2024
Engagement Opportunities

MEDIA KIT

Table of Contents

Disclaimer

Before work is done on your advertising or sponsorship opportunity, all TCs, contracts and payments must be made.

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 event or publication's material closing date. All payments must be received in order for work to begin or published.
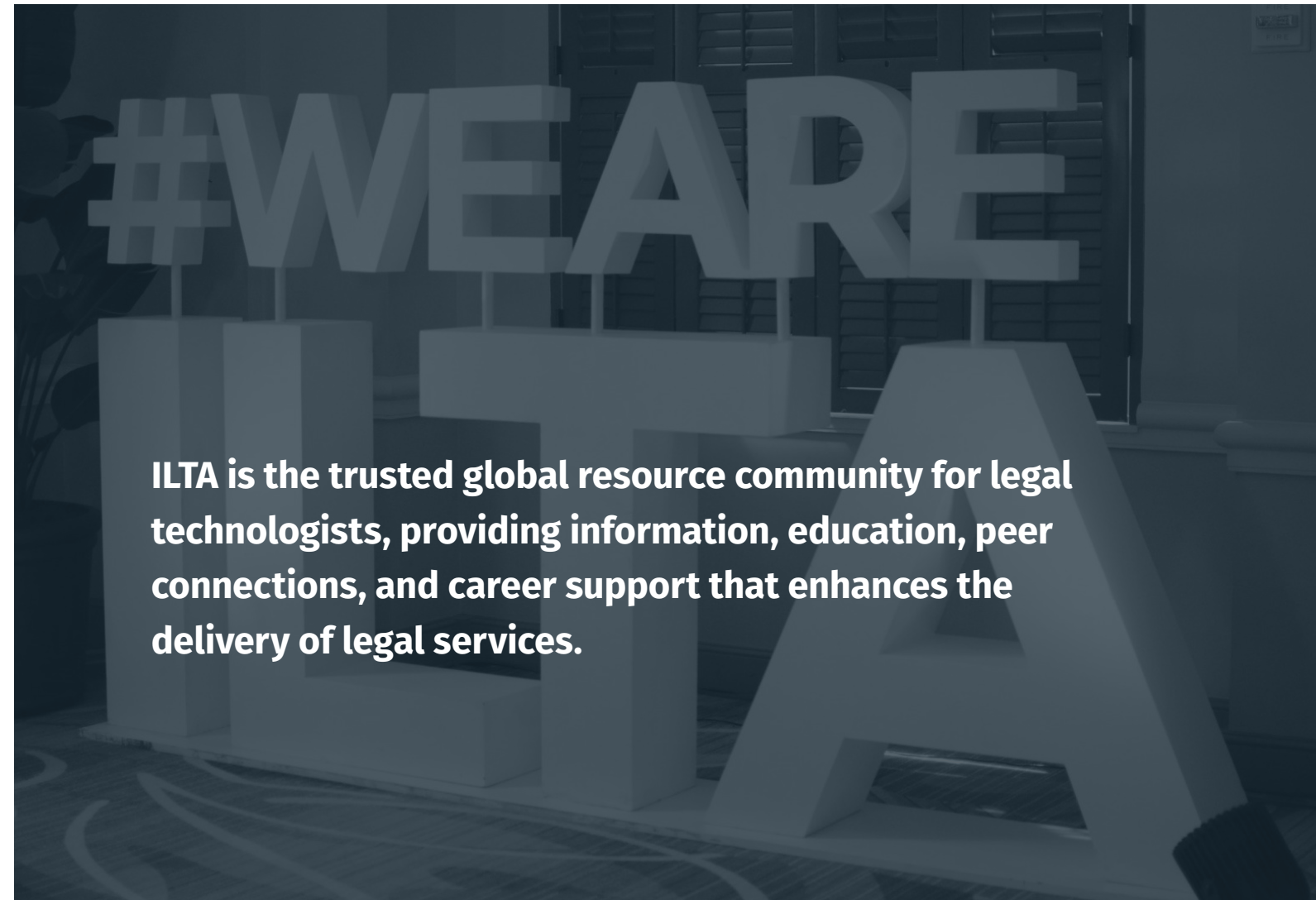
About ILTA

Est. 1980 and headquartered
in Chicago, IL USA

Active membership of 1,076
entities and **nearly 26,000
individuals** representing over
270,000 lawyers

ILTA is the trusted global resource community for legal technologists, providing information, education, peer connections, and career support that enhances the delivery of legal services.

ILTA provides peer connections, education, and collective intelligence for its members to leverage the strategic advantages of technology in the legal profession.

1,076

total entities

23,108

total individual members

MEMBERSHIP
BY ENTITY SIZE

<25 lawyers

13%

25-99 lawyers

42%

100-499 lawyers

31%

500-749 lawyers

5%

750+ lawyers

9%

Global Audience

ILTA's international membership comprises firms and law departments of all sizes and all areas of practice, each sharing a common need to have access to the latest information about products and support services that impact the legal profession worldwide. We are entity-based, so that any employee of a member organization can participate at no additional cost.

Law Firms:
968 (90%)

Corporate:
67 (6%)

Govenrment/Judicial:
19 (2%)

Law School & Others:
22 (2%)

Membership Stats August 2023
United States

Number of Entities	Number of Individuals
932	**18,671**

Membership Stats August 2023
Canada

Number of Entities	Number of Individuals
71	**1,521**

Membership Stats August 2023
EMEA

Number of Entities	Number of Individuals
45	**1,763**

Membership Stats August 2023
Oceania

Number of Entities	Number of Individuals
13	**349**

Membership Stats August 2023
Latin America

Number of Entities	Number of Individuals
14	**118**

Membership Stats August 2023
Asia/Russia

Number of Entities	Number of Individuals
3	**686**

ABOUT ILTA365

$5,775

ILTA365 gives you access to the ILTA Community.

The common, core benefits for the annual corporate sponsorship are referred to collectively as "ILTA365" (formerly a Bronze sponsorship). The ILTA365 sponsorship is the sponsorship equivalent of dues for member entities. It is an annual calendar year program.

An ILTA365 sponsorship works like an ILTA membership in that it delivers a log-on that provides access to ILTA content, etc. that are only available behind a login wall.

The ILTA365 benefits are included in sponsorship levels Silver through ILTAMAX and are accounted for in pricing. For example, $5,775 of the $15,500 Silver Sponsorship is allocated to ILTA365.

LEARN MORE

SPONSORSHIP BENEFITS

- Listing in Searchable Sponsor Directory
- Directory of ILTA Members
- Job Postings in Career Center at Member Rate
- Access to Tech Survey
- Access to Peer to Peer Magazine
- Access to White Papers and Surveys
- Access to ILTA Live and Recorded Webinars/ Roundtables
- Access to ILTA Quarterly Updates
- Access to Podcasts (ILTA Voices)
- Access to ILTA Blogs (view and post)
- Access to eGroups that are open to Sponsors

- Access to applicable Volunteer Opportunities
- Subscription to ILTA Smart Brief and ILTA Newsletters
- Opportunity to apply for an ILTA Distinguished Peer Award
- Opportunity to secure paid sponsorships aside from ILTACON for in-person and/or virtual events
- Opportunity to be a paid sponsor of ILTA webinars, select virtual events and podcasts
- Member Rates on new Events/Products/ Services introduced by ILTA during the calendar year
- Option to hold promotional webinars: Product Briefings and Master Classes (additional fees apply)

ACCESS TO ILTA COMMUNITIES

ILTA Communities offer one of the best peer networking opportunities you can find within the legal community.

- Business Partner Community
- Law2020
- LegalSec Cybersecurity
- Open Forum

- Women Who Lead
- Career Center
- Diversity, Equity & Inclusion

Additional ILTA365 Benefits

Publish an Article
FREE

Consider contributing an original article to ILTA's publications. We look for timely educational articles on best practices, new technologies and new legal technology trends that fit within our editorial calendar.

view the editorial calendar »   article idea submission form »

Be a Featured Guest on an ILTA Podcast
FREE

Are you interested in sharing your expertise with an even greater ILTA audience?! Well, then look no further: our new, innovative podcasts touch on all facets of legal technology and involve a wide swath of our ILTA family and friends!

contact us to learn more »

ILTANews
FREE

With ILTANews, you can expect great content and guests, as you join a conversation that is timely and relevant for all technologists! Up to 48 episodes. We encourage press release submissions from our business partners regarding new products, new uses of products, trending issues / solutions opps/ and mergers and acquisitions.

submit your press release »

VALUE-ADDED BENEFITS

- submit press releases to be featured on our homepage news feed
- have featured breaking news interviews on ILTATV news segments
- be a featured speaker on Ask the Expert webinar

LOOK FOR THIS SYMBOL THROUGHOUT THIS GUIDE TO LEARN MORE ABOUT THE VALUE-ADDED BENEFITS

2024 Editorial Calendar

PUBLISHING	PUBLICATION	TOPIC	RESERVE SPACE	MATERIALS DUE
APR	CCT White Paper	**Security and Compliance**	1 APR	15 APR
MAY	Spring Magazine	**Your AI did What? The Trials and Tribulations in Generative AI**	15 APR	1 MAY
AUG	Tech Survey	**ILTA's 2024 Technology Survey Analysis and Results**	15 JUL	1 AUG
SEP	Fall Magazine	**Embracing New Voices and Empowering New Technologists**	1 SEP	15 SEP
OCT	CCT White Paper	**Knowledge Management & Marketing Technologies**	15 SEP	1 OCT
DEC	Winter Magazine	**Taxonomy, Data, Governance, and AI... Oh My!**	1 NOV	15 NOV
DEC	White Paper	**(open to any legal technology topics)**	1 DEC	15 DEC

AND MORE!

Be sure to check out the **Editorial Calendar** page on ILTA's website for the most current information. Additional publications and surveys can be added throughout the year.

Magazine Rates and Specs

SPECS

- Page Size: 8.75 x 8.75 inches (square)
- Digital Format, RGB, 300 dpi
- Ad Dimensions

FULL PAGE
8.75 x 8.75 in

TWO-PAGE SPREAD
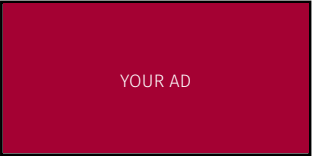17.5 x 8.75 in

FULL PAGE
8.75 x 8.75 in

PLACEMENT TYPES

YOUR AD — Inside Front

YOUR AD — 2-Page Spread

YOUR AD — Full Page

YOUR AD — Half Page (Horizontal)

YOUR AD — Half Page (Vertical)

QUESTIONS?

Contact us at advertising@iltanet.org

ORDER NOW!
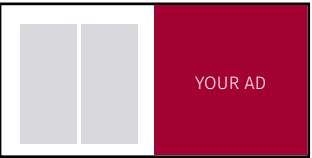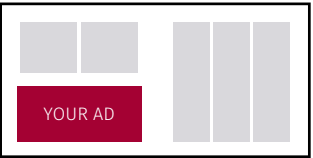
Inside Front	**$3,750**
Two-Page Spread	**$3,250**
Full Page	**$2,000**
Half Page	**$1,250**

White Paper Rates and Specs

SPECS

- Digital Format
- Screen Size: 1280 x 800 pixels
- RGB, 300 dpi
- Ad Dimensions

SPONSOR
logo in vector format
and full-screen ad: 1280 x 800 px

FULL SCREEN
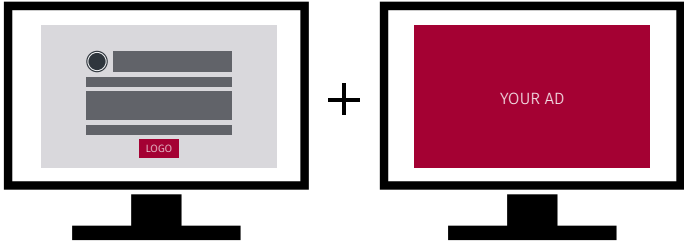**1280 x 800 pixels**

HALF SCREEN
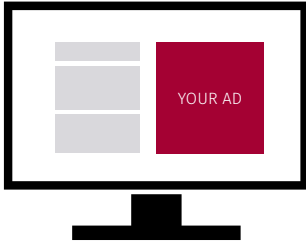**640 x 800 pixels**

QUESTIONS?

Contact us at advertising@iltanet.org

ORDER NOW!

PLACEMENT TYPES

Sponsor (logo on cover + full-screen ad)

Full Screen

Half Screen

Sponsor (logo on cover + full screen ad)	**$3,000**
Full Screen	**$1,600**
Half Screen	**$1,000**

Tech Survey Rates and Specs

SPECS

- Digital Format
- Page Size: 8.5 x 11 in
- RGB, 300 dpi
- Ad Dimensions

SPONSOR
logo in EPS format
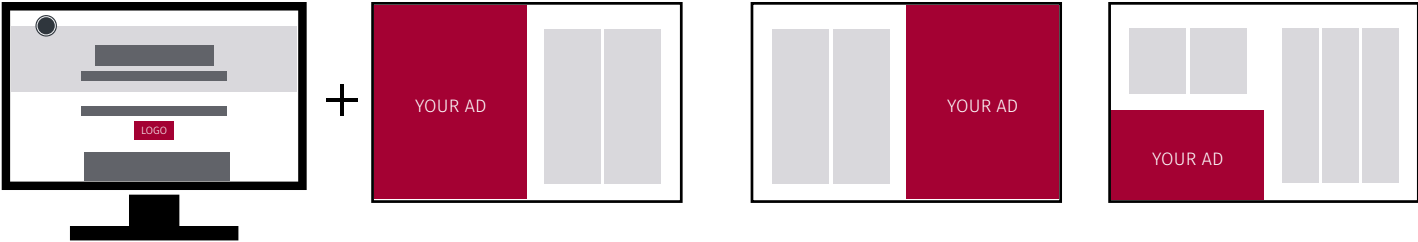and full page ad: 8.5 x 11 in

FULL PAGE
8.5 x 11 in

HALF PAGE
8.5 x 5.5 in

QUESTIONS?

Contact us at advertising@iltanet.org

ORDER NOW!

PLACEMENT TYPES

YOUR AD

YOUR AD

YOUR AD

LOGO

Sponsor (logo on landing page + full-page ad)   Full Page   Half Page

TECH SURVEY RATES

Sponsor (logo on landing page + full page ad) **$6,000**

Full Page **$4,250**

Half Page **$2,750**

Other Survey Rates and Specs

SPECS

- Digital Format
- Screen Size: 1280 x 800 pixels
- RGB, 300 dpi
- Ad Dimensions

SPONSOR
logo in EPS format
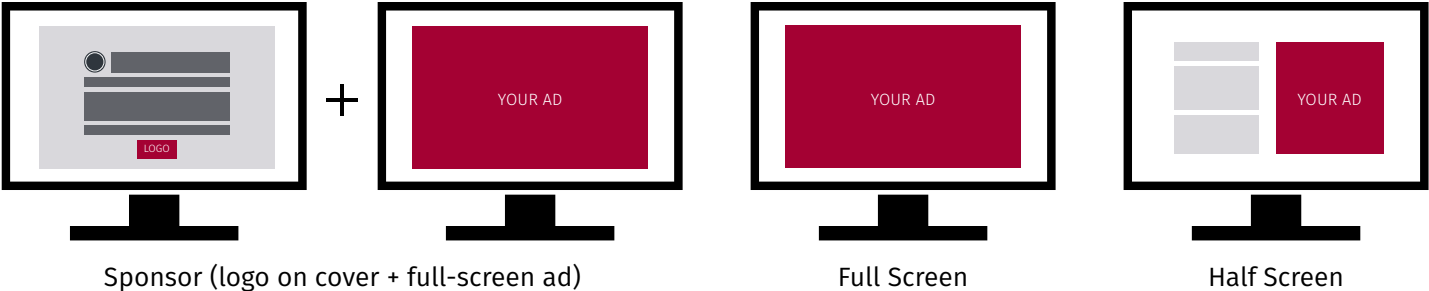**and full-screen ad: 1280 x 800 px**

FULL SCREEN
1280 x 800 pixels

HALF SCREEN
640 x 800 pixels

QUESTIONS?

Contact us at advertising@iltanet.org

ORDER NOW!

PLACEMENT TYPES

Sponsor (logo on cover + full-screen ad)   Full Screen   Half Screen

OTHER SURVEY RATES

Sponsor (logo on cover + full screen ad)	**$3,000**
Full Screen	**$1,600**
Half Screen	**$1,000**

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.

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.
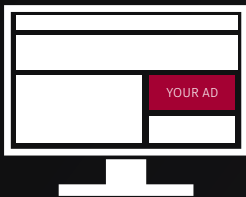
Advantage Program

DISCOUNTS AVAILABLE TO ILTAMAX, PLATINUM AND GOLD SPONSORS ONLY

We're offering our top-tier partners the option of purchasing bundled solutions at a discounted rate.
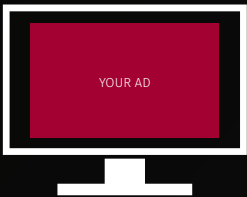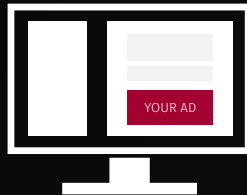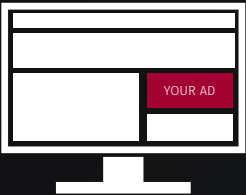
4 FULL-PAGE ADS IN PEER TO PEER

YOUR AD

$8,000*

WEBSITE SPONSORSHIP
(4 QUARTERLY ADS)

YOUR AD

$20,000*

4 CONTENT BRIEFING LISTINGS

YOUR AD

$2,000*

WEBSITE SPONSORSHIP
(2 QUARTERLY ADS)

YOUR AD

$10,000*

INTERESTED IN LEARNING MORE?

Contact us for more information.

SECURE YOUR BUNDLE

***DISCOUNT RATES**

ILTAMAX	**20 %**
Platinum	**15 %**
Gold	**10 %**

Additional Bundles

MEDIA/BRANDING BUNDLE

$12,325

Create a holistic media and branding campaign utilizing ILTA's media platforms including Podcasts, ILTATV and Peer to Peer to amplify your message to more than 25,000 ILTA members. The package includes one (1) podcast, two (2) ILTATV segments and four (4) full-page ads in ILTA's Peer to Peer magazine.

SECURE YOUR BUNDLE

THOUGHT LEADERSHIP

$4,080

Demonstrate your company's subject matter expertise and engage ILTA's membership by conducting six (6) targeted webinars (includes any combination of Master Classes or Product Briefings).

SECURE YOUR BUNDLE

INTERESTED IN BOTH OPPORTUNITIES?

Contact us to order.

Website Ads

Reach ILTAns in our most active webpages, online communities, and inboxes.

$5,000 per quarter*

With this bundle offer, you select one webpage and one egroup to feature your brand and/or product. Please note: Selections are on a first-come, first-served basis.
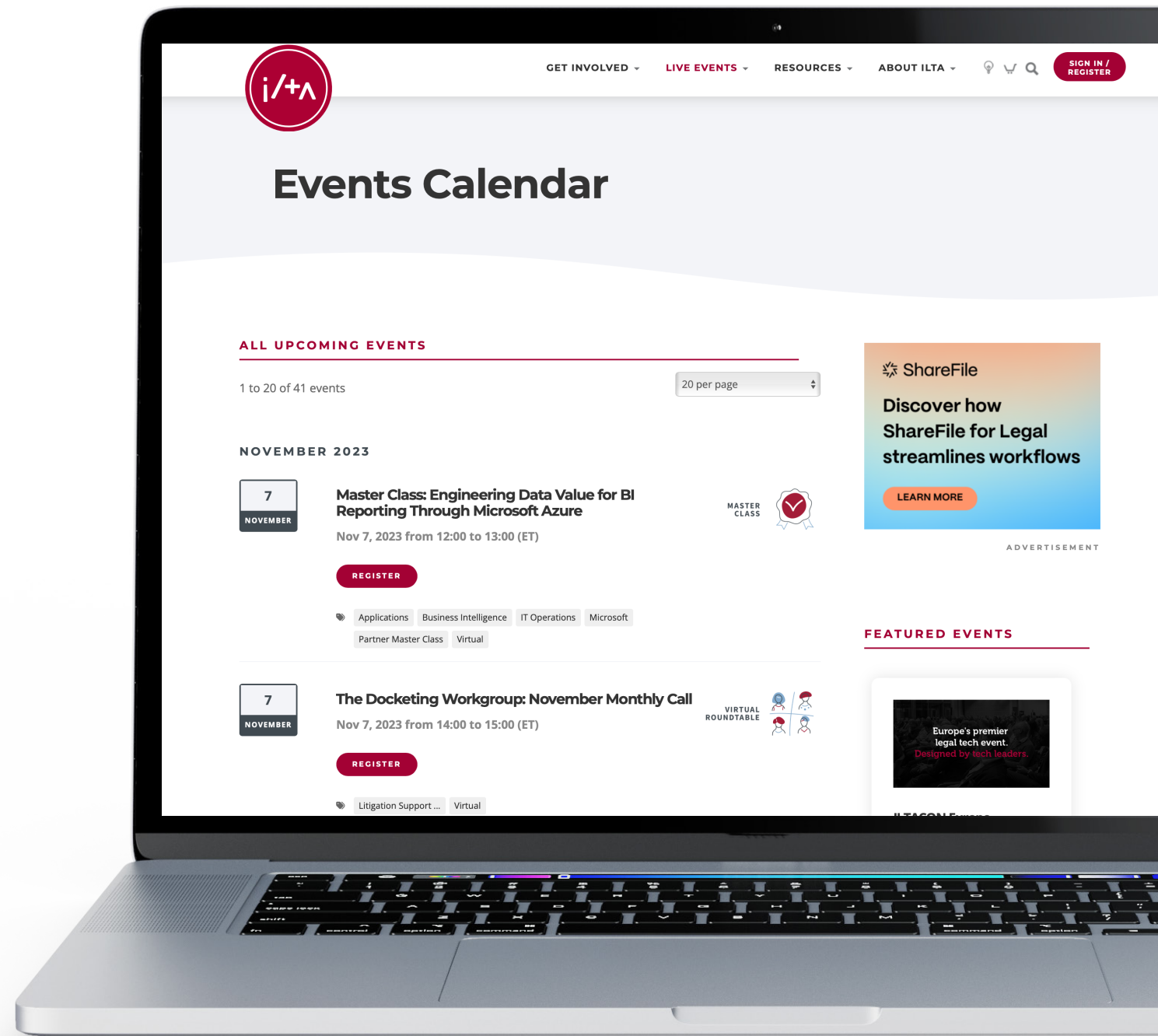
TOP 5 WEBPAGES:

Home, Career Center, Live Events, Communities, Member Directory
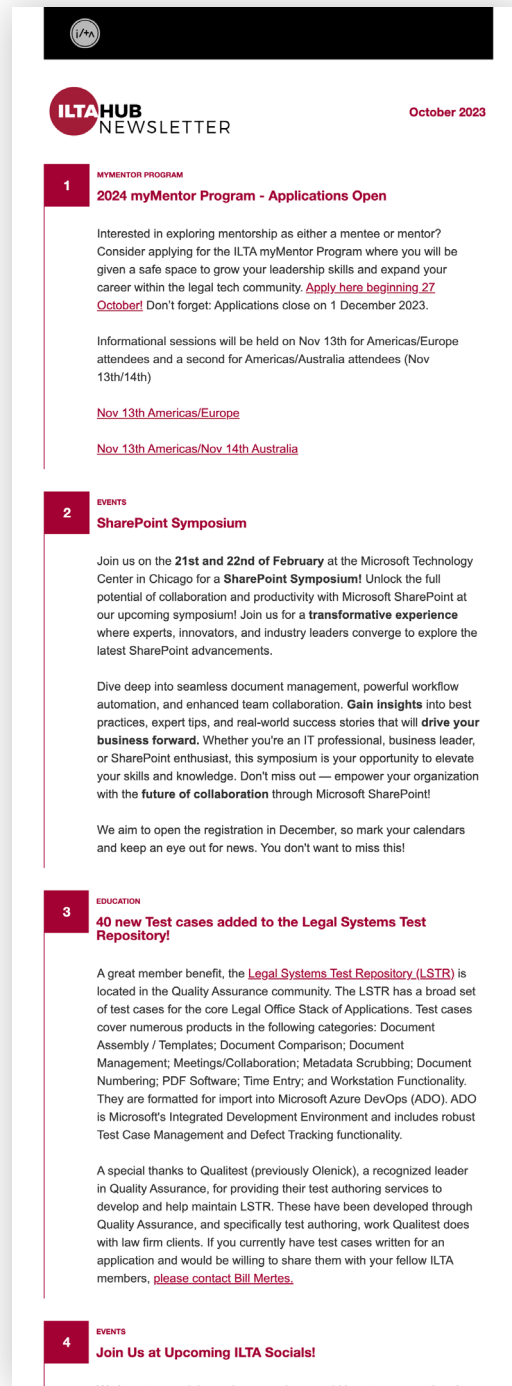
TOP 5 ONLINE COMMUNITIES:

General Membership (1.6K), Desktop and Application Services - with Industry Participants (1.9k), Open Forum (4.1k), Large Firms (1.5k), LegalSEC - Cybersecurity (907)

*or purchase for the whole year at $15,000

SECURE YOUR AD

Newsletter Ads

The ILTA Hub Newsletter is emailed every month to 21,000+ ILTAns to keep them informed of trends and upcoming ILTA events and announcements.

BANNER AD

$2,500

1 static banner ad image (660 x160 px) per newsletter that would be featured after the first featured article.

FEATURED LARGE CONTENT BOX

$3,000

Share your news, latest solution, or event by being featured in one of our large content boxes. Placed in the second grouping of larger boxes, your content would be placed inline with ILTA content and it would include a 50-character title, 220-character subhed, up to 400-character description, and 20-character call to action for the button. Please note: this does not include an image.

FEATURED SMALL CONTENT BOX

$2,800

Share your news, latest solution, or event by being featured in one of our small content boxes featuring an image. Placed in the second grouping of smaller boxes, your content would be placed inline with ILTA content and it would include a 35-character title, up to 400-character description, and 35-character call to action sentence with link. The image must be 216x216 px.

SECURE YOUR AD

ILTA Podcasts

As podcasts continue to grow in popularity, we know that ILTA members and partners appreciate the convenience and engaging content that our ILTA podcasts provide. Recognizing this, ILTA continues to grow our audio offerings, with new podcast series, as well as expanding onto new platforms for your listening enjoyment. Currently you can find our podcasts on Apple Podcasts, Google Podcasts, TuneIn + Alexa, iHeartRadio, Stitcher, PodBean, PlayerFM, Listen Notes, and Podcast Addict.

SECURE YOUR PODCAST

Business Partner Spotlights

Short, informative podcasts featuring a single ILTA business partner speaking directly to an ILTA audience. 10 opportunities in 2024.

EXCLUSIVE PODCAST

$1,500 per episode

10 sec commercial on air, and logo placement on webpage and in social media posts

Other Event Podcasts

Onsite podcasts: interviewing speakers, keynote, attendees, and more about the events!

2 ADVERTISERS PER PODCAST

$3,000 for 3 episodes

10 sec commercial on air, and logo placement on webpage and in social media posts

ILTACON Event Podcast

Podcasts to highlight who is speaking, topics, highlights. Both pre-event and onsite.

PRE-ILTACON

$2,500 for 3 episodes

10 sec commercial on air, and logo placement on webpage and in social media posts

ONSITE

$4,000

10 sec commercial on air, and logo placement on webpage and in social media posts

ILTATV

ILTANews

With ILTANews, you can expect great content and guests, as you join a conversation that is timely and relevant for all technologists! Up to 48 episodes. We encourage press release submissions from our business partners regarding new products, new uses of products, trending issues / solutions opps/ and mergers and acquisitions.

submit your press release »

OPPORTUNITY FOR 2 SPONSORS

$750 per episode/$2,250 per quarter

15 sec commercial and logo placement on social media

ILTACON TV

Onsite interviews, conversations, and collaborations with ILTACON members and partners.

OPPORTUNITY FOR 3 SPONSORS

$5,000

10 sec commercial and logo placement on social media

SECURE YOUR SPOT

Direct Engagement Opportunities

STAY INVOLVED THROUGHOUT THE YEAR!

Many business partners and consultants in the legal market have discovered participation in ILTA is a unique opportunity to get your company's name in front of the key technology decision makers in law firms and legal departments across the globe.

Some ways to stay involved throughout the year include:

- sponsoring a local meeting or social

- hosting a roadshow series

- hosting a product briefing or educational webinar

- sponsoring, exhibiting at, or attending an ILTA event

Roadshows

$300 per event

A Roadshow provides your company the opportunity to present educational content to ILTA members face-to-face. These are lively events allowing you to educate attendees in an engaging atmosphere. Submit the application form with the date, time, location information, and registration link. If approved, ILTA will promote your event on our website, in a distribution email for members within 50 miles of the event location, and a listing in our monthly e-newsletter. You may purchase additional events for a Roadshow Series.

Conditions

- Only available to ILTA Silver, Gold, Platinum, and ILTAMAX Corporate Sponsors

- Application submissions must be received 6-8 weeks prior to the event

- Venue contracts, catering, and expenses are born by the Roadshow Host

- ILTA reserves the right to decline some submissions to avoid over-saturation in some markets and increase attendance

Recommendations for Success

- Provide thought leadership and educational sessions as opposed to sales presentations

- Review national and religious holiday and school calendars for better attendance

- Promote your event through other avenues in addition to the promotion ILTA provides, as attendance will vary by region and educational topic

SUBMIT APPLICATION

Host a Webinar
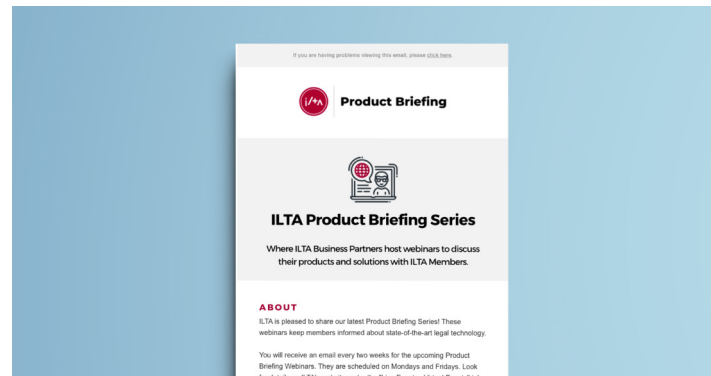
Product Briefings

Talk to us about your products, services, or updates! We're thrilled to learn from you! Scheduled on Mondays and Wednesdays with 2 time slots, product briefings allow you to host a webinar to demonstrate a product to ILTA's members.

CONTACT US FOR AVAILABILITY

$800
must be at least a paid ILTA365 Sponsor to gain exposure to our members

Want to purchase more than one? »

SIGN UP

Master Classes

Showcase your organization's thought leadership! These are educational webinars focused on industry-specific hot topics and challenges, allowing our members to see you as subject matter experts. Scheduled on Tuesdays and Thursdays.

CONTACT US FOR AVAILABILITY

$800
1 email invitation to targeted ILTA membership

Want to purchase more than one? »

SIGN UP

ILTA Social Events

Spring/Fall Social Fees

There's no fee to sponsor, but the business partner will be responsible for paying for all food and beverage costs.

Contact us for more information about sponsoring a local social.

If you wish to sponsor a social, please submit below, provide the dates and cities that would interest you. Socials take place after hours in many formats (e.g. bar/restaurant, sporting venue, etc.). Typically, these socials are co-sponsored, therefore minimizing the cost. However, this is not a requirement. There are no presentations at our socials, but you are introduced and thanked for sponsoring and are free to mingle with our members. Attendance varies and you will receive a registration list which includes name, job title and firm/company name. *Costs vary per city as noted by tiers.*

Winter Social Fees

Tier 1: $5,000
NEED 5 SPONSORS

Tier 2: $3,000
NEED 4 SPONSORS

Tier 3: $2,500
NEED 3 SPONSORS

Tier 4: Pick up F&B tab
NO MINIMUM

SUBMIT APPLICATION

ILTA Europe

Engaging UK & Europe Members

Smaller specific topics work better: Local groups connect more with subject matter specific activities: for optimum engagement it is better to work with our active members/volunteers to achieve mutually desired outcomes. Some ideas include:

- Legal Tech Meet Ups
- ILTA Seasonal Socials
- Tech Talks

SIG Meetings

- We have special interest groups in the following subject areas: Knowledge Management, Litigation Support, IT Training, Legal Security

- Meetings are closed to members however each group hosts open access events which business partners are welcome to collaborate on.

ILTACON Europe

- ILTACON Europe 2024, now in its 17th year, will be held 13-14 November in London. With an agenda put together by your peers, focusing on the themes we are all grappling with, ILTACON Europe will feature highly engaging sessions, separated by networking breaks with your senior-level IT and infosec peers and business partners. (SEPARATE PROSPECTUS AVAILABLE)

GET MORE INFORMATION

2024 Event Schedule

DATE	EVENT	LOCATION	ABOUT	SPONSORSHIPS	EXHIBIT SPACE	OPEN TO ATTEND
21-22 FEB	SharePoint Symposium	Chicago, IL	This one day in-person event will be hosted at the Microsoft Technology Center in Chicago, Illinois.			✓
21 MAR	Women Who Lead**	New York, NY	Join the discussion as we have insightful conversations about legal tech, women's empowerment, and more.	✓		✓
29 APR - 1 MAY	ILTA Evolve**	Charlotte, NC	Two and a half days all about legal security and artificial intelligence challenges and opportunities in the legal industry.	✓	✓	✓
JUNE*	Regional Meetings	Digital/Zoom	Seven in-person regional meetings full of education and networking.	✓		✓
11-15 AUG	ILTACON**	Nashville, TN	ILTACON is the premier legal technology conference for professionals undertaking initiatives in support of the practice of law. The 4 day conference will bring together leaders, managers and decision-making legal technologists.	✓	✓	✓

INTERNATIONAL EVENTS				SPONSORSHIPS	EXHIBIT SPACE	OPEN TO ATTEND
SPRING*	Denmark Event	Denmark	More information coming soon...	✓		✓
SPRING*	Italy Event	Milan	More information coming soon...	✓		✓
SPRING* (AUTUMN IN AUSTRALIA)	Australia Event	Australia	More information coming soon...	✓		✓
JULY*	South America Event**	Digital/Zoom	More information coming soon...	✓		✓
13-14 NOV	ILTACON Europe**	London, UK	ILTACON Europe will deliver exciting keynote speakers, business partners committed to providing best of class solutions, and networking receptions.	✓	✓	✓

* Dates are tentative and subject to change   ** Attendance is tied to event sponsorship

FACEBOOK	X	LINKEDIN	INSTAGRAM	YOUTUBE
@ILTAnet	@ILTAnet	International Legal Technology Association	@WeAreILTA	International Legal Technology Association

STAY CONNECTED