2024 LAW.COM
Digital Media Specs

Law.com Brands

ALM | LAW.COM

- The American Lawyer
- Connecticut Law Tribune
- Corporate Counsel
- Daily Business Review
- Daily Report
- Delaware Business Court Insider
- Delaware Law Weekly
- Law.com International
- The Legal Intelligencer

- Legaltech News
- The National Law Journal
- New Jersey Law Journal
- New York Law Journal
- Supreme Court Brief
- Texas Lawyer
- The AmLaw Litigation Daily
- The Recorder

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Table of Contents

Leaderboard

728x90

EDITORIAL CONTENT

EDITORIAL CONTENT

EDITORIAL CONTENT

728x90

* Third Party tag should include Click Macros and Cachebusters

Engage users as soon as they enter the site with this high-impact favorite. Located at the top of the website it allows for flexible designs that combine branding with multimedia content.

Ad Size: 728x90

Static File Size: 150K

Rich Media Accepted: Initial Load 150K; Subload 300K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB

Super Leaderboard

970x90

EDITORIAL CONTENT

EDITORIAL CONTENT

EDITORIAL CONTENT

* Third Party tag should include Click Macros and Cachebusters

As the dimensions and name suggest, the Super Leaderboard is basically an expanded version of the traditional leaderboard. It's about 33% wider than the standard leaderboard, giving advertisers significantly more room to create an effective call to action.

Ad Size: 970x90

Static File Size: 150K

Rich Media Accepted: Initial Load 150K; Subload 300K

Animation: :15

Looping: 3 loops

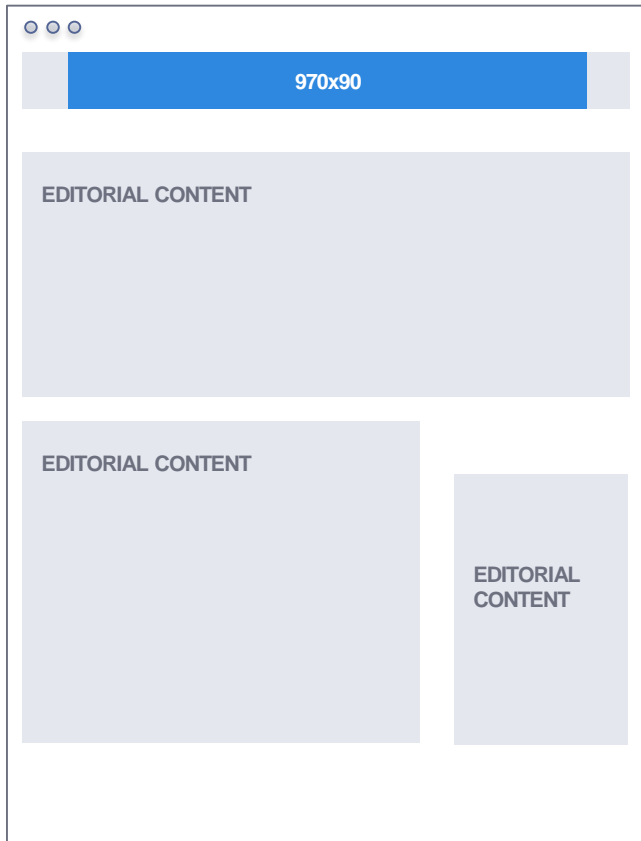**Delivery Method:** GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB

Billboard

970x250

EDITORIAL CONTENT

EDITORIAL CONTENT

EDITORIAL CONTENT

* Third Party tag should include Click Macros and Cachebusters

The billboard is an expanded version of the standard leaderboard; it's about 33% wider than the ordinary leaderboard, providing more room to create an effective call to action.

Ad Size: 970x250

Static File Size: 200K

Rich Media Accepted: Initial Load 200K; Subload 400K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB

Medium Rectangle (Cube)

The most common and standard display ad on our websites, this unit has a flexible design that can combine branding with multimedia content.

Ad Size: 300x250

Static File Size: 150K

Rich Media Accepted: Initial Load 150K; Subload 300K

Animation: :15

Looping: 3 loops

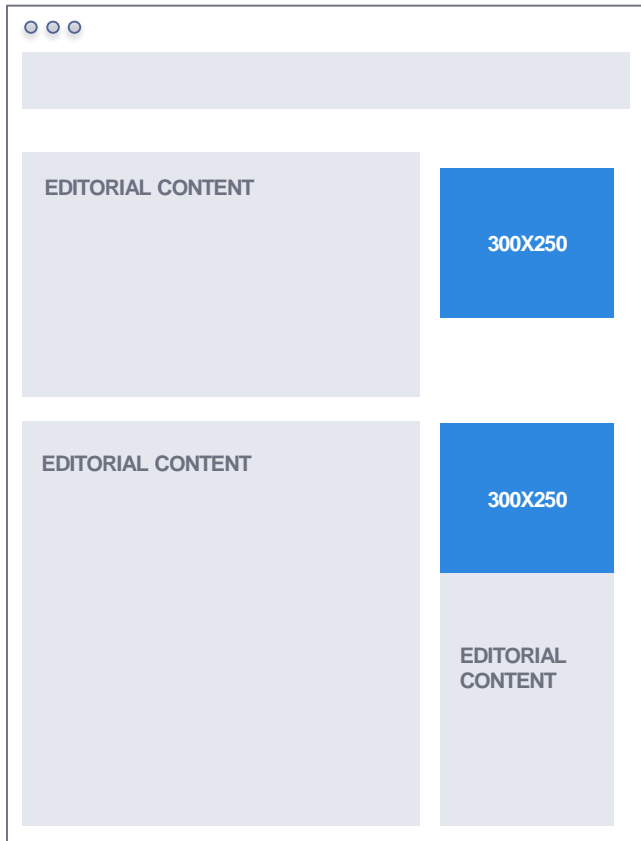**Delivery Method:** GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB

EDITORIAL CONTENT

300X250

EDITORIAL CONTENT

300X250

EDITORIAL CONTENT

* Third Party tag should include Click Macros and Cachebusters

Half Page

This format provides a larger space for advertisers to get their message across and offers users rich and impactful engagement.

Ad Size: 300x600

Static File Size: 200K

Rich Media Accepted: Initial Load 200K; Subload 400K

Animation: :15

Looping: 3 loops

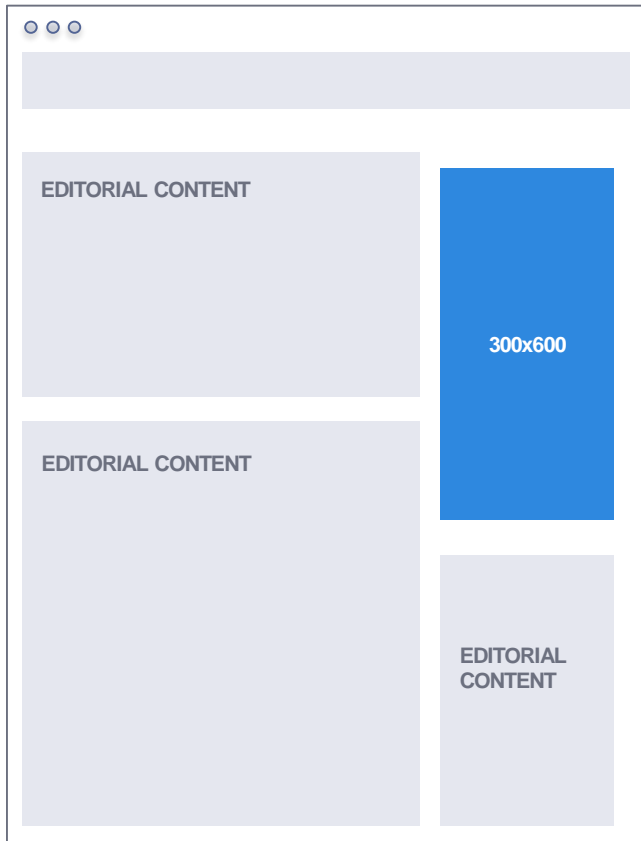**Delivery Method:** GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB

Third Party tag should include Click Macros and Cachebusters

WEBSITE INPAGE BANNER ADS
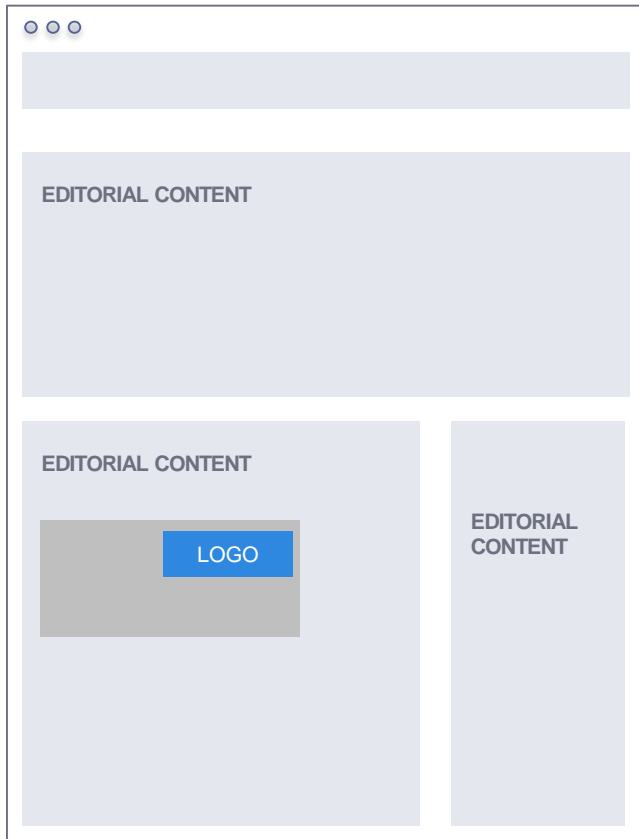
Logo Placement

Drive customers. Build your brand. Grow your business. Used in combination with specific web and/or newsletter branding and sponsorship packages, website logo placement delivers maximum brand recall and reinforcement.

Ad Size: 88x31

File Size: 15K

Animation: N/A

Looping: N/A

Delivery Method: JPEG, BMP, GIF, PNG

Rich Media Accepted: N/A

Lead Time: 5 business days

3rd Party Tags: N/A

WEBSITE INPAGE BANNER ADS

ÁLM.

Takeover Sponsorship

* Third Party tag should include Click Macros and Cachebusters

Reach. Impact. And Branding. These are just a few of the many benefits you receive with a Takeover sponsorship. Own the entire page and audience with all available ad units.

Ad Size: (2) 728x90 and (2) 300x250 or (1) 300x600. Advised to send (1) 320x50 for mobile

File Size: 45K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Rich Media Accepted: 100K, In-banner

**Lead Time:** 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 for Leaderboard & Med Rectangle: HTML5 Max File Size (Initial Load) 150KB; HTML5 Max File Size (Subload) 300KB; Max File Size (Static, GIF, JPEG) 150KB

HTML5 for Half Page: HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB

Social*Lift* - *Updated*
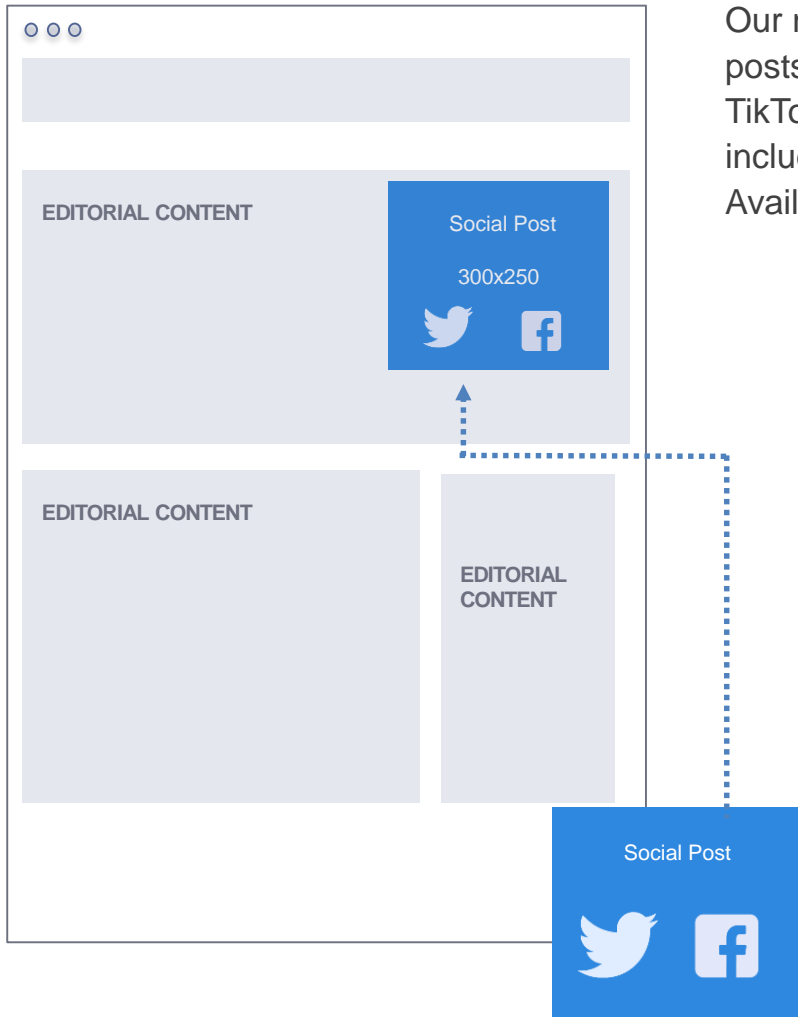
Our new Social*Lift* ad format allows brands to use their social posts (Facebook, Twitter, LinkedIn, Pinterest, Instagram and TikTok) as display ads in 300x250 inventory. Social post options include live feeds, clusters of selected posts, video and more. Available for mobile and desktop.

Ad Size: Supports all major IAB sizes including 728x90, 300x250, 300x600 and 970x250 (additional custom sizes available on request.) (300x600 and 300x250 can be created from social assets or live campaign)
HTML 5 accepted

Client will need to provide:
Link to organic social posts on Facebook, Twitter, LinkedIn, Pinterest, Instagram and TikTok.

Social*Lift* components include:
- Brand logo and name
- Timestamp
- Social platform icon
- Any hashtag, username, or hyperlink in the post message
- Any clickable media asset (video, photo, link)
- Any interaction option (Like, Share, Comment)

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MultiPlex Units - *NEW*

970x250, 970x90 or 728x90

EDITORIAL CONTENT

EDITORIAL CONTENT

EDITORIAL CONTENT

Allows multiple links and calls to action in order to promote multiple initiatives. Advertiser provides banner asset in requested size(s) with requested click region(s). Must provide clickthrough URLs or links to additional hosted assets (PDF, Video, Social Feed, etc.) that launch from main banner.

Can utilize **up to 5** independent links per banner.

Ad Size: 970x250, 970x90 or 728x90

Image file type: .jpg, .bmp, .png, .gif

Video file type: YouTube, Vimeo

3rd Party Tags: 1x1 tracking pixels

HTML 5 not accepted

HIGH-IMPACT BANNER ADS

Interstitial
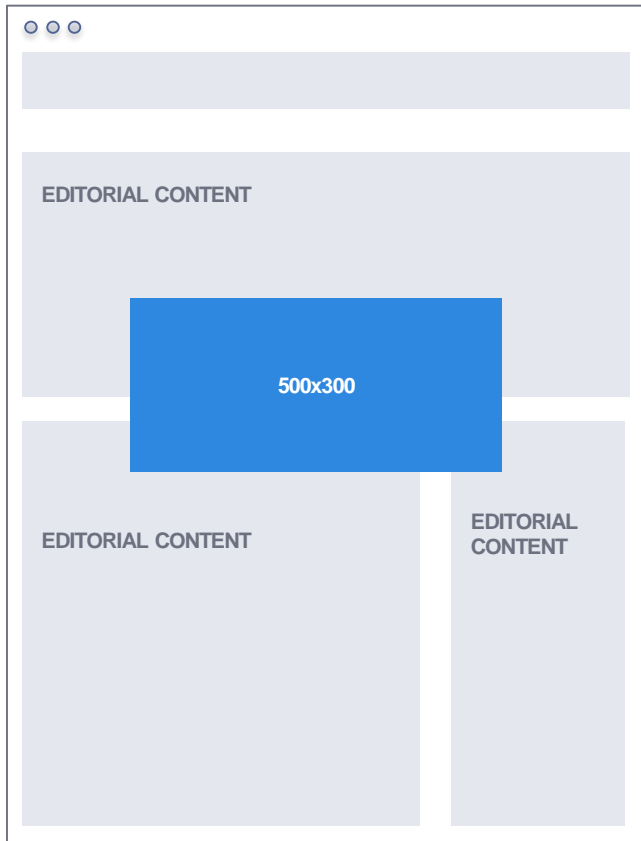
A highly visible and effective banner that appears immediately. It is great for attracting attention and generally producing strong click through rates.

Ad Size: 500x300

Static File Size: 250K

Rich Media Accepted: Initial Load 250K; Subload 500K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 not accepted

Third Party tag should include Click Macros and Cachebusters

Footer XL - *NEW*

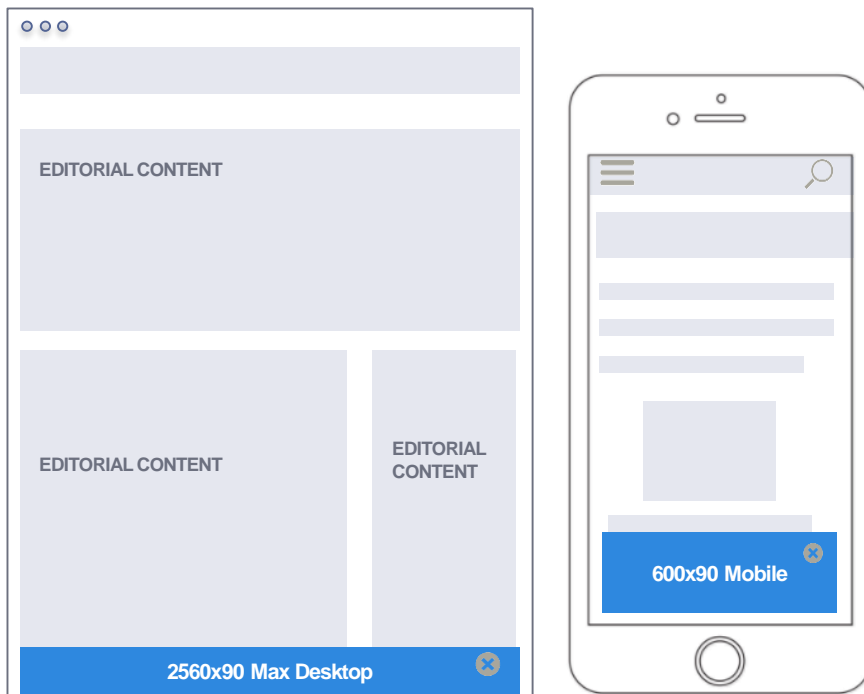This unit is our new full-width adhesion unit that is fully responsive and sits at bottom of the page. Replaces our existing Rising Footer unit for a more streamlined, high-impact look. Options for MOBILE and DESKTOP with one single unit.

Client provides*

Photoshop file with layered graphics or individual assets. Every object (logo, background, object, text, CTA) must be in a separate layer. (If a special or custom font is required in the text, it could be provided as rasterized text layer or a separated PNG file).
Sample PSD File.

- **Logo** - max size 400x400
- **Graphic Image** – Desktop = 2560x90; Mobile = 600x90
- **Background image** or texture (or hex color choice) - Max size: 2560x90 desktop; Max size: 600x90 mobile
- **Ad Message** - no more than 75 characters
- **Call to Action** text for button
- **All graphic files** in JPG or PNG or Photoshop doc

View Demo

EDITORIAL CONTENT

EDITORIAL CONTENT

EDITORIAL CONTENT

2560x90 Max Desktop

600x90 Mobile

Third Party tag should include Click Macros and Cachebusters

* *For mobile, the client can provide a PNG or JPG. Depending on the design and how many layers, it would change the positions of the objects due to the width.*

HIGH-IMPACT BANNER ADS

ALM.

SuperHero
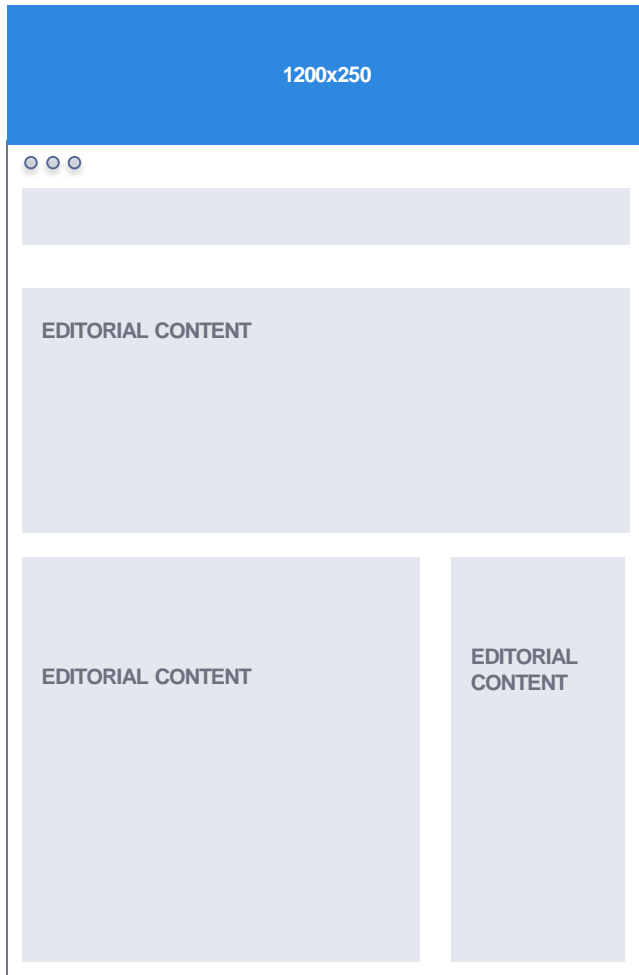
New Size! Better fit for standard site widths and browser sizes, allowing greater reach. Extra large format ad (with premium positioning) offers heightened brand presence and unparalleled visibility! Can be ROS or ROC targeted.

Embedded video capability now available!

Ad Size: 1200x250

Static File Size: 300K

Rich Media Accepted: Initial Load 300K; Subload 600K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 not accepted

* Third Party tag should include Click Macros and Cachebusters

HIGH-IMPACT BANNER ADS

SuperHeroXL - *NEW*

A larger version of the SuperHero unit.

New Size! Better fit for standard site widths and browser sizes, allowing greater reach. It is a static, 1200x500 sized ad that serves in the 2nd or 3rd horizontal flex positions on the page.

Embedded video capability now available!

Ad Size: 1200x500

Image File Type: .JPG, .BMP, .PNG, .GIF

Static File Size: 300K

Rich Media Accepted: Initial Load 300K; Subload 600K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

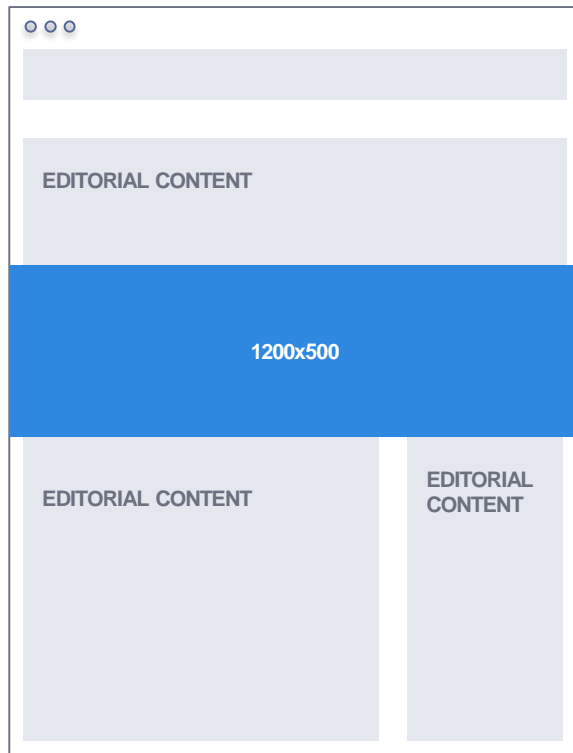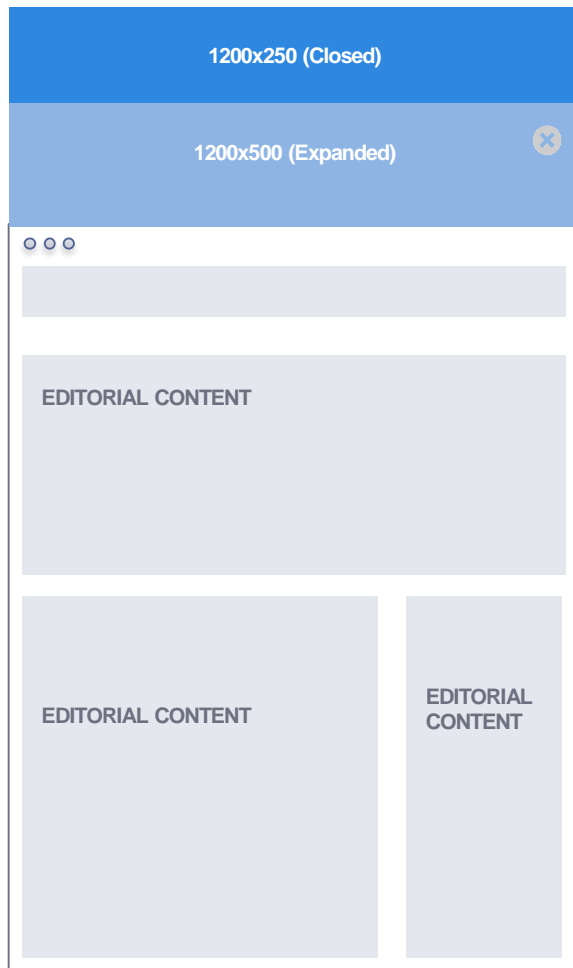**3rd Party Tags:** Should include Click Macros and Cachebusters

HTML5 not accepted

SmartHero

Make a big splash in front of your target audience with a **content-rich** 1200x250 top-of-page unit that expands into a 1200x500 unit – occupies the SuperHero unit on targeted pages.

1200x250 (Closed)

1200x500 (Expanded)

EDITORIAL CONTENT

EDITORIAL CONTENT

EDITORIAL CONTENT

- Features multiple tabs (up to 3) to promote multimedia content and other resources – PDFs, videos, social streams, etc.

- Tabs can be arranged by content type, topic or whatever makes sense for your content

- Can be ROS or Channel Targeted (ROC)

- Templated design can incorporate different types of client content into the unit

- Serves on desktop and tablet

Image file type: .jpg, .bmp, .png, .gif

Image size: 1200x250 (closed); 1200x500 (expanded)

Video file type: YouTube, Vimeo

3rd Party Tags: 1x1 tracking pixels

HTML5 not accepted

Starting screen
- **Image size:** 1200x250
- **Thumbnail size:** 300x250 (up to 3)

Expandable tabs (up to 3)
- **Image size:** 1200x250
- **Labels** for tabs (brief)
- **Title and brief description** of tab content
- **Content for tabs:** Whitepapers or other PDF-style content (fact sheets, research briefs, etc.), Videos, Podcasts, Social media links, Links.

Storytelling Unit
(a.k.a. Ad sequencing ad serving capability)

Tell a story with your message and engage users in a specified order. Users see creative in steps, allowing you to drive your message home.

Also known as "Ad Sequencing" this unit can be used to present a series of consecutive ad messages as the user moves throughout the ALM brand site, either on the same page or multiple pages. Each unit should have a visible CTA. Frequency capping is set to ensure user doesn't see the same message more than once in a certain time period.
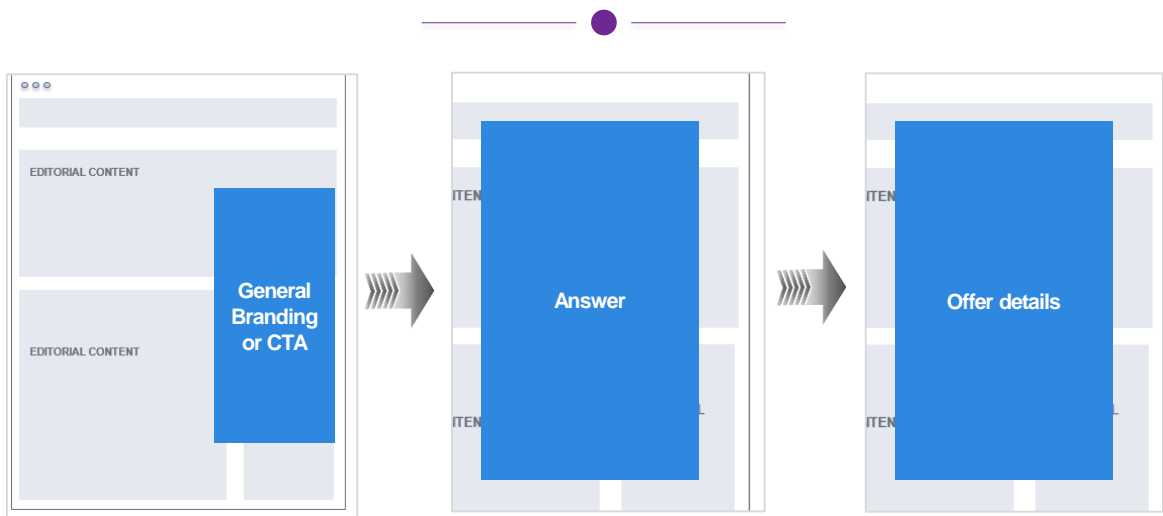
Ad Size: Works with any creative sizes on the ALM (brand) site

Static File Size: 300K

Rich Media Accepted: Initial Load 300K; Subload 600K

Animation: N/A

Looping: N/A

Delivery Method: GIF, JPEG, 3rd Party tag*

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5: HTML5 Max File Size (Initial Load) 200KB; HTML5 Max File Size (Subload) 500KB; Max File Size (Static, GIF, JPEG) 200KB

EDITORIAL CONTENT

EDITORIAL CONTENT

General Branding or CTA

ITEM

Answer

ITEM

ITEM

Offer details

ITEM

* Third Party tag should include Click Macros and Cachebusters

HIGH-IMPACT BANNER ADS

Responsive Parallax
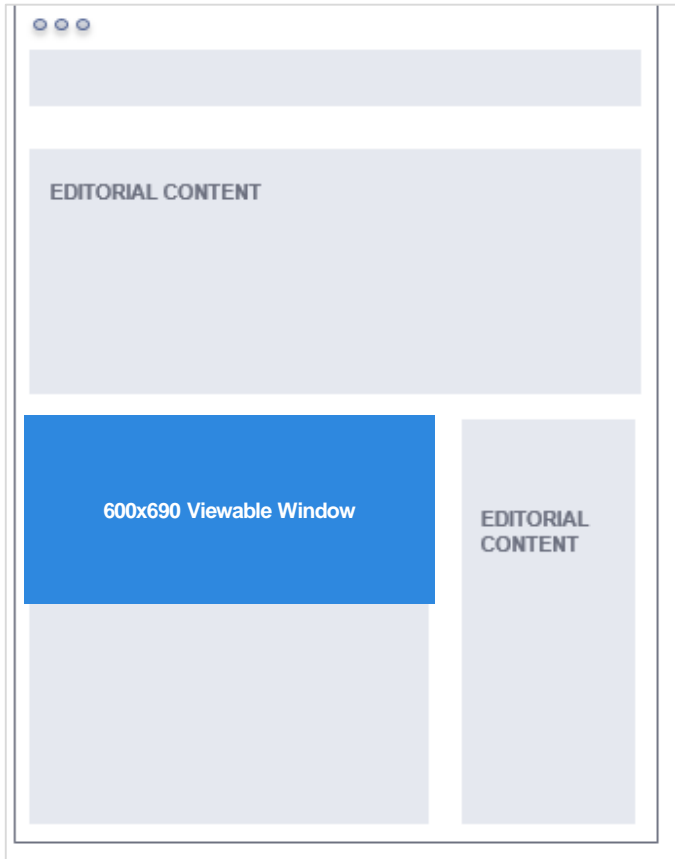
The responsive parallax is a flexible infeed ad unit that appears during the scroll action on article pages. Runs in the article scroll position and reveals a larger sized ad as the user scrolls down the page. Fully responsive for desktop, tablet and mobile. Embedded video capability.

Note: Viewable space on desktop is 690x600 and 320x350px on Mobile. The unit is fully displayed, however the user views the asset while scrolling down/up sequentially from the top to the bottom.

Photoshop file with layered graphics or individual assets PSD file, every object (logo, background, object, text, CTA) must be in a separate layer. (If a special or custom font is required in the text, it could be provided as rasterized text layer or a separated PNG file). Sample PSD file.

- **Desktop Size:** 768x1000 max, 690x600 viewable window
- **Mobile Size:** 300x600 max, 320x300 viewable window
- **Other Elements Supported:** Video (MP4, YouTube Link); Click and impression trackers accepted

View Demo

* Third Party tag should include Click Macros and Cachebusters

EDITORIAL CONTENT

600x690 Viewable Window

EDITORIAL CONTENT

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Video In-Stream

EDITORIAL CONTENT

EDITORIAL CONTENT

EDITORIAL CONTENT
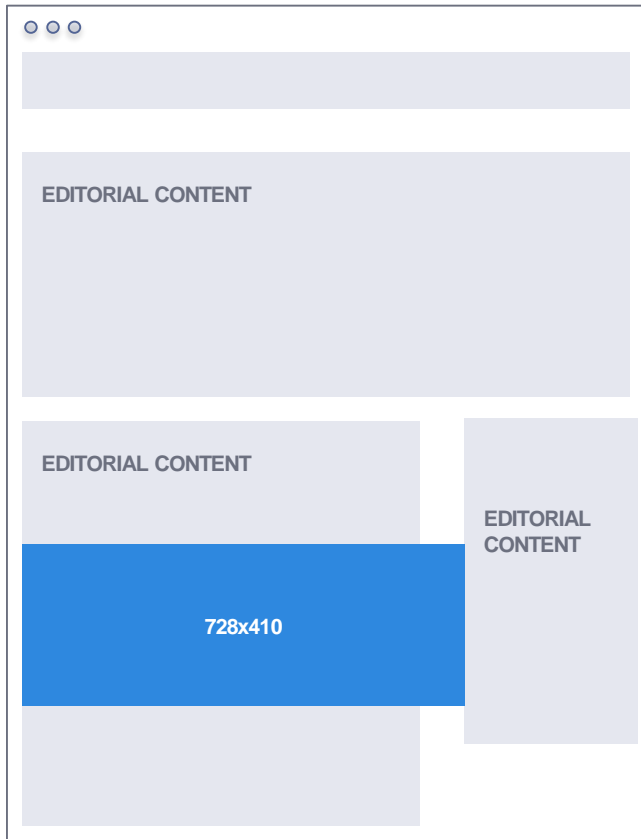
728x410

Expanded video capacity within these interactive ad units! Insert your video content directly in-stream or showcase multiple content units in a dynamic, interactive content hub.

Video Unit Dimensions: 728x410. Allowed all aspect ratios as per YouTube Specs

Client will need to provide:
- YouTube video. Public. Max runtime as per YouTube specs (currently 15 minutes).
- Logo dimensions 200x60 or 75x75 (transparent background.)
- 3rd Party Tags: 1x1 3rd party trackers

Metrics: Impressions, Clicks/CTR, Video plays

Lead Time: 10 business days

Recommended Video Delivery Type is YouTube. If this is not possible: There is possibility to upload videos directly to the ad units but: - Videos hosted in Adventive add additional CPM costs. - On top of additional CPM cost, if videos are over 1 MB (after encoding) there is uplift charge for every 1MB over the base 1MB video file size (after encoding). Please note that we cannot know encoded file size of the video based on the original file size. This info is available after uploading video to the ad unit and after encoding process has been completed.

Carousel (Lightbox)

EDITORIAL CONTENT

EDITORIAL CONTENT

EDITORIAL CONTENT
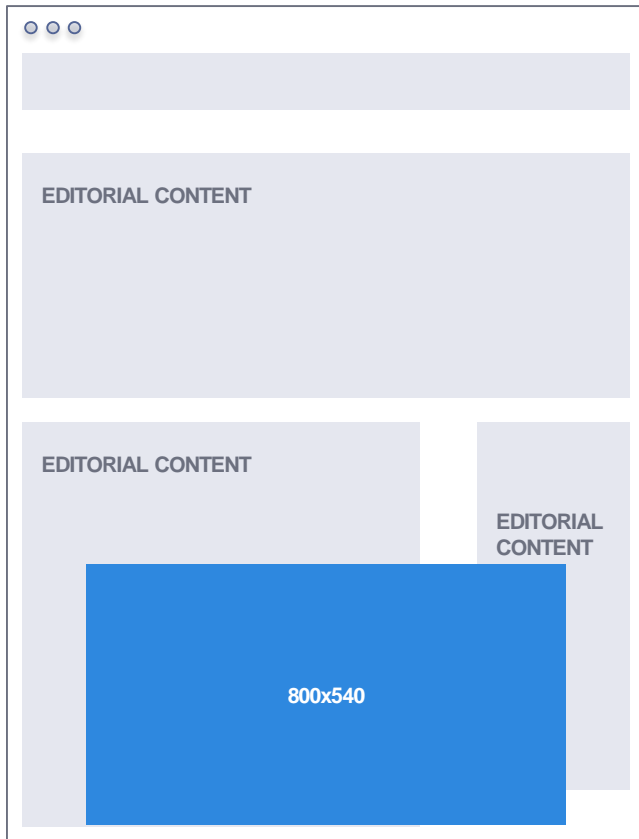
800x540

Expanded video capacity within these interactive ad units! Able to launch from any other ad unit, including 300x600. Hosts 4 videos or other content.

Client will need to provide:

Deliverable Types: Video, GIF, Twitter Feed

Unit Dimensions: 800x540 dimension of the light box when open

Video: YouTube video. Public. Max runtime as per YouTube specs (currently 15 minutes).

GIF: 3 Loops, :30 max, 100K Max File Weight

Twitter: One account. Timeline preview of the last seven tweets.

3rd Party Tags: 1x1 3rd party trackers

Metrics: Impressions, Clicks/CTR, Video plays.

Lead Time: 10 business days

Recommended Video Delivery Type is YouTube. If this is not possible: There is possibility to upload videos directly to the ad units but: - Videos hosted in Adventive add additional CPM costs. - On top additional CPM cost, if videos are over 1 MB (after encoding) there is uplift charge for every 1MB over the base 1MB video file size (after encoding). Please note that we cannot know encoded file size of the video based on the original file size. This info is available after uploading video to the ad unit and after encoding process has been completed.

Mobile Rectangle
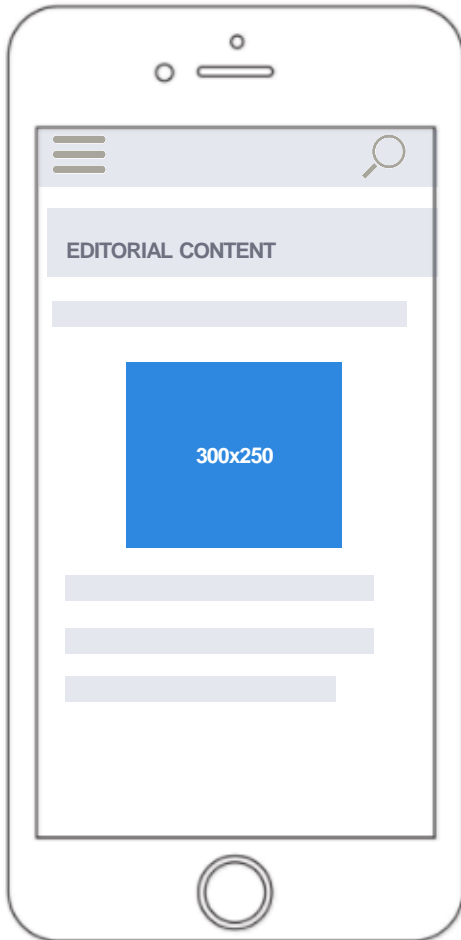
EDITORIAL CONTENT

300x250

A standard banner ad that can be either static or animated and placed within specified ad content area around live mobile content.

Ad Size: 300x250

Static File Size: 150K

Rich Media Accepted: Initial Load 150K; Subload 300K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Rich Media Accepted: 100K, In-banner

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 accepted

Third Party tag should include Click Macros and Cachebusters

Mobile Leaderboard

A standard banner ad that can be either static or animated and placed within specified ad content area around live mobile content.

Ad Size: 320x50

Static File Size: 50K

Rich Media Accepted: Initial Load 50K; Subload 100K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

Rich Media Accepted: 100K, In-banner

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 accepted

Dynamically locks to designated area

Third Party tag Should include Click Macros and Cachebusters

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Mobile Adhesion

The mobile adhesion banner is positioned to the bottom of the device display. Banner will disappear when a viewer interacts with the screen. After click on the banner it expands and shows second creative.

EDITORIAL CONTENT

320x50

Dynamically locks to designated area

Ad Size: 320x50

Static File Size: 50K

Rich Media Accepted: Initial Load 50K; Subload 100K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, JPEG, 3rd Party tag*

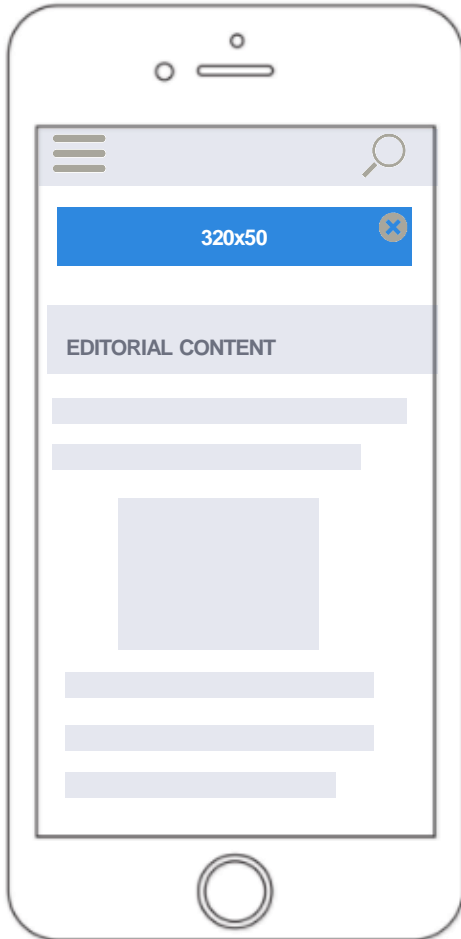**Rich Media Accepted:** 100K, In-banner

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 accepted

* Third Party tag Should include Click Macros and Cachebusters

Mobile Interstitial

300x250

WEBSITE HEADER

Remains sticky as content scrolls down

A 300x250 high-impact unit positioned at the top of the mobile screen. The ad remains sticky for 3 seconds while the user scrolls and pushes the content of the page down.

Ad Size: 300x250

Static File Size: 300K

Rich Media Accepted: Initial Load 300K; Subload 600K

Animation: :15

Looping: 3 loops

Delivery Method: GIF, Flash*, 3rd Party tag*

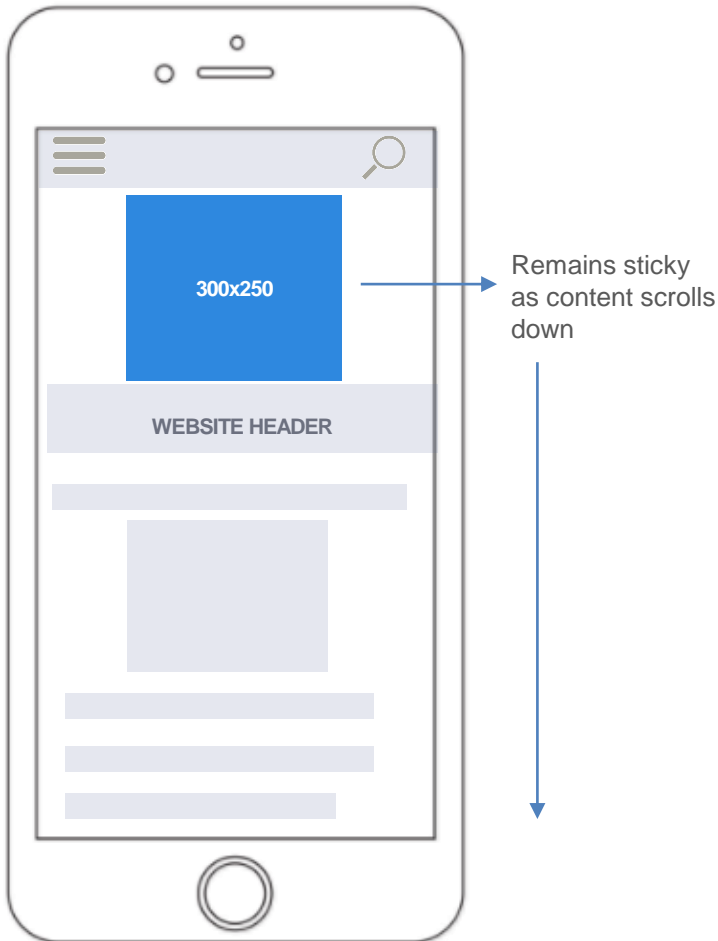**Rich Media Accepted:** 100K, In-banner

Lead Time: 5 business days

3rd Party Tags: Should include Click Macros and Cachebusters

HTML5 accepted

* Third Party tag should include Click Macros and Cachebusters

MOBILE UNITS

Mobile Parallax

A 300x600 infeed ad unit that appears during the scroll action on article pages. As the user scrolls through the content, the ad appears from behind the content. As the user continues to scroll, the content reappears, covering up the ad.
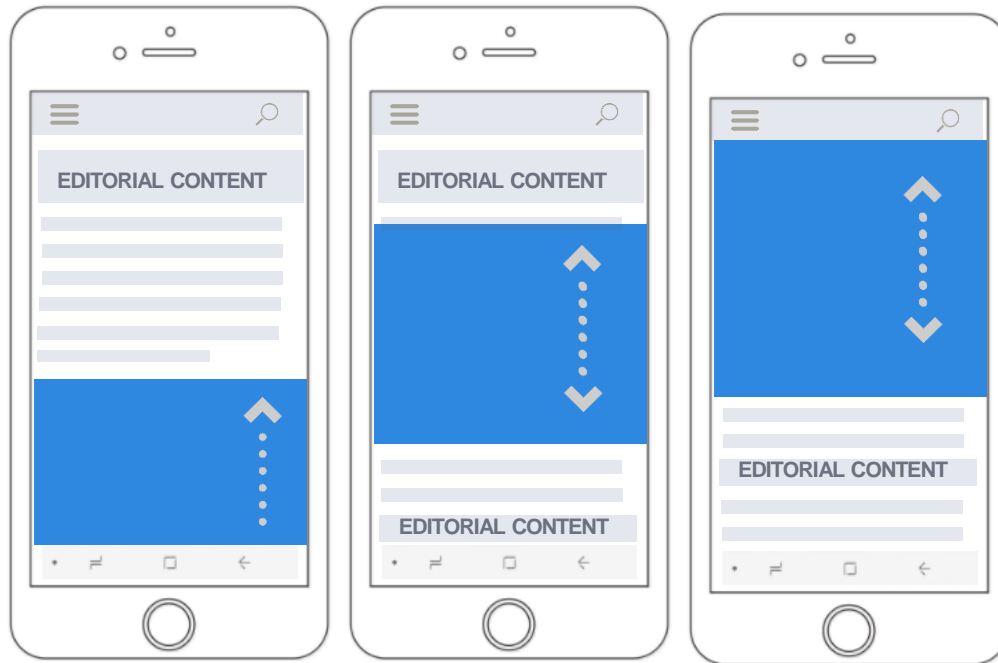
Ad Size: 300x600

Static File Size: 250K

Rich Media Accepted: Initial Load 250K;

Subload 500K

Animation: N/A

Looping: N/A

Delivery Method: JPEG

Rich Media Accepted: N/A

Lead Time: 5 business days

HTML5 not accepted

View Demo

Mobile Social*Lift*

Our Mobile Social*Lift* ad format allows brands to use their social posts (Facebook, Twitter, LinkedIn, Pinterest, Instagram, TikTok)) as display ads in mobile 300x250 inventory. Social post options include live feeds, clusters of selected posts, video and more.
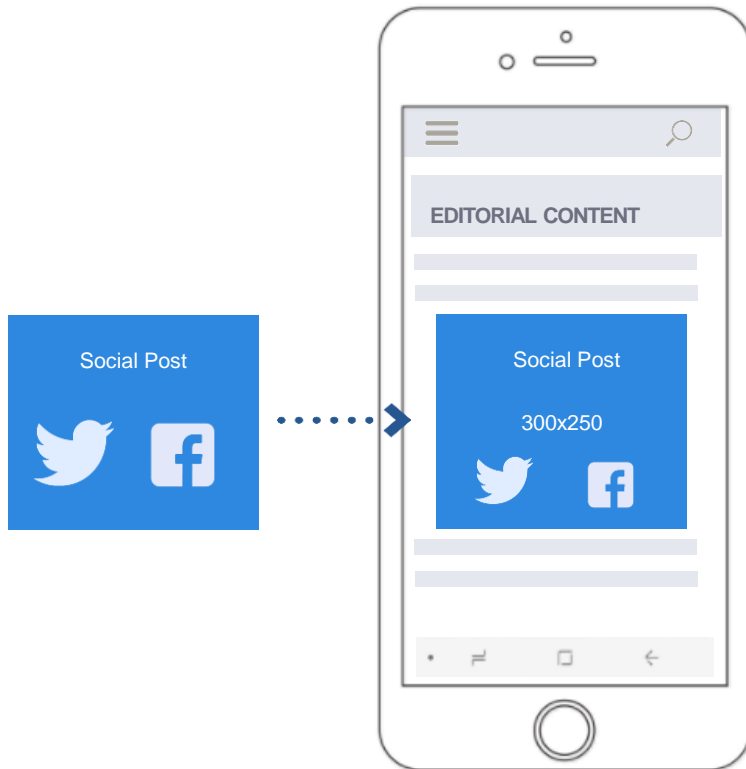
File Size: 150K

Ad sizes: 300x250, 300x600 (additional custom sizes available on request.)

Client will need to provide:
The link to organic social posts on Facebook, Twitter, LinkedIn, Pinterest, Instagram and TikTok
Social*Lift* components include:
- Brand logo and name
- Timestamp
- Social platform icon
- Any hashtag, username, or hyperlink in the post message
- Any clickable media asset (video, photo, link)
- Any interaction option (Like, Share, Comment)
- HTML5 accepted

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Mobile SuperHero

This extra large format ad (with premium positioning) offers heightened brand presence and unparalleled visibility! Advertisers should provide this unit as well when providing creative for the desktop SuperHero.

●

Ad Size: 450x300 (3:2) or 400x167 (3:1)

File Size: 45K

Aspect Ratio: Must not exceed 3.2 (3x1 is acceptable)

Delivery Method:

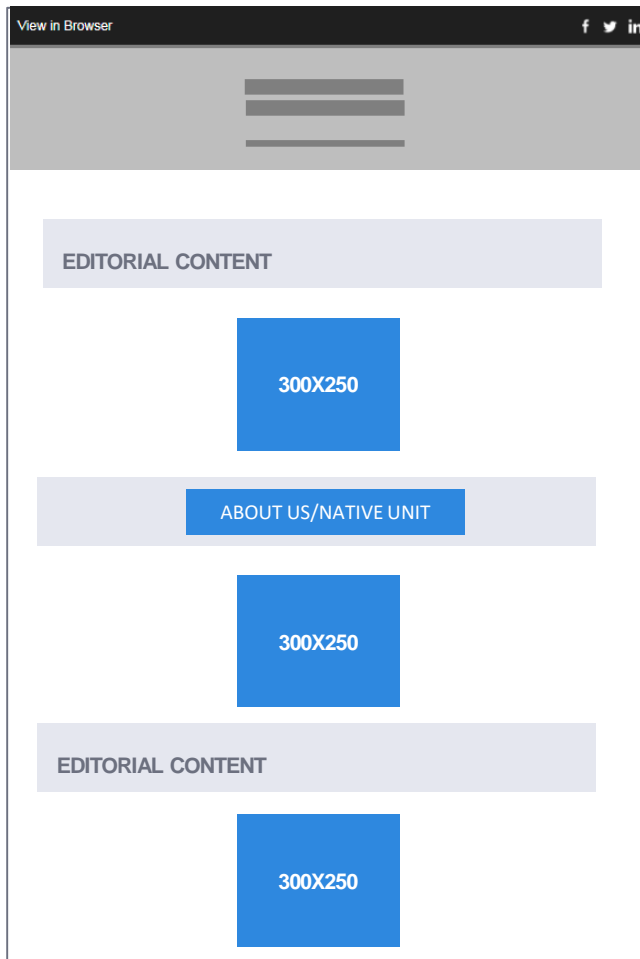**JPG:** No 3rd party tag – can only use 1x1 tracking pixel

Full 3rd party tag is not acceptable

Lead Time: 5 business days

HTML5 not accepted

Minimum 450px wide

EDITORIAL CONTENT

* Third Party tag should include Click Macros and Cachebusters

Newsletter Sponsorship*

View in Browser

EDITORIAL CONTENT

300X250

ABOUT US/NATIVE UNIT

300X250

EDITORIAL CONTENT

300X250

Build engagement. Drive traffic. Push content. Our newsletter sponsorships offer increased value and brand exposure for our advertisers. Plus, our new templates result in enhanced readability, faster loads and optimization for all platforms.

Newsletter components include:

- **Med Rec banner ads**: 300x250, 45k max file size. Static JPG, BMP, GIF, PNG files accepted. No rich media.

- **"About Us"/Native unit:**
  - **Headline** – 70 characters (including space)

  - **Body** – 140 characters (including space)
    - ° *Note - Anything longer than this count will be cut off and served with "READ MORE" after the last word before the cutoff.*

  - **Logo or Image** – 200x200

  - **Click URL**
    - ° *No text styling (italicize, bold, underline etc.). No bullet points. No hyperlink. The character limit includes spaces.*

- **Lead time:** 5 business days

* Newsletter sponsorships vary by brand, ranging from exclusive to 1/3 share of voice (SOV) programs. Contact your sales representative for brand-specific details.

Co-Branded Emails
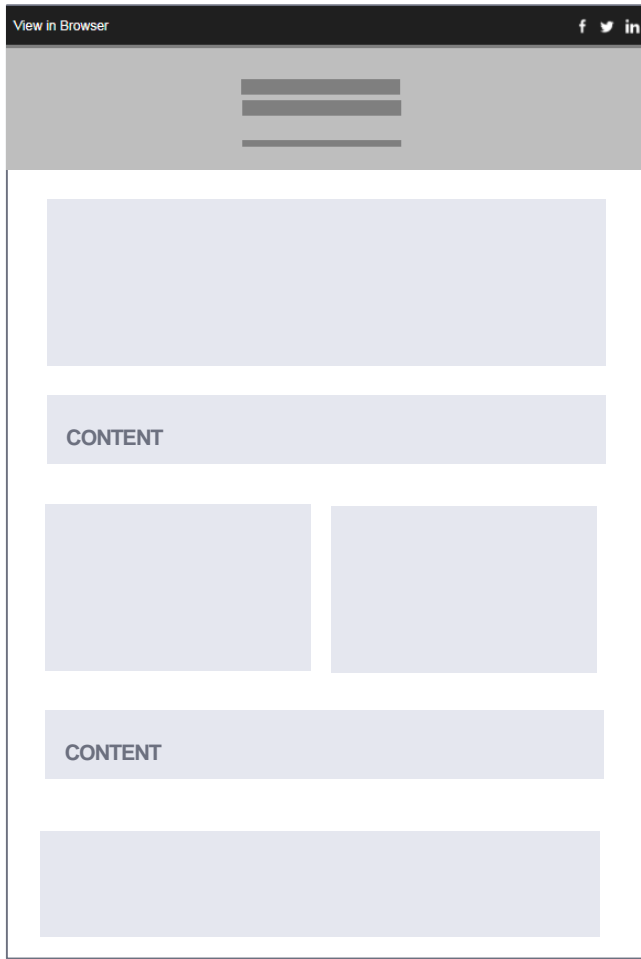
Co-branded emails build trust and credibility for your brand. Reach thousands of active, relevant professionals and sales prospects with this great addition to any integrated media campaign.

Ad Size: 600 px wide (max)

File Size: 45K

Animation: N/A

**Looping:** N/A

Delivery Type: HTML File

Rich Media Accepted: No rich media accepted

Lead Time: 10 business days

3rd Party Tags: Append all the correct links and tracking codes within the HTML file. ALM's email deployment software creates its own tracking code. We will not be responsible for placement of additional personal tracking.

Other Requirements: See following page

Co-Branded Emails – *cont.*
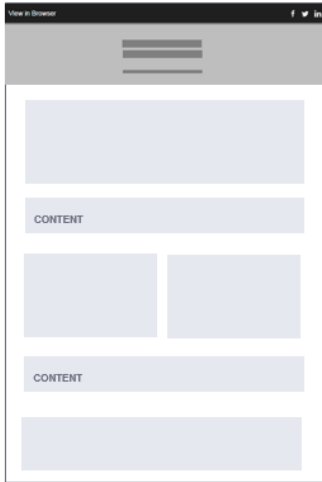
Samples are available upon request

Please note: Only HTML files are accepted (no other formats including MS Word, Javascript or PDF). Please ensure all requirements for Co-branded emails are met.

1. **HTML with inline styling or limited CSS.** Style sheets can be used if contained within the header of the HTML, but cannot reference outside style sheets.
   a. All images included within the file must be hosted by the client and point to a universal URL.
   b. To compensate for email clients blocking images on preview, we recommend not including large images at the top of the emails. If possible, please use text or tables, along with small images to build the header. Background images will not be accepted as they do not render on all email service providers.
   c. Clear and conspicuous indication that the email is an advertisement.
   d. Full physical address of the advertiser including street, city, state, and zip code.
   e. The following language allowing users to opt-out from all future emails from the advertiser: "If you no longer wish to receive promotional emails from [DIVISION OR COMPANY NAME] please click here [OPERATIONAL OPT-OUT LINK] or send an email to [EMAIL ADDRESS] with "opt-out" in the subject line." *Note: Operational Opt-Out Link must be something that can work outside of your own email deployment system and not be dependent on dynamically pulling in an email address as that will not work within our system.*

2. **Email addresses are considered personal information.**
   a. **The unsubscribe option must work properly** and the unsubscribe request must be honored within a reasonable amount of time (in the United States this is 10 days). All ALM advertisers are required to include Opt-out language

3. **Subject Line**

4. **Test List:** Who should receive a test of the email? Provide email addresses. Live samples available upon request.

5. **Seed List:** Who should receive a copy of the email when it actually deploys? Provide email addresses.

6. (OPTIONAL) **Suppression List** of opt-outs must be sent with creative, and should be no more than 10 days old as per CAN-SPAM laws.

Native Advertising

Native Advertising Timeline & Deliverables: Articles or Blog Posts

Internal Hosted Deliverable	Details	Delivery Date
Article/Blog Title (HED & DEK)	Maximum of 100 characters	10 business days prior
Article/Blog Copy	500 - 1,000 words (article), 300-1,000 words (blog)	10 business days prior
Article Artwork w/ proof of license and photo credit	Option A: 728x250 pixels, .jpg or .png (all of text will fall below image)	10 business days prior
Thumbnail Artwork	200x200 pixels, .jpg or .png	10 business days prior
Author Info*	Company Name or Author Name	10 business days prior
Logo	150x31 pixels, .jpg or.png	10 business days prior
Leaderboards (top and bottom)	728x90 pixels	10 business days prior
Medium Rectangles (top and bottom)	300x250 pixels. Call to action copy (maximum 50 characters, including spaces) and URL.	10 business days prior
End-of-article link (optional)	Call to action copy (maximum 50 characters, including spaces) and URL.	10 business days prior
Preview to sponsor	N/A	
Preview approved	N/A	
Article posts	N/A	
Metrics Report delivered	*Reporting is delivered the Friday <u>of the week after</u> the post runs to account for tailing newsletter and social activity.*	
External Hosted Deliverable	**Details**	**Delivery Date**
Article Headline	Headline is less than 70 characters	10 business days prior
Article Summary	Summary is less than 150 characters	10 business days prior
Thumbnail Artwork or logo	200x200 pixels, .jpg or.png	10 business days prior

If attributing to an individual; otherwise Sponsor Company Name will be listed as Author.

NATIVE ADVERTISING

ALM.

Native Advertising – *cont.*

Standard Banners on Sponsor Post Page: Deliverables, File Specifications and Delivery Instructions

Online Advertising Positions & Specs:
- 728x90 pixels (leaderboard)
- 300x250 pixels (medium rectangle)

Maximum File Size: (Static or Rich Media ad):
- 728x90: 35K
- 300x250: 35K

File Formats:
- GIF (Static or Animated)
- JPG
- HTML
- PNG

Rich Media File Requirements:
- Backup .gifs must be submitted
- 15 seconds max animation length
- Maximum of 3 loops (animation must stop after the 3rd loop)
- Frame rate must be no more than 18fps
- Initial file size must not exceed 35k
- Audio must be user initiated (On click)
- All animation/audio must contain Play/Stop controls
- Expandable ads must include a Closing "X" button
- The top-most layer must be a transparent button layer containing a clickTAG variable.

Please use the following code exactly as it is written.
on (release)
{ getURL(_root.clickTA G, "_blank");
}

Note: You do NOT need to embed the click URL for your ad in the SWF. It will be inserted by our ad server.

NATIVE ADVERTISING

Native Advertising *– cont.*

Native Advertising Content Guidelines

Sponsor-provided content on ALM must adhere to the ALM Native Content Guidelines and is subject to review by our editors for appropriateness and relevance to our audience. Content that does not meet the Guidelines will not be posted and will be returned to the sponsor for revisions. ALM is not responsible for editing or copyediting sponsor posts.

Sponsor posts that do not adhere to the policies below will be rejected pending revision by the sponsor. One revision cycle will be permitted prior to rescheduling of placement date. Revisions must be completed and accepted two business days prior to schedule placement date, otherwise ALM will reschedule the placement to the next available date.

Accepted content types are: Article (text); Blog post (text); Infographic

GENERAL GUIDELINES FOR ALL CONTENT TYPES:

1. Must be educational, informative, or newsworthy in nature. Cannot emphasize products or sales pitches (no marketing assets or press releases will be allowed).

2. Must be original work that was commissioned or is owned by the client and has never been published on an ALM site before.

3. Must be timely and relevant to the brand's audience.

4. Cannot be created by or credited to a competitor of ALM or its brands.

5. Cannot be repeated for multiple placements.

6. ALM will allow a text link (e.g. end of article or blog post) to a destination or additional content hosted by the sponsor (optional). This link must promote other educational or informational content from the sponsor. Must be accompanied by non-advertising copy, subject to ALM's approval, such as the following: "For more resources from this sponsor, visit…"

7. The program includes promotion of the Native content via our brand's social channels. This is promotion of the native content only and cannot link anywhere else. Does not include a sponsor's hashtag or social media handle.

NATIVE ADVERTISING

Native Advertising – *cont.*

Text-Based Native: Articles & Blog Posts

1. Length: 500-1,000 words (articles); 300-1,000 words (blogs)

2. Articles should be broken into sections using subheads if over 700 words

3. Illustration or photo accompanying placement must be properly sourced and either rights-free or owned by the submitter

   - Proof of ownership may be required.
   - Photo credit must be supplied.
   - Photo cannot be a marketing or product image. Cannot be a data chart or table.
   - Resolution must be within specifications supplied.

4. Links within the piece can only be included to reference a study or outside source necessary for citation. We do not permit excessive linking to external sites.

   - ALM reserves the right to link to relevant editorial content within our website without prior approval. ALM will not link to other sponsored content.

5. Articles must be submitted fully copyedited and are subject to rejection if deemed to have serious issues with grammar or structure. We suggest that content adheres to established style guidelines, such as AP style guidelines.

Infographics

1. Sponsor must own the rights to any data or research presented in the Infographic. (Proof of ownership may be required.)

2. Design credit must be supplied.

3. Must include a title and description (see specs). It is recommended that the title be a headline related to the findings/data presented in the Infographic.

4. Resolution must be within specifications supplied.

General Policies

Native placements will run on the Channel home page chosen by the Sponsor. The content will also be assigned topic tags by our editors at their discretion using topics from the designated Channel. This will enable the content to be archived appropriately on our site so content will appear in article lists as well as the site's custom search results.

ALM may, at any time, reject or remove any sponsor-provided content that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to ALM's brand(s)

ALM may in its sole discretion enable readers to comment on Native Content on ALM's websites. If comment functionality is enabled on Native Content, the sponsor will not have any role in moderating such comments. The only moderation of such comments will be performed by ALM employees to enforce our Usage Policies which prohibit spam, obscenity, hate speech, and similar content.

Audience First

Deliverable	Details	Delivery Date
Desktop Specs	300x 250, 728X90, 160x600, 300x600, 970x90 and 970x250 or any standard IAB display size	10 business days prior
Mobile Web/App Specs	300x250, 320x50, 300x50, 320x480 and 768x1024 or any standard IAB display size	10 business days prior
Ad Sizes	Must choose 3 or more sizes for program to run at optimum efficiency. See above	
Audience Segment & Inventory Requirements	Client specifies desired target, volume, budget and timing. Depending on client criteria and objectives, ALM may use third-party data sources to supplement audience segment and inventory requirements.	
Monthly Reporting	Monthly reporting will provide: o Reporting by target/placement including standard ad metrics o Screenshots on sample sites o Optimization recommendations	

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Audience First Target Audience Selection

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Attorneys	Judges
C-Suite	Law Firm Associates
CLOs	Law Firm Partners
Compliance Officers	Law Librarians
General Counsel	Law Students
In-House Counsel	Other

AUDIENCE FIRST

* Audience selection must be completed at least 10 days prior to campaign launch. No maximum

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Audience First Social Creative Specs

Deliverable	Details	Delivery Date
Headline	25-50 characters	10 business days prior
CTA/Link	Link description: 30 characters	10 business days prior
Social Post Image*	• Recommended image size: 1200 x 628 pixels • Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with link • Recommended image formats are JPG and PNG • Images with 20% text or more could increase chances of failed delivery • Short description will drive to advertiser site from these social platforms: Facebook, Twitter (+LinkedIn if added)	10 business days prior
Summary Text	125 characters	10 business days prior

* The social feed ad links to the client's native content

Video Audience First Social Ad Specs

Specs	Facebook	Twitter (video website cards)	LinkedIn
Video Aspect Ratio	9:16 to 16:9 *Vertical videos (with aspect ratio taller than 2:3) may be masked to 2:3	16:9 or 1:1	N/A
File Size	4GB Max	1GB max. GIFS not supported in this card type	N/A
URL specs	N/A	Must begin with http:// or https://	N/A
File Type	Highest res source available without letter or pillar boxing (no black bars). Most types are supported. Recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+	MP4 or MOV	N/A
Length min.	1 second	1 second	N/A
Length max.	240 mins.	2 minutes and 20 seconds	N/A
Frame rate	N/A	29.97FPS or 30FPS	N/A
Video Codec		H264, baseline, 4:2:0 color space	N/A
Captions / Copy	Optional but recommended		N/A
Sound	Optional but recommended		N/A
Text	125 characters	280 characters	N/A
Headline	N/A	N/A	N/A
Thumbnails	Those that consist of more than 20% text may experience reduced delivery		N/A
With Link	Headline: 25 characters Description: 30 characters	70 characters (<50 recommended)	N/A
360 videos	Facebook provides an interactive and immersive platform for 360 videos. Users can explore these by turning their device or dragging their finger through the content.		N/A

For additional information or questions, please contact:

adoperations@alm.com