



# 2009 Media Kit Overview

▶ Opportunities to Connect



## ABOUT ACC

The Association of Corporate Counsel (ACC) serves the professional needs of attorneys who practice in the legal departments of corporations and other private sector organizations worldwide.

As the voice of the in-house bar, ACC is dedicated to promoting the common business and professional interests of its members by:

- Developing and disseminating information;
- Providing educational initiatives;
- Facilitating networking opportunities;
- Engaging in advocacy on behalf of the in-house bar; and
- Empowering in-house counsel to better serve their companies and clients.

### Benefits of ACC Advertising and Sponsorships

When you advertise with ACC, you have the unprecedented opportunity to reach the in-house counsel community with messages targeted directly to this highly influential legal market segment.

Through advertising, editorial presence, and face-to-face exposure to key in-house counsel decision makers, you will develop a true partnership with ACC members, raising awareness of and facilitating greater interest in your products and services.

### Reach Our Global Membership

ACC connects in-house counsel attorneys like no other legal organization in the world:

- More than 25,000 members, 48 chapters and 16 committees
- Over 10,000 organizations
- 100% of the Fortune 100 companies
- 75 countries
- 42 of the Global 50 companies
- 74 of the Global 100 companies



### CONTACT INFORMATION

#### ADVERTISING AND SPONSORSHIP OPPORTUNITIES

[MARKETING@ACC.COM](mailto:MARKETING@ACC.COM)

+1 202.293.4103



**ADVERTISE IN ACC DOCKET**

The award-winning *ACC Docket* is the only professional legal journal written by in-house counsel for in-house counsel. This leading publication is available to members in both print form and online as the *ACC Digital Docket*, giving you twice the exposure for your advertising dollar.

*ACC Docket* presents in-depth features and practical articles on issues of vital concern to the in-house community, including:

- Developments in all major areas of law;
- Litigation and litigation management;
- Outside counsel management and relations; and
- Law department management.

▶▶▶ **By placing your ad in this must-read publication, you can substantially increase your visibility with the in-house counsel community.** ◀◀◀

**ACC Docket – Editorial Calendar 2009**

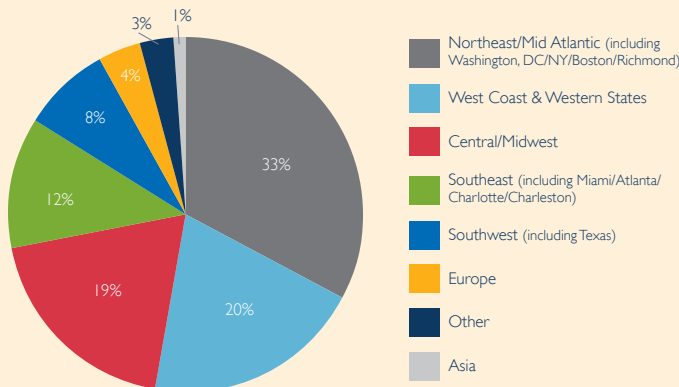
Editorial Information Contact: [editorinchief@acc.com](mailto:editorinchief@acc.com), Advertising Information Contact: [marketing@acc.com](mailto:marketing@acc.com)

ISSUE	FEATURE ARTICLE	AD SPACE DEADLINE	ARTWORK DUE	ESTIMATED MAIL DATE
JANUARY/ FEBRUARY	<b>ETHICS</b> • Shareholder activism • Corporate social responsibility	DECEMBER 5	DECEMBER 9	JANUARY 8
MARCH	<b>LAW DEPARTMENT MANAGEMENT</b> • Compensation • Contracts • Controlling costs • Offshoring • Mergers and acquisitions	JANUARY 20	JANUARY 22	FEBRUARY 12
APRIL	<b>EMPLOYMENT/HR</b> • Recruiting • Alternative work arrangements • Paralegals and contract managers • Social networking	FEBRUARY 19	FEBRUARY 23	MARCH 16
MAY	<b>LITIGATION MANAGEMENT</b> • Choosing expert witnesses • Ediscovery/Erecords management • ADR	MARCH 23	MARCH 25	APRIL 15
JUNE	<b>GLOBAL ISSUES</b> • Human rights employment law and immigration • Emerging markets: China, Eastern/Central Europe, Latin America, India	APRIL 22	APRIL 24	MAY 15
JULY/ AUGUST	<b>CAREER</b> • Networking • Team building • Negotiation skills • Mentoring	JUNE 17	JUNE 19	JULY 13
SEPTEMBER	<b>TECHNOLOGY</b> • Protecting trade secrets • Open source • Privacy/Security	JULY 21	JULY 23	AUG 13
OCTOBER	<b>LEADING PRACTICES</b> • Metrics • Outside counsel management • IP	AUGUST 20	AUGUST 24	SEPTEMBER 15
NOVEMBER	<b>COMPLIANCE</b> • In-house counsel as whistleblowers	SEPTEMBER 22	SEPTEMBER 24	OCTOBER 15
DECEMBER	<b>RISK ASSESSMENT</b> • Crisis response • Leaks in M&A	OCTOBER 28	OCTOBER 30	NOVEMBER 20

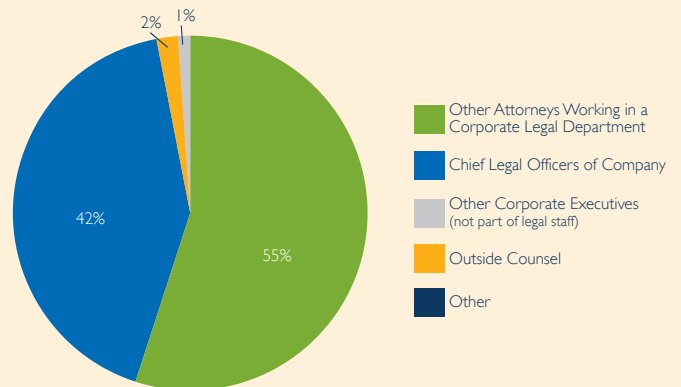
93% cite ACC Docket as their greatest benefit of membership. More than 75% of our readers say that they regularly read 3 of every 4 issues.

**DISTRIBUTION DEMOGRAPHICS**

**Geographic Breakdown of Circulation**



**Demographic Breakdown of Circulation**



**Want to contribute?**  
 If you are interested in contributing story ideas or writing for ACC Docket, please send an email to [editorinchief@acc.com](mailto:editorinchief@acc.com).

ACC Docket – Advertising

AD RATES (NET RATES)			
FULL PAGE	\$3,800	HALF PAGE	\$2,750
FRONT, BACK AND INSIDE FRONT COVERS		\$5,400	
\$2,000 additional charge per color ad. Color fee is non-commissionable.			

- Additional frequency discounts of 5%, 10% and 15%, as well as Agency Discounts of 15% are offered
- **Bonus Value:** Your ad will be displayed online within the ACC Digital Docket along with a free ad link to your company’s website.

AD SPECIFICATION REQUIREMENTS	
FULL PAGE	8-1/4" x 10-7/8"
FULL PAGE LIVE AREA	7-3/4" x 10-3/8"
FULL PAGE (WITH BLEEDS)	8-1/2" x 11-1/8"
HALF PAGE HORIZONTAL (WITH BLEEDS)	8-1/4" x 5-3/8"
HALF PAGE LIVE AREA	7-3/4" x 4-7/8"
HALF PAGE HORIZONTAL (NO BLEEDS)	7-3/4" x 4-7/8"
BLEED: ADD 1/8" TO ALL FOUR SIDES	

Additional Advertising Opportunities

**Newsletter Insert – Exclusive**

A powerful and effective way to reach the in-house counsel community, the newsletter insert contains relevant, current information you provide.

▶ Rate - \$15,000

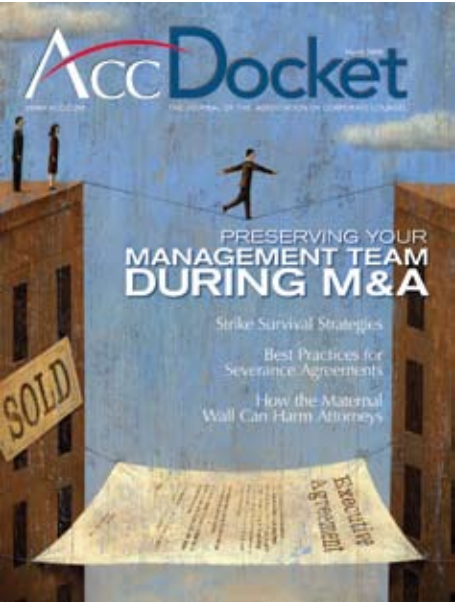
**Polybag Insert – ACC Docket – Exclusive**

Your material is prominently packaged in a polybag, and delivered to our readers as a supplement to ACC Docket.

▶ Rate - \$21,500

**Membership List Rental**

Our membership list is a highly effective way to establish one-to-one relationships with targeted ACC members. Visit [www.InfocusLists.com](http://www.InfocusLists.com) or contact us for more information.



Website Advertising

The ACC website is a frequently accessed resource for ACC members and other industry professionals. Averaging over 90,000 unique visitors each month, and with a limited number of advertisers, your message will be viewed on the website that in-house counsel professionals visit most.

**ACC In-House Jobline Advertising**

ACC In-House Jobline is the premier electronic recruitment resource for the in-house counsel industry. Here, employers and recruiters can access the most qualified talent pool of attorneys with relevant work experience to fulfill their staffing needs.

**Online Ad Rates (Monthly):**

ACC WEBSITE	\$2,150
ACC IN-HOUSE JOBLINE SEARCH PAGE	\$1,650
ACC IN-HOUSE JOBLINE RESULTS PAGE	\$1,000

- 5% off 4 Ads within 6-Month Period
- 10% off 6 Ads within 6-Month Period

**Online Ad Specifications:**

ACC WEBSITE HOME	180 x 150 pixels
ACC WEBSITE INTERIOR	340 x 280 or 160 x 600 pixels
ACC IN-HOUSE JOBLINE	160 x 600 pixels

- GIF or Flash format
- Color required
- Static or animated
- May not exceed 40K

▶ [www.acc.com](http://www.acc.com)

## EVENT SPONSORSHIP AND NETWORKING OPPORTUNITIES

ACC delivers high-quality educational programs that offer practical information and solutions on the latest issues and trends affecting corporate legal staff and their clients. By sponsoring ACC events and meetings, you'll have the opportunity to meet and speak with in-house counsel professionals who are active in their profession.

### ACC Annual Meeting

ACC's Annual Meeting is the largest in-house counsel event of its kind, with over 3,200 attending in 2008. The event consists of three days of unsurpassed networking opportunities and advanced educational seminars focused on leading topics of interest to the in-house counsel professional.

Take advantage of the opportunity to promote your products and services, build relationships, and establish your organization as a key supporter of the corporate counsel community.

### ACC Corporate Counsel University

CCU is the gold standard for best practices education for attorneys who are new to in-house, or who would like to sharpen their management and in-house practice skills.

### Committee Sponsorship

ACC's committees are organized around substantive legal practice areas or practice types, and provide valuable networking opportunities for members. Sponsorship provides direct access to members in a selected practice area.



### InfoPAK<sup>sm</sup> Sponsorship

ACC's InfoPAKs provide professional, reliable, and on-target information on specific practice areas and timely topics. Exclusive sponsorship opportunities place your company directly in front of relevant in-house counsel.

### Webcast Sponsorship

ACC Webcasts provide substantive information on legal topics relevant to in-house counsel. Live and archived, sponsorship is available for topics specifically related to your business.

### ACC Alliance

ACC Alliance partners are leading legal and business services that have been evaluated and selected by ACC members, for ACC members. ACC Alliance partners offer exclusive products and services at discounted rates.





By in-house counsel, for in-house counsel.®

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