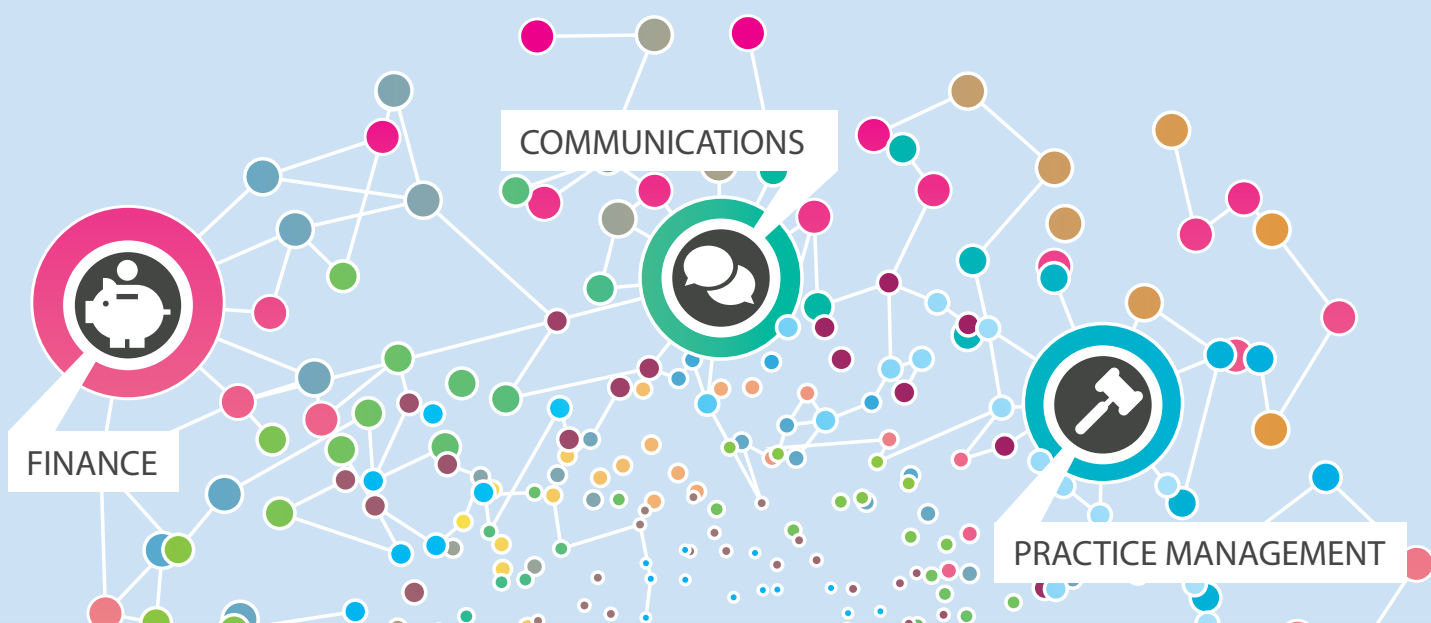


LEGAL MANAGEMENT

THE MAGAZINE OF THE ASSOCIATION OF LEGAL ADMINISTRATORS



2017 MEDIA KIT



Why *Legal Management*?

- Communicate Consistently
- Cultivate Thought Leadership
- Keep and Convert Customers



Facts & Stats



OCTOBER IS CYBERSECURITY AWARENESS MONTH. IS YOUR FIRM PREPARED?

"BEC is defined as a sophisticated scam targeting businesses working with foreign suppliers and/or businesses that regularly perform wire transfer payments. The scam is carried out by compromising legitimate business e-mail accounts through social engineering or computer intrusion techniques to conduct unauthorized transfers of funds. ... Since January 2015, there has been a 1,300% increase in identified exposed losses."

— *Public Service Announcement from the FBI*

Removing Cyberbreach Risks

Six issues that can position your firm for a major information meltdown

Reports earlier this year that a hacker had accessed more than 50 law firms' networks may have initially seemed shocking, but it was hardly the first security snag the legal industry has experienced.

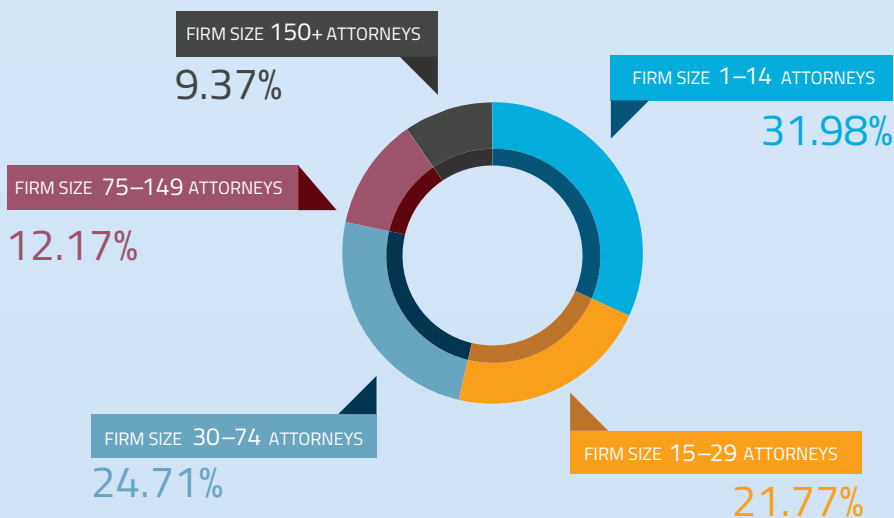


ERIN BRERETON
Owner, Chicago Journalist Media

In reality, as of 2015, roughly one in four firms with 100 or more attorneys had been the victim of a data breach, according to an American Bar Association *survey*. Fifteen percent of all firms, regardless of size, reported a breach incident had occurred — compared to 10 percent three years before.

Yet many law firms — particularly smaller ones — often don't feel they need to worry, according to Neill Feather, President of website security solution provider SiteLock and an Online Trust Alliance advocacy group board member.

ALA's 9,500 Members Represent:



Did you know?

Legal management professionals oversee many business critical responsibilities within their firms. As a result, ALA members hold a variety of job titles, including CEO, CFO, COO, Executive Director, Principal Administrator, Office Manager, Controller, IT Director, Marketing Director, HR Manager and more.

According to the 2016 ALA Compensation and Benefits Survey, the average U.S. Annual Base Salary for a Principal Administrator is \$219,910.

100%

ALA members represent 100% of the Am Law 200

80%

80% of ALA members make the final purchasing decision for their firm

100%

100% of ALA members have buying influence

REACH ALL MEMBERS

with *Legal Management* magazine online

Legal Management Options

PRINT

LEGAL MANAGEMENT ANNUAL GUIDE

ALA's new annual print guide will reach all active and new member desks with the year's highest rated articles and topics. Additional distribution at all ALA Conferences and events in 2017. Space is limited.

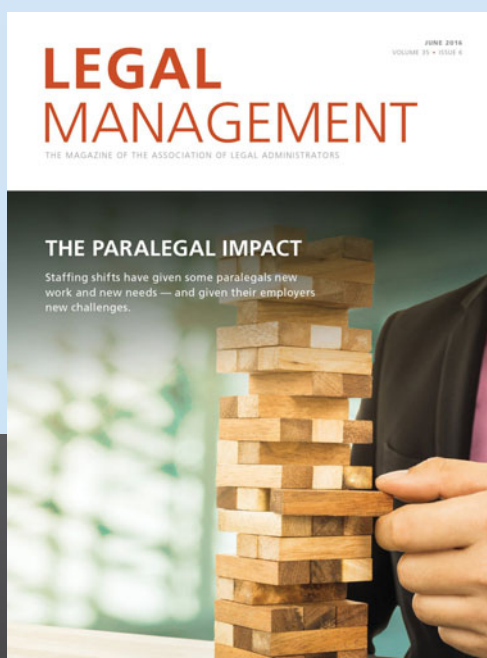
ALA CONFERENCE DISTRIBUTION

ALA Annual Conference, ALA Chapter Leadership Institute, ALA Specialty Conference, ALA Regional Legal Management Conference East and West.

DIGITAL

LEGAL MANAGEMENT MAGAZINE

Published 10x per year, *Legal Management* is the definitive resource for ALA member news, content and solutions that apply to their firm's business operations. In 2017, *Legal Management* will publish each month on a new responsive website. New issues will be open to both members and non-members alike, while archived issues will contain evergreen advertising for members to view.



Legal Management reports on topics within ALA's five knowledge areas:

Legal Industry/Business Management | Human Resources Management | Financial Management
Communication and Organizational Management | Operations Management

2017 RATE CARD & ORDER FORM

Legal Management Magazine (all rates net) 1x 5x All Issues

Legal Management Annual Guide <small>(Annual Print Guide)</small>	<input type="radio"/> \$4,500	n/a	n/a
Annual Guide plus Full-Page Digital	<input type="radio"/> \$7,500	<input type="radio"/> \$9,000	<input type="radio"/> \$12,000
Annual Guide plus In-Context Ads <small>(2 placements each issue)</small>	<input type="radio"/> \$5,500	<input type="radio"/> \$7,500	<input type="radio"/> \$10,000
Full-Page Digital	<input type="radio"/> \$1,900	<input type="radio"/> \$5,000	<input type="radio"/> \$8,500
In-Context Digital Ads <small>(2 placements each issue)</small>	<input type="radio"/> \$1,500	<input type="radio"/> \$4,000	<input type="radio"/> \$6,500
Legal Management Website Home Page	<input type="radio"/> \$1,900	<input type="radio"/> \$9,000	<input type="radio"/> \$12,500

Indicate the issue dates you would like to advertise

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 ☐ Feb
 ☐ Mar
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 ☐ Jul/Aug
 ☐ Sept
 ☐ Oct
 ☐ Nov/Dec

BOLD Bites Printed Newsletter

☐ \$2,495/month for _____ months. Months Requested: _____

ALA Annual Conference Journal (April 2017)

Full Page	<input type="radio"/> \$1,500
Half Page	<input type="radio"/> \$1,000

alanet.org Display Advertising 3 mo. 6 mo. 12 mo.

Home Page Premium Rotator (275h x 300w)	<input type="radio"/> \$1,595/mo.	<input type="radio"/> \$1,295/mo.	<input type="radio"/> \$995/mo.
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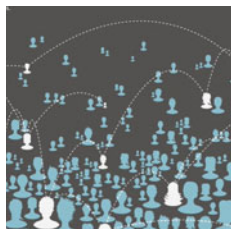
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 Card Number _____
 Exp. Date _____ Sec Code _____
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ALA TOTAL SPEND \$ _____

Billing Schedule ☐ In full ☐ Other _____

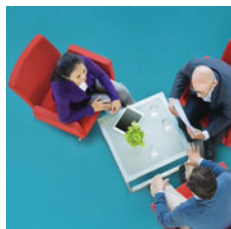
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2017 LEGAL MANAGEMENT EDITORIAL CALENDAR



JAN

Retirement plans for small companies
Disaster planning and recovery



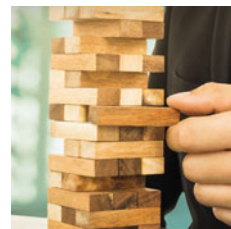
FEB

Credit and collection tips
Financial reporting checklist
Is the billable hour outdated?



MAR

Implementing a successful cloud migration
CE Course: Substance abuse
Building effective mentoring programs
Annual Conference preview



APR

Fresh business development ideas
Disability inclusion: Getting attorneys to self-identify
Strategies to improve workflow



MAY

Client surveys
Removing some of the stress related to conversions
Onboarding new employees

TOPICS

ADVERTISEMENT DEADLINES

Space: 11/28/16
Materials: 12/12/16

Space: 12/28/16
Materials: 1/13/17

Space: 1/23/17
Materials: 2/13/17

Space: 2/21/17
Materials: 3/13/17

Space: 3/20/17
Materials: 4/10/17

EDITORIAL DEADLINES

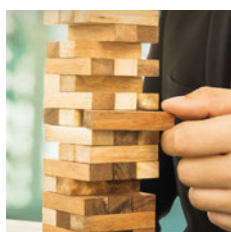
Pitches: In Progress
Draft: 11/28/16
Published: 1/13/17

Pitches: 11/1/16
Draft: 12/28/16
Published: 2/10/17

Pitches: 12/2/16
Draft: 1/23/17
Published: 3/10/17

Pitches: 1/4/17
Draft: 2/21/17
Published: 4/14/17

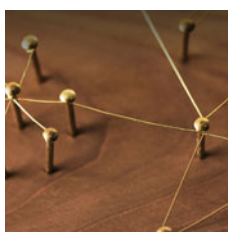
Pitches: 3/1/17
Draft: 4/19/17
Published: 5/12/17



JUN



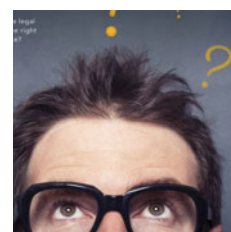
JULY/AUG



SEPT



OCT



NOV/DEC

TOPICS

Tech skills your attorneys need
Communicating by text: Clients are demanding it
Writing effective job descriptions

Dealing with conflict
Tips for managing successions
Insights into practice group manager positions

Medical marijuana's impact on legal
The cultural issues of outsourcing
Stay interviews for retaining clients

Data privacy
Telecommuting and the cyber threat
5 tips for law firm security

Your guide to year-end planning
HR trends for progressive law firms
Best practices for firm expansion to multiple states

ADVERTISEMENT DEADLINES

Space: 4/19/17
Materials: 5/8/17

Space: 5/31/17
Materials: 6/19/17

Space: 7/10/17
Materials: 8/1/17

Space: 8/14/17
Materials: 9/5/17

Space: 9/11/17
Materials: 10/2/17

EDITORIAL DEADLINES

Pitches: 3/1/17
Draft: 4/19/17
Published: 6/9/17

Pitches: 4/7/17
Draft: 5/31/17
Published: 7/21/17

Pitches: 5/15/17
Draft: 7/10/17
Published: 9/8/17

Pitches: 6/5/17
Draft: 8/14/17
Published: 10/13/17

Pitches: 7/10/17
Draft: 9/11/17
Published: 11/17/17

How To Contribute To *Legal Management*

INTERESTED IN WRITING FOR LEGAL MANAGEMENT?

Opportunities are available for freelance authors, consultants, industry experts and business partners.

For contributor guidelines, visit www.alanet.org/legalmgmt.

Pitches can be sent to publications@alanet.org.

HAVE AN IDEA FOR A STORY THAT ISN'T LISTED ABOVE?

Please send us your pitch! Our articles are not limited to the above topics, and we welcome innovative story ideas from new and returning authors. Please make sure to read our contributor guidelines before submitting a pitch to ensure your story idea is a good fit for *Legal Management*.

INTERESTED IN ADVERTISING IN LEGAL MANAGEMENT?

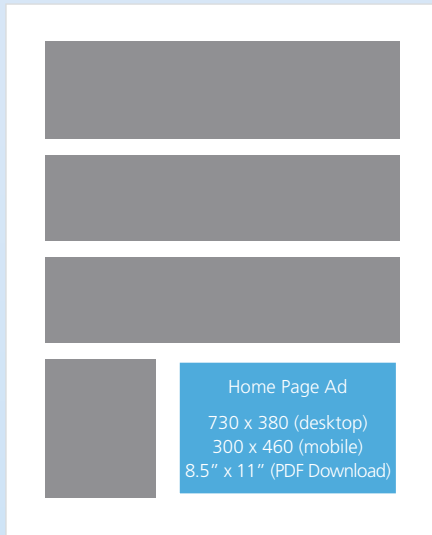
To learn more about advertising opportunities, contact advertising@alanet.org.

DO YOU HAVE OTHER QUESTIONS ABOUT LEGAL MANAGEMENT?

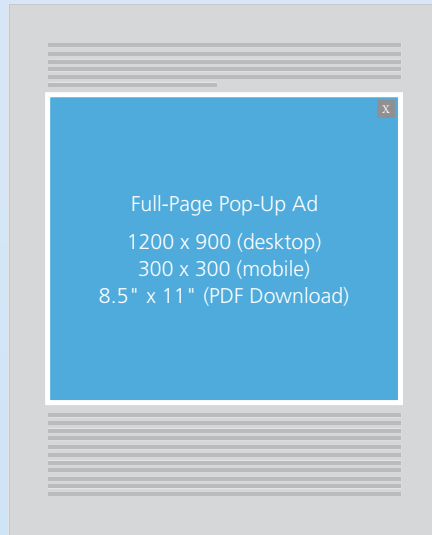
Please email publications@alanet.org with questions.

LEGALMANAGEMENT

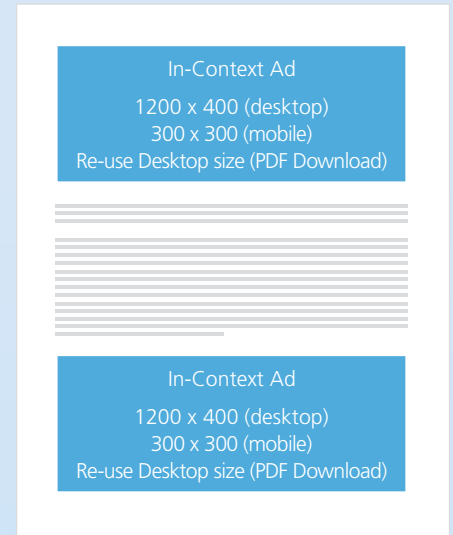
2017 WEBSITE ADVERTISEMENT SPECIFICATIONS (BASED ON 1,200 PX WIDE WEBSITE)



HOME PAGE



**FULL-PAGE POP-UP
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IN CONTEXT TALL (1-2)

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- JPG or PNG
- 150 dpi
- RGB color
- Bleed for PDF Download size only

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Your website or an email will open when a viewer clicks your ad. Please provide a text document with the link you'd like — either a URL or an email address.