief

#### SPONSORSHIP BENEFITS

#### RATE/MONTH

\$8,500

#### ACC In Brief Sponsorship

(includes 200x600 sidebar, sponsored showcase (150x150 image, 75-120 words), and target URL in the daily ACC In Brief)

**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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#### 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

ACC instance	Home   Portal   Resources   Research	USINESS NEWS
Feature Story		10 August 2023
Attorney-client Pri US Auditing Rules The shifty of lawyres to could be under them thor responsibility for cooling times (9 August, Toley), central bankground in the Poble Company face accounting profession is it to a limited amount of lge accounting profession is to a limited amount of lge company financial inter The PCAOB's new rules ' company is complying with the PCAOB's new rules of the PCAOB's this weak, co- correspondence with their	vilege at Center of Clash over New protect comparison with confidential advices new US rate for toning solutions to his more on composite form, quenches the Financial Mateury-dentification of the solution of the position of the solution of the solution of the off the resolution of the solution of the solution of all for events of the solution of the solution of the off the solution of the solution of the solution of the solution of the solution of the solution of the solution of solution of the solution o	CONFECTIONS AND AND
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s ordered by the court, rep	orts the Hill (9 (More)	Upcoming Events
A growing number of publi egulatory shifts clear the w	t to Go Private as Activist Clout Grows cly-listed companies in Japan are going private, as ay for activist investors to step up scrubiny and comberg (10 August, TGaniguchi, Lee) (More)	2023 ACC Annual Moving 22-25 October San Antonio, TX ACC In-Joouse Counsel Carification Program 13-23 August Vintual
Vorkers at Woodside's LNC Australia's biggest exports a	Woodside and Chevron Strikes Loom > platforms are poised to disrupt one of Western fite backing unprecedented industrial action an Financial Review (9 August, (More)	Mini MBA For In-house Counsel 20-22 September Boston, MA Resources
Diversity Issues		
inance Soards of S&P 500 compar	Gains Slow as S&P 500 Seeks Resumes from ties made recruiting directors with financial ret the past year, alowing boardcoom gains for 9 August, Kerber) (More)	Positively Legal Legal Design Car Bring Empathy to Our Work Legal Ops Corner: Executing Transformational Legal Ops Projects Top Ten Clusses to Address
6/		When Negotiating Your Next

# **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.



# 32%

average open rate



# 6,000

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.

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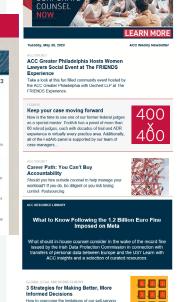
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#### 728x90





### **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.



**44%** average open rate

40,000

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

#### SPONSORSHIP BENEFITS

#### RATE/MONTH

Includes sponsored showcase (400x400 image, 90-character headline, 240-character \$7,500 blurb), and target URL

\*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.



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