

ALM Brand Perspectives

Our sophisticated way to engage hundreds of thousands of unique ALM website visitors through native advertising, taking your content to the next level.

BENEFITS

THOUGHT LEADERSHIP

Become a sought-after educational resource and strengthen your brand position in the legal marketplace.

INTERACTIVE EXPERIENCE

Provide a transparent, engaged user experience, prompting a highly targeted audience to take deliberate action.

STRENGTHENED RELATIONSHIPS

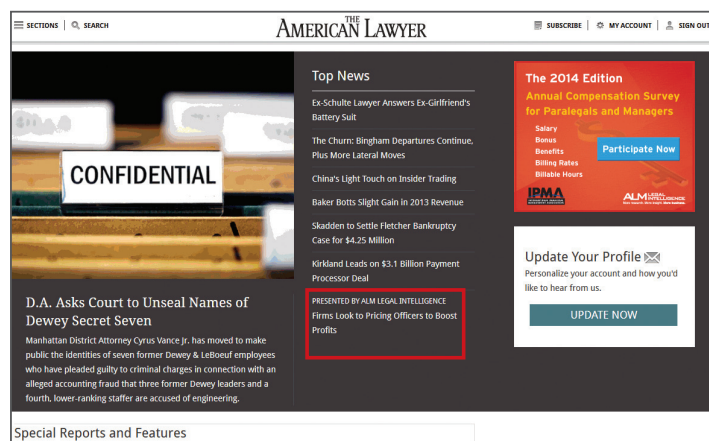
Drive your audience to extend their time with your content, generating loyalty and furthering opportunities.

REPORTING

Measure the appeal of your content by:

- Time spent interacting with your brand
- Actions taken within certain content areas
- Click-throughs to your website

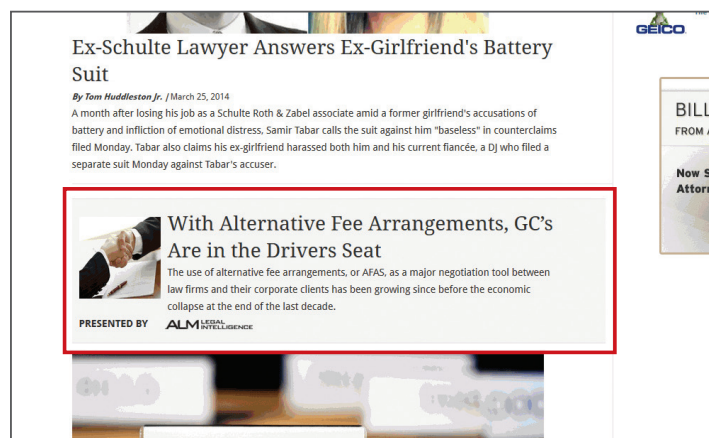
THE ALM BRAND PERSPECTIVES PACKAGE INCLUDES



ARTICLE HEADLINE ON HOME PAGE



LOGO & BANNER ADVERTISEMENTS ON ARTICLE PAGE



ARTICLE HEADLINE & ABSTRACT ON HUB PAGE



To learn more about ALM Brand Perspectives opportunities, contact Scott Pierce: spierce@alm.com / 212-457-7930

