



## 2024 ADVERTISING & DIGITAL PROMOTION BROCHURE

# MEDIA KIT

Connect with more than 900 members who continue advancing and innovating the practice of civil defense litigation.

Jennifer Hayes, Executive Director  
ADLA  
P.O. Box 3240  
Auburn, Alabama 36831  
334.395.4455  
[adla@adla.org](mailto:adla@adla.org) | [www.adla.org](http://www.adla.org)



## ABOUT THE ALABAMA DEFENSE LAWYERS ASSOCIATION

**T**he 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

The **ADLA Journal** was recently awarded the 2023 Apex Award for Publication Excellence in the Magazines, Journals & Tabloids- Print category- over 32 pages. The APEX Awards are based on excellence in graphic design, editorial content, and the ability to achieve overall communications excellence. The APEX Awards are an annual competition for corporate and nonprofit publishers, editors, writers and designers who create print, Web, electronic and social media.



## PRINT & DIGITAL DISTRIBUTION

The *Journal* is published twice a year – spring and fall – and has a statewide **circulation** of approximately **1,500** individuals.

With over **900** active email addresses, **ADLA** is committed to keep our members **informed** with our **members' only digital newsletter**, the *Wednesday Briefcase*. Stay up to date on events, legislative news, and other time sensitive issues throughout the year.

## 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](mailto:adla@adla.org)

# 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 in full color on 80 pound gloss text, averaging between 50-75 pages per issue.



## ART AND PAYMENT DEADLINES

### 2024 Spring Issue:

Art & payment due by January 15th

Anticipated publishing date March 15th

### 2024 Fall Issue:

Art & payment due by July 15th

Anticipated publishing date September 15th

\*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 up to \$250** 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 the specified art deadlines.



# ADVERTISING SIZES AND RATES

| Color Ads                    | Size            | 1x      | 2x      |
|------------------------------|-----------------|---------|---------|
| Full Page                    | 8.5" x 11"      | \$1,125 | \$2,000 |
| Half Page Horizontal         | 7.5" x 4.875"   | \$900   | \$1,600 |
| Half Page Vertical           | 3.625" x 10"    | \$900   | \$1,600 |
| Quarter Page                 | 3.625" x 4.875" | \$600   | \$1,050 |
| Outside Back Cover Full Page | 7.5" x 4.875"   | \$1,100 | \$1,900 |
| Inside Front Cover Full Page | 8.5" x 11"      | \$1,600 | \$2,900 |
| Inside Back Cover Full Page  | 8.5" x 11"      | \$1,600 | \$2,900 |
| Black and White Ads          | Size            | 1x      | 2x      |
| Full Page                    | 8.5" x 11"      | \$625   | \$1,075 |
| Half Page Horizontal         | 7.5" x 4.875"   | \$425   | \$700   |
| Half Page Vertical           | 3.625" x 10"    | \$425   | \$700   |
| Quarter Page                 | 3.625" x 4.875" | \$350   | \$575   |

**1/4 page**  
3.625" x 4.875"

**Half Page Horizontal**  
7.5" x 4.875"

**Half Page Vertical**  
3.625" x 4.875"

**Full Page**  
8.5" x 11"

must include  
1/8" bleed (.125")

live area  
8" x 10.5"

## BUNDLED MARKETING SOLUTIONS

Interested in promoting your company's services to ADLA's members through more than one marketing platform? Call 334-395-4455 for more details.

# DIGITAL PROMOTION



## E-NEWSLETTER CIRCULATION & FREQUENCY

- Civil defense attorney members
- Delivered bi-monthly via email on Wednesdays
- 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](mailto: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.

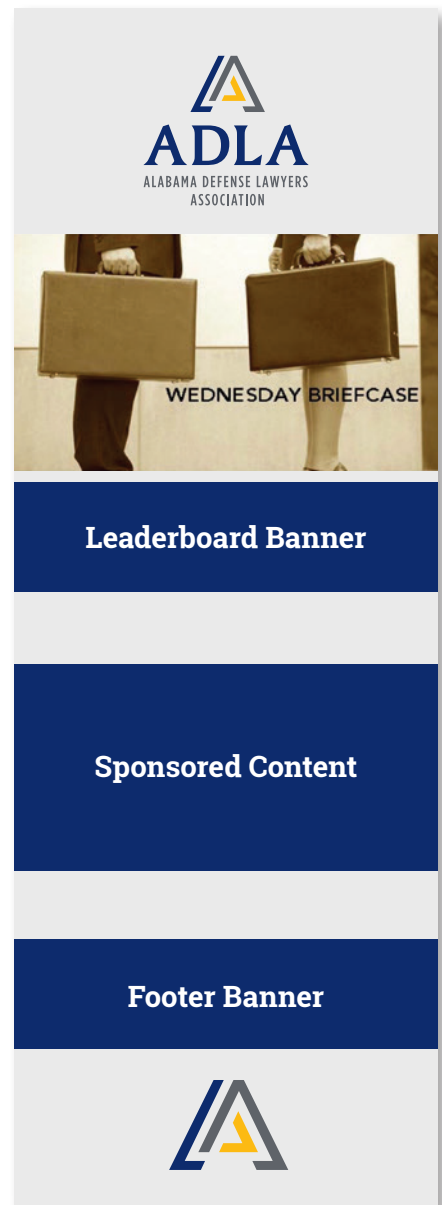
### Footer Banner Ad

- 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, additional digital bundle options available.  
Email [adla@adla.org](mailto:adla@adla.org) for more pricing information.



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

## 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.
- Sponsored content available twice per month.
- Footer banner ads available twice per month.
- Only one of each banner type available each issue
- If multiple ads are purchased, they must be used within six (6) months of purchase



# VIRTUAL AND ON-DEMAND WEBINAR SPONSORSHIP PACKAGES

Limited number of webinar sponsorships with advertising incentives available; reserve your spot early. All Webinars must be scheduled between October 1, 2023 and April 30, 2024.

## \$2,250 BRONZE PACKAGE

### WEBINAR & 2024 ANNUAL MEETING EXHIBITOR

- Includes one (1) exhibit booth and two (2) company representatives to attend ADLA Annual Meeting with option to purchase additional Annual Meeting event sponsorships; and all sponsor benefits listed below.

## \$3,300 SILVER PACKAGE

### WEBINAR, 2024 ANNUAL MEETING EXHIBITOR & DELUXE ADVERTISING

- One (1) exhibit booth and two (2) company representatives to attend ADLA Annual Meeting with option to purchase additional Annual Meeting event sponsorships.
- One (1) half-page color ad in the upcoming issue of the Journal and all sponsor benefits listed below.

## \$3,750 GOLD PACKAGE

### WEBINAR, 2024 ANNUAL MEETING EXHIBITOR & PREMIUM ADVERTISING

- One (1) exhibit booth and two (2) company representatives to attend ADLA Annual Meeting with option to purchase additional Annual Meeting event sponsorships.
- Two (2) full-page color ads in the next two upcoming issues of the Journal and all sponsor benefits listed below.

## SPONSOR BENEFITS:

- One (1) 45-minute presentation with a 10-15 minute question/answer period at the conclusion
- Promotion of webinar via website, social media, ADLA e-newsletter, and the upcoming issue of the Journal
- Ability to develop your own content and provide your own speaker
- On-demand webinar access for ADLA members via CLE Library for at least one (1) year
- Co-branded PowerPoint slide deck template provided by ADLA
- One logo, 50-word company description with URL and contact information positioned on the opening and closing slide
- Lead share generated by the webinar of registered participants (for opt-ins only)

**50%** of Members Have Attended A CLE Webinar

**Over 1,000** Total Hours of CLE Earned by Members

**23** On-Demand Webinars in Members' Only CLE Library

## CLE WEBINARS BY THE NUMBERS

## VIRTUAL AND ON-DEMAND CLE WEBINAR SPONSORSHIP

ADLA proudly supports the latest advancements in technology, products, and services available to its members.

Partnering with ADLA on an educational webinar is not only an investment but also an opportunity to further your company's message to the members while leveraging ADLA's network and marketing power.

## ADLA 2024 ANNUAL MEETING JUNE 13-16, 2024

Perdido Beach Resort | Orange Beach, AL

[www.adla.org](http://www.adla.org)

### Sponsored CLE Webinar Terms and Conditions

All sponsored webinars and their topics are subject to ADLA approval. Webinar proposed subjects and dates must be submitted in writing to [adla@adla.org](mailto:adla@adla.org) for approval. Content for webinars must be submitted no later than three (3) weeks before the scheduled live activity. ADLA reserves the right to record and archive webinars for on-demand access and all logistics, including the technology platform, is managed internally. Individual webinar sponsorships are available upon request for \$1,000 per activity in addition to sponsorship package must be completed by April 30, 2024.

\*\*Approved webinar sponsors and speakers shall refrain from advertising or encouraging the use of their products or services during the educational activity. Failure to adhere to this policy shall be ground for banning the sponsor and or speaker from sponsoring a future ADLA educational activity. Subject to this policy, ADLA retains the discretion to reject any request for webinar sponsorship not approved by the Education Committee.

# 2024 ADLA PRINT & DIGITAL PROMOTION ORDER FORM

## COMPANY INFORMATION *Please Print Clearly*

Company Name to appear in promotions: \_\_\_\_\_

Company Contact: \_\_\_\_\_

E-mail: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

Business Type: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

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. A 3% charge will be added to all credit card payments.)

### JOURNAL PRINT PROMOTION

|                                      | <input type="checkbox"/> Fall | <input type="checkbox"/> Spring |               |
|--------------------------------------|-------------------------------|---------------------------------|---------------|
| <b>Color Ads</b>                     | <b>1x</b>                     | <b>2x</b>                       | <b>Amount</b> |
| Full Page (8.5" x 11")               | \$1,125                       | \$2,000                         | _____         |
| Half Page Horizontal (7.5" x 4.875") | \$900                         | \$1,600                         | _____         |
| Half Page Vertical (3.625" x 10")    | \$900                         | \$1,600                         | _____         |
| Quarter Page (3.625" x 4.875")       | \$600                         | \$1,050                         | _____         |
| Back Cover (7.5" x 4.875")           | \$1,100                       | \$1,900                         | _____         |
| Inside Front Cover Full Page         | \$1,600                       | \$2,900                         | _____         |
| Inside Back Cover Full Page          | \$1,600                       | \$2,900                         | _____         |
| <b>Black and White Ads</b>           | <b>1x</b>                     | <b>2x</b>                       |               |
| Full Page (8.5" x 11")               | \$625                         | \$1,075                         | _____         |
| Half Page Horizontal (7.5" x 4.875") | \$425                         | \$700                           | _____         |
| Half Page Vertical (3.625" x 10")    | \$425                         | \$700                           | _____         |
| Quarter Page (3.625" x 4.875")       | \$350                         | \$575                           | _____         |

### VIRTUAL AND ON-DEMAND CLE WEBINAR SPONSORSHIP

|                        |         | <b>Amount</b> |
|------------------------|---------|---------------|
| Bronze Webinar Package | \$2,250 | _____         |
| Silver Webinar Package | \$3,300 | _____         |
| Gold Webinar Package   | \$3,750 | _____         |
| *Additional Webinar    | \$1,000 | _____         |

### DIGITAL PRINT PROMOTION

| <b>Frequency/Bundle Options Avail.</b> | <b>1x</b> | <b>2x</b> | <b>3x</b> | <b>Amount</b> |
|--|-----------|-----------|-----------|---------------|
| Leaderboard Banner                     | \$175     | \$325     | \$475     | _____         |
| Sponsored Content                      | \$250     | \$475     | \$700     | _____         |
| Footer Banner                          | \$100     | \$175     | \$250     | _____         |
| <b>Total Amount Due</b>                |           |           |           | _____         |

#### Print and Digital Advertising & Sponsored CLE Webinar Terms and Conditions

ADLA welcomes advertisements, sponsorships and exhibits from individuals or companies seeking to reach our members

1. Ads will not run without up-front payment in full.
2. The advertiser agrees to pay 100% of all fees per the terms of this application made payable to ADLA.
3. All cancellations must be submitted to ADLA in writing. 10% of total fee will be retained as a cancellation fee.
4. Advertisers are responsible for ensuring the accuracy of all advertising content. ADLA is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
5. Advertisers assume liability for all content of published advertising and assume responsibility for all claims against ADLA resulting from their advertising.
6. Requests for specific positions are not guaranteed unless position premium has been selected in the advertising insertion order.
7. ADLA retains the discretion to reject any webinar sponsorship or advertisement not contrary to the interest or mission of ADLA and its members.
8. Webinar package must be purchased to qualify for additional webinar
9. All webinars must be completed no later than April 30, 2024.



Please mail payment and form to:  
ADLA P.O. Box 3240, Auburn, AL 36831  
If paying by credit card, email form to: adla@adla.org

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** \_\_\_\_\_

**QUESTIONS? CALL: 334-395-4455 | EMAIL: ADLA@ADLA.ORG**

# ADLA WEBINAR REQUEST FORM

COMPANY INFORMATION *Please Print Clearly*

Date of Request: \_\_\_\_\_ Business Type: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Preferred Webinar Date Options: \_\_\_\_\_ Length of Presentation: \_\_\_\_\_

Webinar Topic or Title: \_\_\_\_\_

Summary of Webinar: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## CLE Webinar Terms and Conditions

*ADLA welcomes webinar sponsorships from individuals or companies seeking to reach its members.*

1. All sponsored webinars and their topics are subject to ADLA approval. Webinar proposed subjects and dates must be approved by submitting a Webinar Request Form to [adla@adla.org](mailto:adla@adla.org).
2. Content for webinars must be submitted for review no later than three (3) weeks before the scheduled live activity.
3. Requests for specific webinar dates are not guaranteed until the webinar package is paid in full and approved by the Education Committee. Limited webinar opportunities are available.
4. Companies sponsoring webinars are responsible for ensuring the accuracy of all webinar content. ADLA is not responsible for grammatical, spelling, or other errors appearing in the content of webinar presentation materials.
5. Companies assume liability for all content of published material and assume responsibility for all claims against ADLA resulting from their presentation.
6. ADLA reserves the right to record and archive webinars for on-demand access and all logistics, including the technology platform, is managed internally.
7. Approved webinar sponsors and speakers shall refrain from advertising or encouraging the use of their products or services during the educational activity.
8. Failure to adhere to this policy shall be ground for banning the sponsor and or speaker from sponsoring a future ADLA educational activity.
9. Subject to this policy, ADLA retains the discretion to reject any request for webinar sponsorship not approved by the Education Committee or not contrary to the interest or mission of ADLA and its members.
10. Webinar purchases must be purchased to qualify for additional webinar option.
11. All webinars must be completed no later than April 30, 2024.

I acknowledge that I have read and understand ADLA's CLE Webinar Terms and Conditions.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## For Internal Use Only

Approved by Education Committee: \_\_\_\_\_

Date: \_\_\_\_\_

Sponsorship Paid: \_\_\_\_\_

Webinar Date: \_\_\_\_\_