



## **2026 MEDIA KIT**

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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.



### ***CorporateCounselNow.com***

Reach the ACC audience all year long with the *Corporate Counsel Now* 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

# CorporateCounselNow.com

Previously **ACCDocket.com**

CorporateCounselNow.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.



**395,000**

pageviews per year



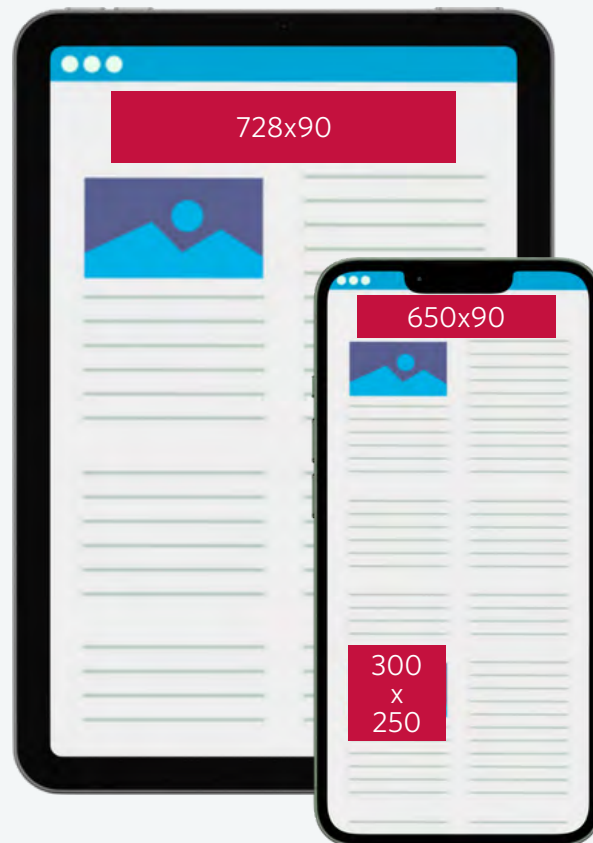
**88%**

of readers view the *Corporate Counsel Now* as being relevant to their daily practice of law



**70%**

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



## Ad Rates

CorporateCounselNow.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.

### 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

**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.

# CorporateCounselNow.com

## Editorial Calendar

*CorporateCounselNow.com* is a valuable magazine that addresses challenges commonly faced by in-house counsel. It is continually updated throughout the year and prioritizes strategic monthly themes. 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.

### 2026 Editorial Calendar

Month	Theme	Focus Highlights
January	Ethics & Integrity in the Modern Legal Department	AI ethics, transparency, and executive accountability in compliance and governance.
February	Leadership in Legal: Building and Managing Teams	Law department vision-setting, remote leadership, and outside counsel management.
March	Cybersecurity & Privacy in Practice	Cyber risk mitigation, ransomware response, and data governance.
April	Optimizing Legal Operations	Budgeting, service providers, and operational leadership.
May	Mastering Contracts and Negotiations	Drafting excellence, negotiation strategy, and lifecycle management.
June	Inclusion and Global Workforce Development	Diversity as a business advantage; recruiting and retaining global talent.
July	The Business of Law	Financial literacy, technology adoption, and strategic influence for in-house counsel.
August	Litigation, Corporate & Securities Essentials	Crisis management, IPO readiness, and regulatory filings.
September	Compliance in an Evolving Risk Landscape	ESG, climate change regulation, and workforce education.
October	The Modern GC: Leadership and Influence	Executive relationships, labor trends, and leadership development.
November	Innovation and Intellectual Property	IP strategy, trade secret protection, and global enforcement.
December	Risk, Resilience, and ESG Accountability	Case studies in managing ESG, geopolitical, and data risks.

# 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**.

## House Campaign Fee Structure:

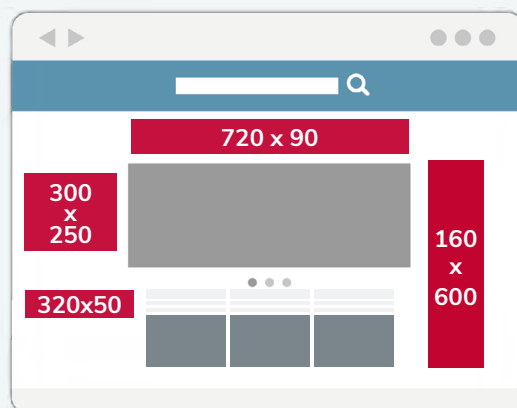
- 50,000 - 100,000 Impressions: \$120 CPM
- 100,001 - 150,000 Impressions: \$115 CPM
- 150,000+ Impressions: \$110 CPM



House campaigns include retargeting for membership, event attendance, and the promotion of exhibit, 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
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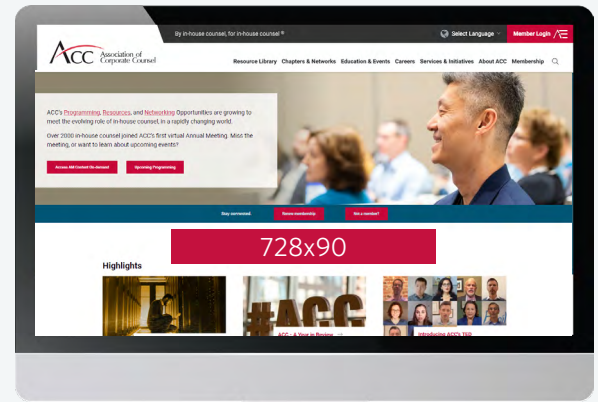
**File Format:** Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required.

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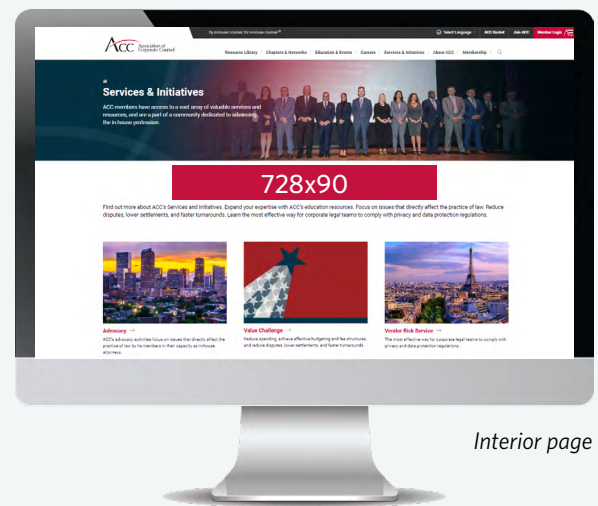
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Homepage



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.



# 52%

average open rate for *ACC In Brief*



# 11,653

total circulation for *ACC In Brief*; 80% U.S.-based; 18% international-based

### SPONSORSHIP BENEFITS

### RATE/MONTH

#### ACC In Brief Sponsorship

(includes 200x600 sidebar, sponsored showcase (150x150 image, 75-120 words), and target URL

\$8,500

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ACC In Brief

Home | Portal | Resources | Research

10 August 2023

AM23  
San Antonio  
TEXAS  
Empowering in-house  
CONNECTION & IMPACT  
REGISTER NOW AND SAVE!

#### 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, Foley). 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. In 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. SRS Acquirem 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 Fined 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 (10 August, TGSingh, 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 backing unprecedented 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, Kerber)... [\(More\)](#)

#### Technology

#### Upcoming Events

2023 ACC Annual Meeting  
22-25 October  
San Antonio, TX

ACC In-house Counsel  
Certification Program  
13-23 August  
Virtual

Mini MBA For In-house Counsel  
20-22 September  
Boston, MA

#### Resources

Positively Legal: Legal Design Can Bring Empathy to Our Work

Legal Ops Corner: Ensuring Transformational Legal Ops Projects

Top Ten Clauses to Address 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.



**39.5%**

average open rate



**5,896**

Monthly circulation; 82% U.S.-based; 18% international-based

### SPONSORSHIP BENEFITS

### RATE/MONTH

Includes 728x90 leaderboard, sponsored showcase (150x150 image, 90-character headline, 320-character blurb), and target URL

**\$4,000**

**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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728x90

### ACC LEGAL OPERATIONS **OBSERVER**

AUGUST 2023

#### FEATURED ARTICLE

#### Legal Operations Pioneer Profile Part 2: The Next Acts of David Cambria

By An Trotter, Senior Director of Operations and Hearst Lab Advisory Board, at HEARST

In the July issue of the ACC Observer, David Cambria shared his unique and broad perspective on legal operations' current trajectory. This column focuses on Cambria's career experience, which makes his insights worth contemplating.

From the onset of his legal career, Cambria forged a new path. After completing his undergraduate degree, he enrolled in the University of Dayton Law School, focused on using this training to accelerate his business career. This approach helped him focus on what he wanted from law school. As part of his research into legal non-traditional career paths, a 2L Cambria took on roles with the Dayton Board of Education, West Publishing, and a sports agent, providing an interesting mix of legal and business work.

After earning a J.D. and admission to the Bar in 1995, Cambria joined West Publishing as an Account Executive charged with educating and equipping the newest law students and lawyers to transform the practice of law with the assistance of computer-aided legal research (CALR). The experience stirred his interest in the nascent potential of legal technology. At the time there was an internal debate on company strategy because CALR was cannibalizing Thomson West's biggest and best business: books. However, because West was privately held, the company could afford to take a more revenue-risky path and, as a result, achieved tremendous growth and transformation. Cambria won President's National Outstanding Performance Award in three of his four years with the company for his achievement in winning hearts, minds, and revenue growth. As he looks back on this time, Cambria reflects on how established his future successes.

"At law schools and with in-house lawyers, I had hundreds of conversations on what the future of law could be," Cambria said. "This helped to polish my storytelling and change management capabilities, critical tools in transformation management. In addition, having a law degree lent me credibility as well as an ability to empathize with lawyers treading new ground."

[READ MORE](#)

#### Contract Management Productivity, Supercharged by AI

150  
x  
150

Efficiency is key in today's business world. To manage contracts, you need to work smarter, not harder.

Get ready to transform your workflow! With AI-powered productivity features you can discover a new era of faster, more intuitive contract management.

[LET'S EXPLORE THE FEATURES!](#)

Visit the [Events](#) page to keep abreast and register for upcoming events and programming.

Webinars, roundtables and gatherings to help you learn and build your network!



#### JOIN ACC LEGAL OPERATIONS

Get access to resources, participate in the Interest/Regional Groups, join and utilize benchmarking studies, come to the annual conference (Xchange) and connect through the online Member Forum for ad hoc advice and referrals.

[JOIN HERE](#)



#### GET INVOLVED

Raise your professional profile by sharing your knowledge and experience, authoring articles, chairing an Interest or Regional group, participating in a working group generating resources and more

[LEARN MORE](#)



#### CONTRIBUTE TO THE OBSERVER

Interested in authoring an article in the ACC Legal Ops Observer? We are always looking for contributors who are innovating in the Legal Operations world.

[LET US KNOW](#)



# ACC E-newsletters

## 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.



# 39%

average open rate



# 40,000

weekly circulation: 88% U.S.-based;  
12% 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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CORPORATE COUNSEL NOW

LEARN MORE

Tuesday, May 30, 2023

ACC Weekly Newsletter

ACC DOCKET

**ACC Greater Philadelphia Hosts Women Lawyers Social Event at The FRIENDS Experience**

Take a look at this fun filled community event hosted by the ACC Greater Philadelphia with Dechert LLP at The FRIENDS Experience.

FEDARB

**Keep your case moving forward**

Now is the time to use one of our former federal judges as a special master. FedArb has a panel of more than 60 retired judges, each with decades of trial and ADR experience in virtually every practice area. Additionally, all of the FedArb panel is supported by our team of case managers...

400  
x  
400

ACC DOCKET

**Career Path: You Can't Buy Accountability**

Should you hire outside counsel to help manage your workload? If you do, be diligent or you risk losing control. #outsourcing

ACC RESOURCE LIBRARY

**What to Know Following the 1.2 Billion Euro Fine Imposed on Meta**

What should in-house counsel consider in the wake of the record fine issued by the Irish Data Protection Commission in connection with transfers of personal data between Europe and the US? Learn with ACC insights and a selection of curated resources.

GLOBAL LEGAL AND BUSINESS NEWS

**3 Strategies for Making Better, More Informed Decisions**

How to overcome the limitations of our self-serving



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ACC Global Headquarters  
1001 G Street NW  
Suite 300W  
Washington, DC 20001 USA  
1.866.868.9092 (toll free)  
[www.acc.com](http://www.acc.com)

ACC Advertising Sales  
c/o Smithbucklin  
2001 K Street NW  
3rd Floor North  
Washington, DC 20006 USA  
202.367.1231