



ADLA

ALABAMA DEFENSE LAWYERS
ASSOCIATION

2018-2019

Marketing & Digital Promotion Brochure

ADLA
P.O. Box 680148
Prattville, Ala. 36068
334.395.4455
www.adla.org

About the Alabama Defense Lawyers Association

The Alabama Defense Lawyers Association is the State membership organization of all lawyers involved primarily in the defense of civil litigation. The purpose of this association shall be to bring together by association, communication and organization by:

Valuing the perspectives and varied experiences that are found only in a diverse membership;

Provide for the exchange of information, ideas and techniques of procedures among members;

Encouraging an environment of lifelong learning and professional development; and

Implementing technological advances in our member benefits

As part of ADLA's rebranding efforts in 2018, your company now has more opportunities to market your business to our members. Just this year, ADLA has grown its **Journal** readership, expanded circulation by 10%, and increased the association's marketing support by 47%. The **Journal** is published twice a year – spring and fall – and has a statewide circulation of approximately 1,500 individuals.

ADLA is committed to keep our members informed with our members' only digital newsletter, the **Wednesday Briefcase**. It's delivered weekly from January-August and bimonthly from September-December. Members stay up to date on events, legislative news, and other time sensitive issues.

Print Promotion

Journal Readership

- *Civil defense attorney members
- *Alabama Court of Civil Appeals
- *Supreme Court of Alabama
- *U.S. District & U.S. Magistrate Judges in Alabama
- *U.S. Court of Appeals for the 11th Circuit
- *Alabama Circuit Judges
- *Alabama State Legislature
- *Alabama Congressional Delegation
- *Governor of Alabama
- *Attorney General of Alabama
- *Other key individuals of interest

Publication Specifications

Each current Journal issue will be displayed on our website until the next edition is published. The Journal is an 8.5"x11" magazine published on 80 pound endurance gloss text, averaging between 55-70 pages per issue.

Art and Payment Deadlines

2019 Spring Issue:

Art & payment due by January 15, 2019

Anticipated publishing date March 15, 2019

2019 Fall Issue:

Art & payment due by July 15, 2019

Anticipated publishing date September 15, 2019

*Artwork and payment must be received by specified due dates in order to be included in publication. Placement sold on first-come, first-served basis.

Rate Discount

Save \$50-\$200 by committing to submit an ad in both issues. To receive discount, ads must be the same size, however artwork can be different for each issue.

Payment for both issues must be received by Jan. 15th

Advertising Sizes and Rates

Color Ads	1x	2x
Full Page (8.5" x 11")	\$1,025	\$1,900
Half Page Horizontal (7.5" x 4.5")	\$800	\$1,500
Half Page Vertical (3.25" x 7.5")	\$800	\$1,500
Quarter Page (4.25" x 3.25")	\$500	\$950
Inside Front Cover Full Page	\$1,500	\$2,800
Inside Back Cover Full Page	\$1,500	\$2,800

Black and White Ads	1x	2x
Full Page (8.5" x 11")	\$525	\$975
Half Page Horizontal (7.5" x 4.5")	\$325	\$600
Half Page Vertical (3.25" x 7.5")	\$325	\$600
Quarter Page (4.25" x 3.25")	\$250	\$475

Digital Promotion

E-Newsletter Circulation & Frequency

- *Civil defense attorney members
- *4x month January-August; Wednesdays only
- *2x month September-December; Wednesdays only
- *Delivered via email
- *Limited banner & content ad availability

Digital Content Deadline

Ad materials must be received one week prior to publication and are sold on a first-come, first-served basis.

Performance Indicators

Contact adla@adla.org for performance indicators such as distribution, open rates and click-through rates

Digital Ad Specifications

- *Images must be PNG, JPG or GIF format and RGB profile mode
- *Image files no larger than 1MB
- *Image and ad text no larger than 600 pixels wide
- *Provide company URL for clickable ad if applicable
- *Provide only amount of text allowed

Digital Ad Options

Leaderboard Banner Ad

- *Located just below E-news logo
- *Company logo only, embedded link to website

Sponsored Content Advertorial

- *Centrally located within E-news
- *Company logo, embedded link to website
- *Approx. 25 words max.

Footer Banner Ad

- *Located at bottom of E-news
- *Company logo only

Digital Advertising Rates

Frequency	1x	2x	3x
Leaderboard Banner	\$175	\$325	\$475
Sponsored Content	\$250	\$475	\$700
Footer Banner	\$100	\$175	\$250

Save up to \$50

Digital Content Policy

- *ADLA has the right to reject submissions without reason
- *Due to limited digital promotional availability, pre-paid ads receive priority placement
- *Leaderboard banner ads available twice per month Jan.-Aug.; & once per month Sept.-Dec.
- *Sponsored content available twice per month Jan.-Aug.; & once per month Sept.-Dec.
- *Footer banner ads available for each e-newsletter issue
- *Only one of each banner type available each issue
- *If multiple ads are purchased, they must be used within six (6) months of purchase

Displayed e-newsletter image is not scaled to size and shows limited content for viewing purposes only

Print & Digital Promotion Inquiries

Contact us at 334.395.4455 if you have any questions about ADLA's marketing opportunities or send an email to adla@adla.org

The screenshot displays an e-newsletter layout for the Alabama Defense Lawyers Association (ADLA). At the top is the ADLA logo and name. Below it is a banner for "WEDNESDAY BRIEFCASE" featuring two people carrying briefcases. This is followed by a section for "ADLA's E-Newsletter for Members" with contact information for Jennifer Hayes and Leigh Stinebaugh. A yellow "Leaderboard Ad" banner contains the text "WELCOME TO OUR NEWEST ADLA MEMBERS". Below that is a green banner for a "New Website Feature To Include Amicus Curiae Brief Search" with a "Brief Bank" image. A yellow "Sponsored Content" banner promotes the "2018 BIBB ALLEN MEMORIAL TRIAL ACADEMY A SUCCESS" with a photo of a group of people. A blue banner for a "Webinar" titled "War Stories and the Lawyer's Duty of Confidentiality: The Potential Impact of ABA Formal Opinion 480" is shown. A "NEWS BITES" section features a large "NEWS" graphic and a mouse cursor. At the bottom are social media icons for LinkedIn, Twitter, and Website, and a yellow "Footer Ad" banner with the ADLA logo and address: ADLA, P.O. Box 680148, Prattville, AL 36068, (334) 395-4455.

2019 ADLA Print & Digital Promotion Order Form

COMPANY INFORMATION *PLEASE PRINT CLEARLY*

Company Name to appear in promotions: _____

Company Contact: _____ E-mail _____ Business Type: _____

Primary Phone: _____ Alternate Phone: _____ Fax: _____

Company Address: _____

City/State/Zip: _____

Payment: Check (Payable to ADLA) _____ Credit Card _____ (Credit card link will be sent to email address noted above unless otherwise specified)

Journal Print Promotion

Color Ads

	1x	2x	Fall/Spring	Amount
Full Page (8.5" x 11")	\$1,025	\$1,900	_____	_____
Half Page Horizontal (7.5" x 4.5")	\$800	\$1,500	_____	_____
Half Page Vertical (3.25" x 7.5")	\$800	\$1,500	_____	_____
Quarter Page (4.25" x 3.25")	\$500	\$950	_____	_____
Inside Front Cover Full Page	\$1,500	\$2,800	_____	_____
Inside Back Cover Full Page	\$1,500	\$2,800	_____	_____

Black and White Ads

	1x	2x		
Full Page (8.5" x 11")	\$525	\$975	_____	_____
Half Page Horizontal (7.5" x 4.5")	\$325	\$600	_____	_____
Half Page Vertical (3.25" x 7.5")	\$325	\$600	_____	_____
Quarter Page (4.25" x 3.25")	\$250	\$475	_____	_____

Total Amount Due _____

Digital Print Promotion

Frequency/Bundle Options Avail.	1x	2x	3x	Amount
Leaderboard Banner	\$175	\$325	\$475	_____
Sponsored Content	\$250	\$475	\$700	_____
Footer Banner	\$100	\$175	\$250	_____

Total Amount Due _____

Please list your preferred month(s) and date(s), Wednesdays only, that you want your banner ad or sponsored content to run. ADLA staff will follow up with you on availability. See Digital Content Policy above for e-newsletter frequency.

Preferred Month(s) _____

Preferred Date(s) *Wednesdays Only* _____

Please mail payment and form to: ADLA P.O. Box 680148, Prattville, AL 36067

If paying by credit card, please email form to: adla@adla.org