



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



51% of the
Global 1000



10,000+
organizations



60+ chapters
21 networks



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.



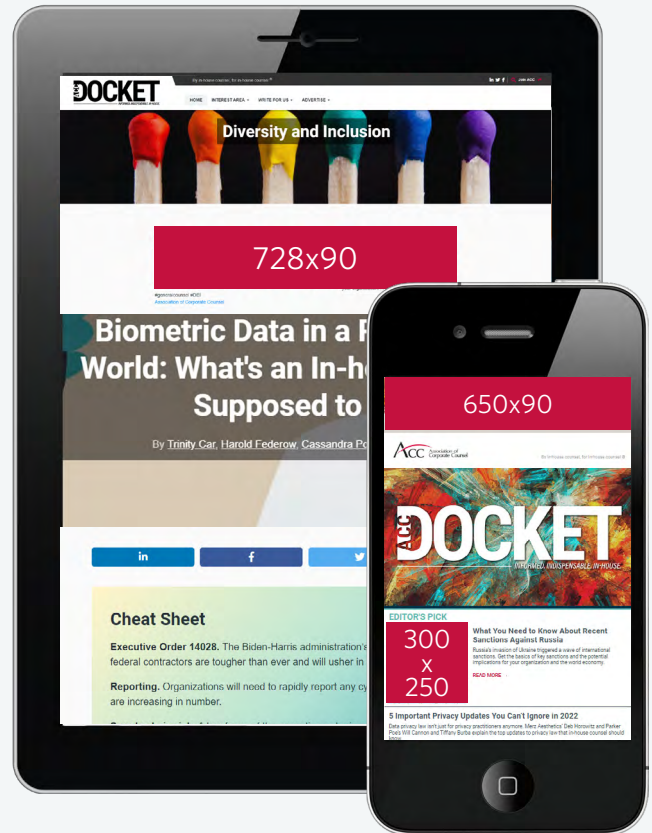
375,000
pageviews per year



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.

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



88%

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



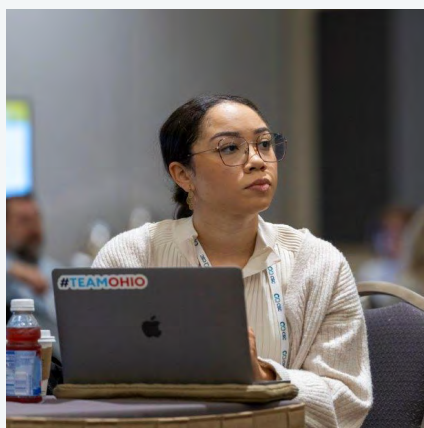
\$12 million

Average budget of legal departments

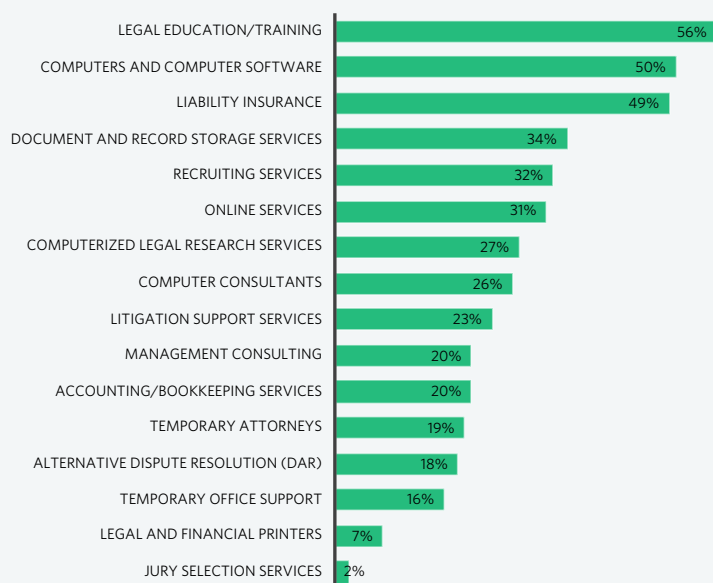


70%

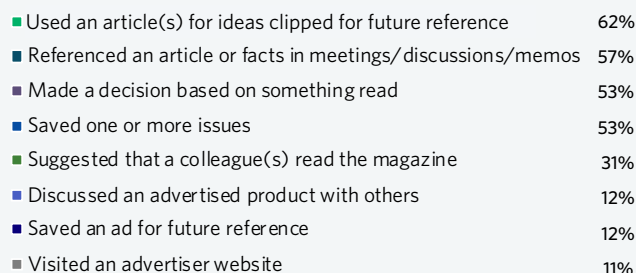
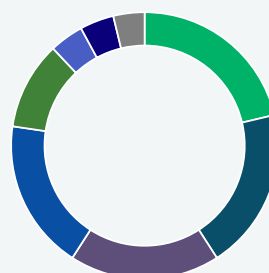
of readers rate the coverage on global issues in the *Docket* as “just right”



Products Purchased/Used in the Past Year:



ACC Docket Readers Take Action:



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)
Ethics & Compliance, Privilege <ul style="list-style-type: none"> Anti-bribery and Anticorruption Executive Ethics and Duties Corporate Transparency Act and Ultimate Beneficial Owner Ethics and Technology (Artificial Intelligence) CLOs/Law Department Management <ul style="list-style-type: none"> CLO+ Roles Managing a Global and Remote Workforce How to Build Your Legal Department's Strategic Vision Vendor and Outside Counsel Management Privacy and Cybersecurity <ul style="list-style-type: none"> Data Tools, Concepts, and Agreements Ransomware and Cyber Insurance Cybersecurity Best Practices Emerging Technology and Legislation 	Legal Operations <ul style="list-style-type: none"> Budget Management Best Practices Jurisdictional Considerations How and When to Use Legal Service Providers Legal Operations Leadership Contract Drafting and Negotiations <ul style="list-style-type: none"> Contract Lifecycle Management Common Contract Challenges Negotiating with the Business Top Contract Templates DEI <ul style="list-style-type: none"> How to Lawfully Use Race and Gender in the Selection Process Recruiting, Retention, and Promotion of a Diverse Workforce Taking Your DEI Program Global Benefits of a Diverse Legal Team 	Business Skills <ul style="list-style-type: none"> Quick Starts and Wins with Technology Negotiating Tips and Traps Financial Literacy for In-house Lawyers Understanding Promotional Pricing Special Supplements <ul style="list-style-type: none"> ACC's Top 10 30-Somethings Litigation, Corporate and Securities <ul style="list-style-type: none"> Crisis Management Regulatory Filings IPO Management Using Anti-SLAPP Laws to protect the Business Compliance <ul style="list-style-type: none"> Climate Change Policies and Regulations Key Emerging Regulatory Trends Whistleblowing Educating the Workforce on Compliance Risk 	Employment / Changing Role of GC <ul style="list-style-type: none"> Managing the Relationship Between C-suite Executives Leadership in a Hybrid Remote Environment How Labor Is Flexing Its Muscle Training and Development for the Modern GC Intellectual Property <ul style="list-style-type: none"> Design Patents v. Trade Dress How the Proposed Noncompete Ban Affects Trade Secret Protection IP Global IP Management (especially in places like Russia and China) Unified Patent Court Risk <ul style="list-style-type: none"> Geopolitical Challenges Greenwashing and Other ESG Risks Data Breach Response Case Studies of Challenges, Initiatives, and Success Stories

Editorial calendar, themes, and topics are subject to change.

NEW ACC Digital Retargeting

ACC is proud to offer this brand new powerful advertizing opportunity to our advertisers! Digital retargeting is a powerful advertising strategy that allows your ad to continue engaging with website visitors even after they leave the [ACC website](#). By using a small snippet of code on a client's website, we create a trackable audience that can be served targeted ads as they browse other websites.

Proven Results

Retargeting delivers measurable results, with higher conversion rates and increased engagement. Studies show that leads generated from retargeting are **70%** more likely to convert. Additionally, over the past year, retargeting campaigns have generated over **1.1 million** impressions and **40,000 clicks** with an impressive **3.46% CTR**.

Retargeting Campaign Fee Structure:

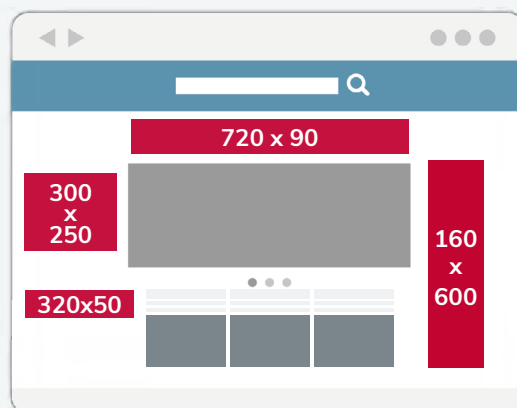
- 50,000 - 100,000 Impressions: \$120 CPM
- 100,001 - 150,000 Impressions: \$115 CPM
- 150,000+ Impressions: \$110 CPM



Retargeting campaigns are the perfect way to make sure your message reaches members who have expressed interest in sponsorship & advertising.

Campaign Specs:

- At least 4 Ads in standard sizes:
728x90, 160x600, 300x250, 320x50
- Retargeting URL(s) to connect to ads
- 50,000 impressions per campaign
- Monthly reporting and optimization included



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.

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.

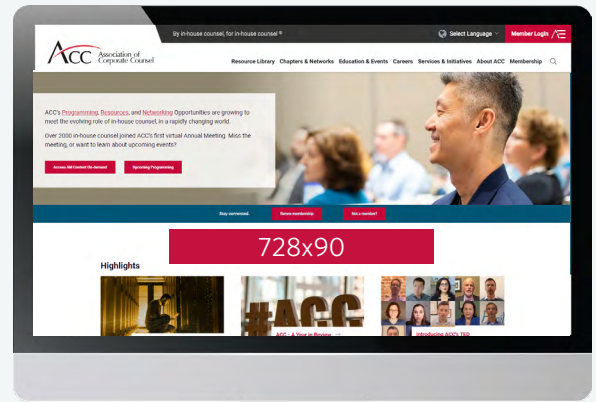
File Format: Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required.

Send insertion orders to:

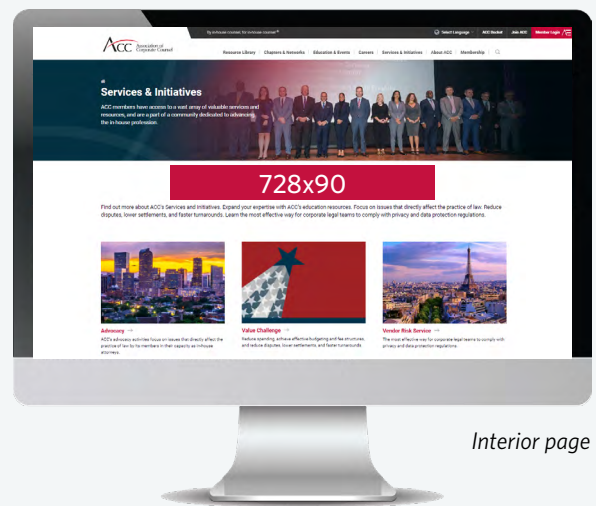
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 ebarrett@smithbucklin.com

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 Account Coordinator
 202-367-2475
 kexamen@smithbucklin.com



Homepage



Interior page

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

ACC In Brief Sponsorship

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

\$8,500

Agency Commission: Does not apply to digital advertisements.

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The screenshot displays the ACC In Brief newsletter interface. At the top, there's a header with the ACC logo and the title 'In Brief BUSINESS NEWS'. Below this, a navigation bar includes links for Home, Portal, Resources, and Research. The main content area features a 'Feature Story' titled 'Attorney-client Privilege at Center of Clash over New US Auditing Rules', followed by a 'SPONSORED CONTENT' section with a '150 x 150' ad placeholder and a '200 x 600' ad placeholder. The sidebar on the right lists 'Upcoming Events' and 'Resources'.

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

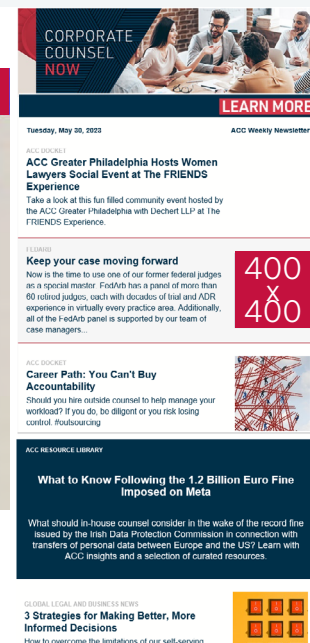
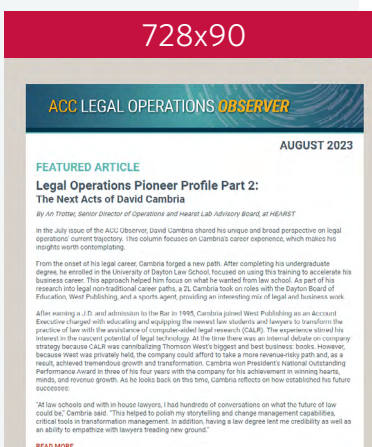
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Corporate Counsel Now

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 blurb), and target URL

\$7,500

*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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