

2024 ALA Digital Rates and Order Form



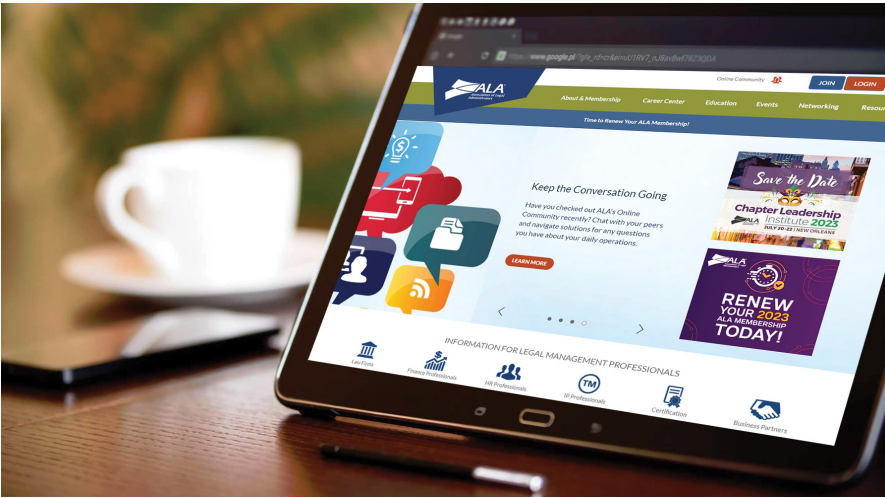
ALA Mailing Address
8600 W. Bryn Mawr Ave., Suite 400N,
Chicago, IL 60631 USA

VIP Accounts
Fred Ullman

Director, Business Development
fullman@alanelt.org
+1-847-627-1375

Send Materials to
marketing@alanelt.org

Please include URL
with digital ad.



Web Advertising

3 months 6 months 12 months

Home Page Premium Rotator (300w x 250h)	<input type="radio"/>	\$1,595/mo.	<input type="radio"/>	\$1,295/mo.	<input type="radio"/>	\$995 /mo.
Interior 3-Page Premium (300w x 250h)	<input type="radio"/>	\$1,195/mo.	<input type="radio"/>	\$995/mo.	<input type="radio"/>	\$595 /mo.
Interior 3-Page Standard (180w x 180h)	<input type="radio"/>	\$595/mo.	<input type="radio"/>	\$495/mo.	<input type="radio"/>	\$295 /mo.

Indicate the months you would like to advertise

All Months Jan Feb Mar Apr May June Jul Aug Sept Oct Nov Dec

E-newsletters

BOLD Bites (weekly) 1st Sponsor (300w x 250h)	<input type="radio"/>	\$1,595/week for _____ weeks
BOLD Bites (weekly) 2nd Sponsor (300w x 250h)	<input type="radio"/>	\$1,295/week for _____ weeks
Just the Facts (300w x 250h)	<input type="radio"/>	\$995/month for _____ months

Indicate the months you would like to advertise

All Months Jan Feb Mar Apr May June Jul Aug Sept Oct Nov Dec

Week Requested: 1 2 3 4

ALA Solutions Series Webcasts

\$4,500 per ALA Solutions Series Webcasts (Every Tuesday, 2pm Eastern Time)

Dates requested: _____

ALA Legal Marketplace (12 months from date of signature)

Marketplace Listing: \$995

Legal Management Magazine

(1) Insertion All issues (10 insertions)

Full-Page Digital Pop-Up Ad	<input type="radio"/>	\$1,200	<input type="radio"/>	\$10,000
In-Context Digital Ad (2 placements each issue)	<input type="radio"/>	\$1,500	<input type="radio"/>	\$12,000
Full Page Print Ad	<input type="radio"/>	\$4,500		N/A

Legal Management Email Alerts \$1,495/month for _____ months

ALA TOTAL SPEND \$ _____ **Signature** _____

Date: _____

Submitted By

Name _____
Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Email _____
Phone Number _____

To pay by credit card, please call
call +1-847-267-1375

TERMS: This agreement is noncancellable. Signing this insertion order (whether by a representative of the advertiser and/or a representative of an agency working on behalf of the advertiser) represents a binding contract to provide, place, and pay for advertising in ALA's print and/or digital products as stated in the order. Publisher reserves the right to reject any advertisement. Digital ad files must be provided to the publisher by the material due dates indicated in the ALA Media Kit. Failure to make payment when due shall result in a service charge from the date of publication of 5% per month or maximum permissible rate. Costs of collection, including legal fees, shall be borne by the advertiser or agency. Failure to make payment when due also may void any scheduled added-value benefits for the advertiser, at the publisher's discretion.