



LMA Sponsored-Content Guidelines

LMA is a community that brings together all types of industry specialists from firms of all sizes. Consultants and vendors, lawyers, marketers from other professions and marketing students can connect and share their collective knowledge. Members at every stage in their career development benefit from their LMA participation because our broad array of programs and services can be tailored to their needs.

We offer the opportunity to provide sponsored content that is educational to our readers, based on the following topics, all from our Body of Knowledge, LMA-developed foundational resource for professional development in marketing that defines the core skills necessary for legal marketers to succeed.

- Business Development
- Business of Law
- Client Services
- Communications
- Marketing Management and Leadership
- Technology Management

Sponsored-content must adhere to a strict set of guidelines that uphold the integrity of LMA. They are as follows:

- **Avoid the pitch:** Sponsored content must be educational, not purely promotional. Your piece must be written in a fresh and thoughtful manner, providing commentary on issues relevant to the audience of legal marketing and business development professionals. It should be written by someone who has unique expertise or experience, and in a manner that is accessible, compelling and free of jargon.
- **Provide informative, actionable information:** All content inquiries and submissions must be educational and provide actionable information that legal marketing and business development professionals can apply to their day-to-day activities.
- **Speak in broad terms:** Your piece should not be centered on your company or product. Instead, it should speak in broader industry terms. Presenting a challenge, along with a solution—without mentioning your company or product name—will go a long way in providing an authentic and impactful voice to our audience.
- **Be a compelling storyteller:** Whenever possible, base your content on real customers with real people solving real challenges. Speaking in particulars rather than the hypothetical paints a more compelling story to the reader.

LMA has the right to revise all content to fit LMA style and voice.

Content must not exceed proposed number of words and should include artwork (photos and graphics when requested).

All submissions must be accompanied by an executed author agreement, company logo, author headshot and bio (where requested).