2020 Media Kit

International Legal Technology Association
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Peer to Peer Magazine
Our award-winning quarterly print magazine includes thought-provoking features, case studies, interviews and more and is mailed to over 17,000 legal technology and business support professionals. Bonus online versions get over 15,000 views.

White Papers
Our white papers were rated the #1 read legal technology publication in 2016 by the ILTA/InsideLegal Technology Purchasing Survey. Each white paper has a targeted theme for targeted advertising. Announced to over 20,000 individuals, each white paper gets over 10,000 views.

Surveys
Members eagerly await ILTA’s “crown jewel” of its annual publication lineup: the Technology Survey. Other popular survey reports include the IT Staffing Survey, AI/ML Survey, and topic-specific surveys that appear in white papers.

About ILTA
- Est. 1980 and headquartered in Chicago, IL USA
- Active Membership = 1,360 entities and over 24,000 individuals representing over 250,000 attorneys
- ILTA provides peer connections, education and collective intelligence for its members to leverage the strategic advantages of technology in the legal profession.
Reach these audiences when advertising with ILTA

**ENTITY TYPE (1,358 TOTAL)**

- **87%** LAW FIRMS
- **2%** LAW SCHOOLS, LEGAL AID SOCIETIES AND BAR ASSOCIATIONS
- **2%** GOVERNMENT/JUDICIAL
- **9%** CORPORATE AND GOVERNMENT LAW DEPTS

**ENTITY SIZE**

- **41%** 25 – 99 ATTORNEYS
- **29%** 100 – 499 ATTORNEYS
- **20%** UNDER 25 ATTORNEYS
- **4%** 500 – 749 ATTORNEYS
- **6%** 750 OR MORE ATTORNEYS

**JOB TYPE (20,000+ TOTAL)**

- **C-SUITE**
  - 600+ PROFESSIONALS
- **FINANCE**
  - 1,200+ PROFESSIONALS
- **HUMAN RESOURCES**
  - 800+ PROFESSIONALS
- **KNOWLEDGE MANAGEMENT**
  - 600+ PROFESSIONALS
- **LITIGATION AND PRACTICE SUPPORT**
  - 1,500+ PROFESSIONALS
- **PROJECT MANAGEMENT**
  - 800+ PROFESSIONALS
- **RECORDS**
  - 600+ PROFESSIONALS
- **RISK AND SECURITY**
  - 900+ PROFESSIONALS
- **USER SUPPORT**
  - 1,800+ PROFESSIONALS
- **OTHER TECHNICAL AND PROFESSIONAL SUPPORT ROLES**
  - 10,000+ PROFESSIONALS

**BY COUNTRY**

- **86%** U.S.
- **6%** CANADA
- **4%** U.K.
- **2%** AUSTRALIA
- **2%** OTHER
About Peer to Peer

- Award-winning quarterly print magazine
- Mailed to over 17,000 legal technology and business support professionals
- Themes and topics driven by member input
- Thought-provoking features, case studies, interviews and more
- Members report they read the magazine from cover to cover
- Bonus online PDFs get over 15,000 views

Spring 2020

Challenging the Status Quo

3.1.2020 Reserve Space 3.15.2020 Materials Due

Bonus distribution: LegalISEC Summit

Summer 2020

Community Engagement

6.1.2020 Reserve Space 6.15.2020 Materials Due

Bonus distribution: ILTACON

Fall 2020

Data Science and Analytics

9.1.2020 Reserve Space 9.15.2020 Materials Due

Bonus distribution: ILTACON Europe

Winter 2020

International Relations

11.15.2020 Reserve Space 12.1.2020 Materials Due

Bonus distribution: Legalweek
Peer to Peer Advertising Opportunities

**RATES**
- Back Cover .................................................. $4,725
- Inside Front .................................................... $3,750
- Two-Page Spread ............................................ $3,250
- Full Page .......................................................... $2,000
- Half Page .......................................................... $1,250

**SPECS**
- Binding Method: Perfect Bound
- Page Trim Size: 8.75 x 8.75 inches (square)
- Print-ready PDF with bleed and trim marks
- CMYK, 300 dpi by the advertiser
- Ad Dimensions
  - **FULL PAGE**
    - Bleed Size: 9 x 9 inches
    - Live Area: 8.125 x 8.125 inches
  - **TWO-PAGE SPREAD**
    - Bleed Size: 17.75 x 9 inches
    - Live Area: 17 x 8.25 inches
  - **HALF PAGE**
    - Horizontal: 7.5 x 3.25 inches
    - Vertical: 3.65 x 7.875 inches
  - **BACK COVER**
    - Live Area: 7.5 x 4.75 inches

**PLACEMENT TYPES**

ORDER NOW!

**QUESTIONS?**
Contact us at advertising@iltanet.org.
Digital White Papers

**ABOUT OUR WHITE PAPERS**

- Digital publications with up to 9 in-depth articles and interactive content
- Announced to over 20,000 individuals, each white paper gets over 10,000 views
- Targeted themes for targeted advertising
- Rated the #1 read legal technology publication in 2016 by the ILTA/InsideLegal Technology Purchasing Survey

### DIGITAL WHITE PAPERS

<table>
<thead>
<tr>
<th>Month</th>
<th>Title</th>
<th>Ad Closing</th>
<th>Material Closing</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>Security</td>
<td>2.15.2020</td>
<td>3.1.2020</td>
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<tr>
<td>APRIL</td>
<td>Practice Management</td>
<td>3.15.2020</td>
<td>4.1.2020</td>
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<tr>
<td>MAY</td>
<td>Technology Solutions</td>
<td>4.15.2020</td>
<td>5.1.2020</td>
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<tr>
<td>JUNE</td>
<td>Corporate Legal Departments</td>
<td>5.15.2020</td>
<td>6.1.2020</td>
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<tr>
<td>JULY</td>
<td>Litigation and Practice Support</td>
<td>6.15.2020</td>
<td>7.1.2020</td>
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<tr>
<td>SEPTEMBER</td>
<td>International</td>
<td>8.15.2020</td>
<td>9.1.2020</td>
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<tr>
<td>OCTOBER</td>
<td>Knowledge Management</td>
<td>9.15.2020</td>
<td>10.1.2020</td>
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<tr>
<td>OCTOBER</td>
<td>Information Governance</td>
<td>9.15.2020</td>
<td>10.1.2020</td>
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<tr>
<td>DECEMBER</td>
<td>Marketing Technology</td>
<td>11.15.2020</td>
<td>12.1.2020</td>
</tr>
</tbody>
</table>
White Paper Advertising Opportunities

**RATES**

- Sponsor (logo on cover + full-screen ad) .................. $2,500
- Full Screen .................................................. $1,600
- Half Screen .................................................. $1,000

**SPECS**

- Digital Format
- Screen Size: 1024 x 768 pixels
- RGB, 300 dpi
- Print-ready PDF
- Ad Dimensions

**SPONSOR**

- logo in vector format and full-screen ad: 1024 x 768 pixels

**FULL SCREEN**

- 1024 x 768 pixels

**HALF SCREEN**

- 450 x 620 pixels

**QUESTIONS?**

Contact us at advertising@iltanet.org.

**ORDER NOW!**
**IT STAFFING SURVEY**

- Review of historical trends
- Number of IT staff allocated to various functions within an IT department
- Ratios of end-users to IT staff in these specific functions
- Published as a screen-optimized PDF

**TECHNOLOGY SURVEY**

- Recognized as the authoritative report on current and trending technologies and best practices used in law firms
- 2019 survey included insight from over 537 firms representing more than 116,000 attorneys and 240,000 total users
- Used by decision-makers as they’re planning for new technologies, firms report they print the entire report as a reference guide for staff
- Published as a screen-optimized PDF

**AI/MACHINE LEARNING SURVEY**

- Will take a deep dive into the “AI/ML” landscape in the legal industry, providing insights into the business problems being solved by these tools, the ways the tools are being used, how they are being deployed and trained, and just how widely they are being adopted
- Published as a screen-optimized PDF
Survey Advertising Opportunities

**TECH SURVEY RATES**

<table>
<thead>
<tr>
<th>Placement Type</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>Sponsor (logo on cover + full-screen ad)</td>
<td>$6,000</td>
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<tr>
<td>Full Screen</td>
<td>$4,250</td>
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<tr>
<td>Half Screen</td>
<td>$2,750</td>
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</table>

**OTHER SURVEY RATES**

<table>
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<th>Placement Type</th>
<th>Cost</th>
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<tr>
<td>Sponsor (logo on cover + full-screen ad)</td>
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**SPONSOR**

- Logo in vector format and full-screen ad: 1024 x 768 pixels

**FULL SCREEN**

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**HALF SCREEN**

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**ORDER NOW!**

**EXECUTIVE SUMMARY**

OPERATING SYSTEMS

COMPUTER HARDWARE

OFFICE APPLICATION SOFTWARE

RECORDS/PRACTICE MANAGEMENT

EMAIL/MESSAGING

MANAGING EMAIL STORAGE/HISTORY

MOBILE DEVICES

NETWORK/SOFTWARE MANAGEMENT

REMOTE ACCESS /INTERNET/TELECOM

BUSINESS CONTINUITY AND SECURITY

TECHNOLOGY SPENDING

TRENDS AND ANNOYANCES

VENDORS
Advertising Guidelines

BILLING AND PAYMENTS
Upon receipt of your insertion order, an invoice will be provided to the billing contact. Payment can be made by credit card, and instructions will be provided with each invoice. In all cases, payment must be made no later than the publication’s material closing date. Checks may be made payable to ILTA and mailed to:

ILTA
159 N. Sangamon, Suite 200
Chicago, IL 60607

CANCELLATIONS
No cancellations or changes in orders accepted after closing dates. Publisher reserves the right to use previous ad materials at the publisher’s discretion if new materials are not received by deadline.

PUBLISHING DATES
Publishing dates are approximate. Publisher reserves the right to adjust publication dates.

ARTWORK SUBMISSION
Digital art must be submitted by the Material Closing date. ILTA reserves the right to (1) repeat the advertiser’s most recently published ad or publish nothing if the ad is deemed unacceptable for publication; (2) decline ad space for products or services found to be of a questionable moral or ethical nature, that might offend recipients of our publications, or that otherwise do not coincide with publication standards; (3) limit the number of ads for a particular product or service in any publication. ILTA shall not be responsible for damages if for any reason it fails to publish an advertisement.

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