



## 2025 MEDIA

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ACC reaches more than **1.5 million in-house legal professionals** annually — delivering you the largest global audience of in-house counsel decision makers.



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**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

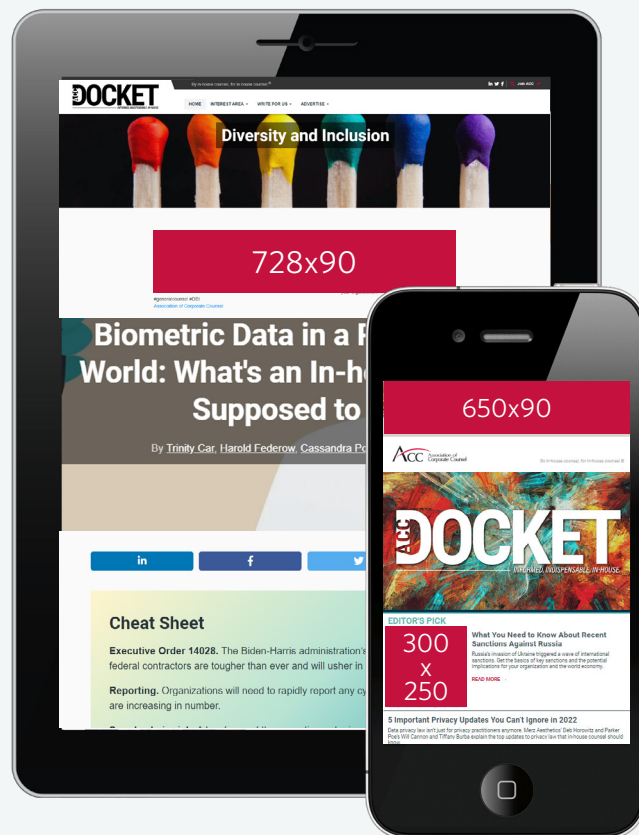
Minimum 50,000 impressions required for all ads.

\*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.



ACC DOCKET E-NEWSLETTER	RATE/ISSUE
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**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.

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# ACCDocket.com Reader Profile



**Nearly 52%**  
of readers hold the title of General Counsel, CLO, or Senior Attorney



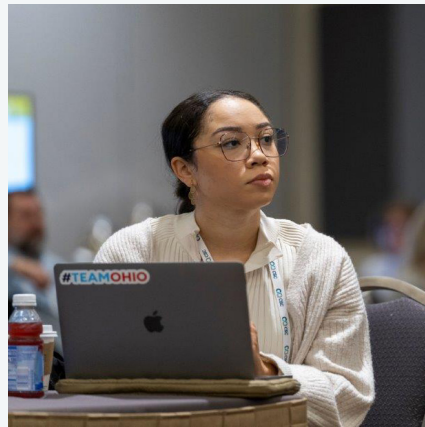
**88%**  
of readers view the *ACC Docket* as being relevant to their daily practice of law



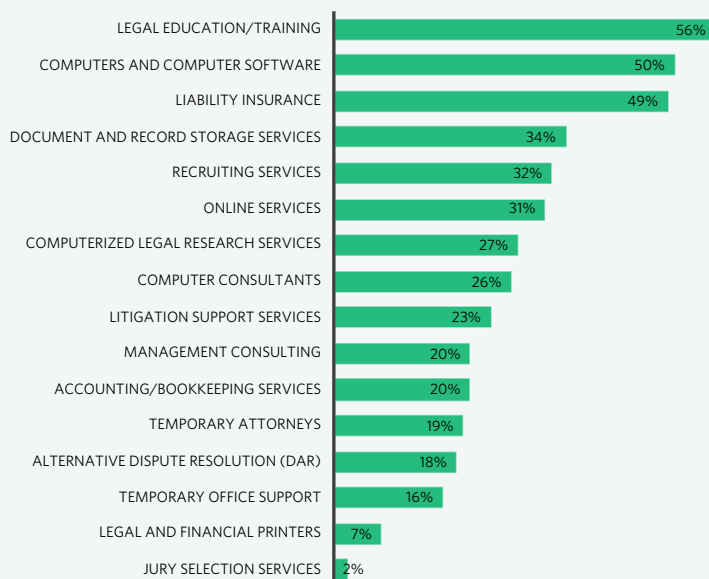
**\$12 million**  
Average budget of legal departments



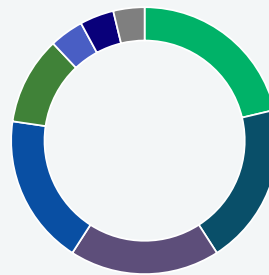
**70%**  
of readers rate the coverage on global issues in the *Docket* as “just right”



## Products Purchased/Used in the Past Year:



## ACC Docket Readers Take Action:



- 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

<b>Q1 TOPICS</b> (JANUARY, FEBRUARY, MARCH)	<b>Q2 TOPICS</b> (APRIL, MAY, JUNE)	<b>Q3 TOPICS</b> (JULY, AUGUST, SEPTEMBER)	<b>Q4 TOPICS</b> (OCTOBER, NOVEMBER, DECEMBER)
<p><b>Ethics &amp; Compliance, Privilege</b></p> <ul style="list-style-type: none"> <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> <p><b>CLOs/Law Department Management</b></p> <ul style="list-style-type: none"> <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> <p><b>Privacy and Cybersecurity</b></p> <ul style="list-style-type: none"> <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>	<p><b>Legal Operations</b></p> <ul style="list-style-type: none"> <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> <p><b>Contract Drafting and Negotiations</b></p> <ul style="list-style-type: none"> <li>• Contract Lifecycle Management</li> <li>• Common Contract Challenges</li> <li>• Negotiating with the Business</li> <li>• Top Contract Templates</li> </ul> <p><b>DEI</b></p> <ul style="list-style-type: none"> <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>	<p><b>Business Skills</b></p> <ul style="list-style-type: none"> <li>• Quick Starts and Wins with Technology</li> <li>• Negotiating Tips and Traps</li> <li>• Financial Literacy for In-house Lawyers</li> <li>• Understanding Promotional Pricing</li> </ul> <p><b>Special Supplements</b></p> <ul style="list-style-type: none"> <li>• ACC’s Top 10 30-Somethings</li> </ul> <p><b>Litigation, Corporate and Securities</b></p> <ul style="list-style-type: none"> <li>• Crisis Management</li> <li>• Regulatory Filings</li> <li>• IPO Management</li> <li>• Using Anti-SLAPP Laws to protect the Business</li> </ul> <p><b>Compliance</b></p> <ul style="list-style-type: none"> <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>	<p><b>Employment / Changing Role of GC</b></p> <ul style="list-style-type: none"> <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> <p><b>Intellectual Property</b></p> <ul style="list-style-type: none"> <li>• Design Patents v. Trade Dress</li> <li>• How the Proposed Noncompete Ban Affects Trade Secret Protection</li> <li>• Global IP Management (especially in places like Russia and China)</li> <li>• Unified Patent Court</li> </ul> <p><b>Risk</b></p> <ul style="list-style-type: none"> <li>• Geopolitical Challenges</li> <li>• Greenwashing and Other ESG Risks</li> <li>• Data Breach Response</li> <li>• Case Studies of ESG Challenges, Initiatives, and Success Stories</li> </ul>

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.

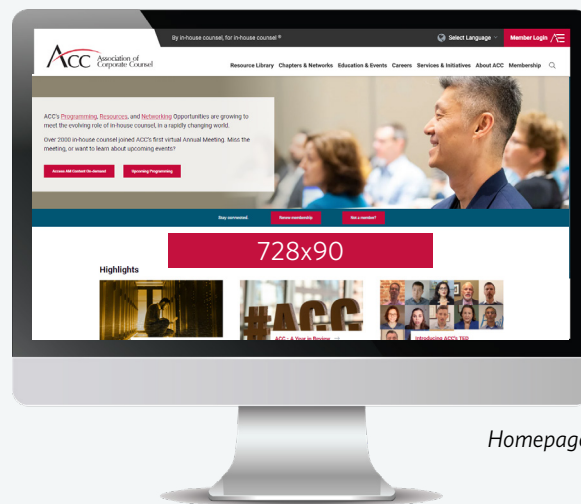
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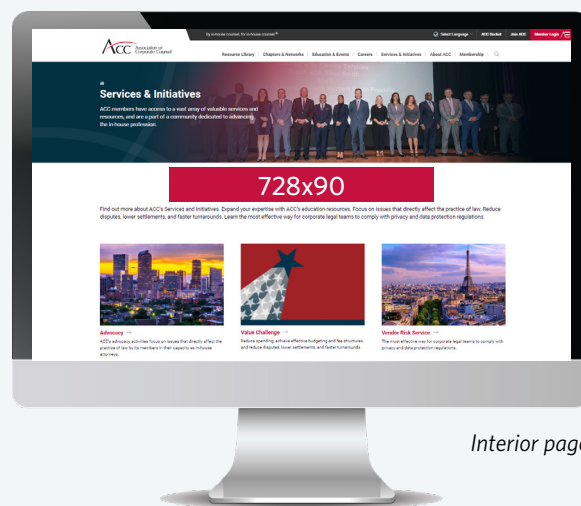
**File Format:** Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required.

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ebarrett@smithbucklin.com

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Krishia Examen  
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202-367-2475  
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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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#### Feature Story

##### Attorney-client Privilege at Center of Clash over New US Auditing Rules

The ability of lawyers to provide companies with confidential advice could be under threat from new US rules forcing auditors to take more responsibility for rooting out corporate fraud, reports the Financial Times (9 August, Peter). Attorney-client privilege has emerged as a central battleground in the fight over new audit standards proposed by the Public Company Accounting Oversight Board (PCAOB), which the accounting profession is trying to defeat. Auditors currently have access to a limited amount of legal correspondence directly relevant to a company's financial statements, such as provisions for legal settlements. The PCAOB's new rules would force auditors to consider whether a company is complying with all the laws and regulations that apply to it, forcing it to cast a wider net for evidence. Its comment letters released by the PCAOB this week, companies said the new rules could mean more correspondence with their lawyers would have to be shared with auditors, with the result that it loses its legal privilege and could become evidence in litigation. (More)

#### SPONSORED CONTENT

**150 x 150** Best Practices for Efficient M&A Payments

Just as no two deals are the same, no two payees are the same. There are complexities and multiple factors that can affect M&A deal parties' ability to make efficient payments at closing. S&P Acquisitions offers tips to help M&A deal professionals stay on top of these challenges and apply best practices for private M&A payments. Learn more about the factors that can impact payments on your next deal. [Download the Tip Sheet](#)

#### Legal Actions

Twitter Filed US\$350K for Failing to Produce Trump Account Info in 2020 Election Probe  
Twitter, now known as X, was fined US\$350,000 after being held in contempt for failing to provide timely access to former US President Trump's account, as ordered by the court, reports the Hill (9... (More)

#### Corporate Governance

More Japanese Firms Opt to Go Private as Activist Clout Grows  
A growing number of publicly-listed companies in Japan are going private, as regulatory shifts clear the way for activist investors to step up scrutiny and demand changes, reports Bloomberg (9 August, Tetsuya, Lee)... (More)

#### Labor and Employment

LNG Exports at Risk as Woodside and Chevron Strikes Loom  
Workers at Woodside's LNG platforms are poised to disrupt one of Western Australia's biggest exports after holding suspended industrial action options, reports the Australian Financial Review (9 August... (More)

#### Diversity Issues

US Boardroom Diversity Gains Slow as S&P 500 Seeks Resumes from Finance  
Boards of S&P 500 companies made recruiting directors with financial expertise their top priority over the past year, slowing boardroom gains for minorities, reports Reuters (9 August, Karber)... (More)

#### Technology

10 August 2023



#### Upcoming Events

- 2023 ACC Annual Meeting  
22-25 October  
San Antonio, TX
- ACC In-house Counsel  
Certification Program  
13-15 August  
Virtual
- Mini M&A For In-house Counsel  
20-22 September  
Boston, MA


#### Resources

- Profoundly Legal: Legal Design Can Bring Empathy to Our Work
- Legal Ops Center: Embracing Transformational Legal Ops Practices
- Top Tax Classes to Address When Negotiating Your Net

# 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

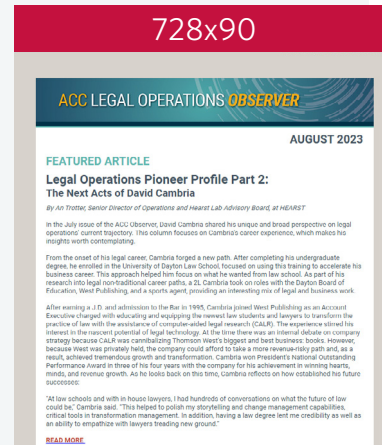
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## Corporate Counsel Now

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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