



Updated: 10/07/2022

Association of Legal Administrators (ALA) Member Mailing & Email Lists

www.alanet.org


List Universe

7,249 Active Paid Member Postal Addresses	\$250/M
6,898 Active Paid Member Email Addresses	\$375/M*

Minimum Order: 3,000 Names

* Multi-Channel Rate \$500/M

Selects

# Attorneys at All Locations	\$15/M
# Attorneys at Location	\$15/M
Address Type	\$15/M
Email Fees	INQ
Member Firm Type	\$15/M
Occupational Code	\$15/M
State/SCF/ZIP	\$15/M

About

The Association of Legal Administrators (ALA) was founded in 1971 to provide support to professionals involved in the management of law firms, corporate legal departments and government legal agencies. ALA is the undisputed leader for the business of law, focused on the delivery of cutting-edge management and leadership products and services to the global legal community.

ALA serves nearly 9,000 management professionals in their law firms, legal departments, and other legal-related organizations worldwide. ALA provides world-class products, services, and resources to members throughout the legal profession. ALA enriches members' professional development through collaborative educational opportunities, leadership development, and a diverse and inclusive, highly valued sense of community.

Addressing

EMAIL TRANSFER*	\$100/F
KEYCODE	\$10/M
FTP*	\$100/F
NCOA Fee	\$40/F

*Includes DPV and CASS



We Offer All the Services You Need to Effectively Deliver Your Mail and Email Campaigns:


[List Acquisition](#)

[Mail Fulfillment](#)

[Design & Copywriting](#)

[Email Services](#)

[Print Production](#)

[List Management](#)

Let us quote your job today!

Contact:

INFOCUS Marketing

Phone: 800.708.5478

Fax: 866.708.5478

sales@infocusmarketing.com
www.InfocusMarketing.com

Other Recommended Lists

[Legal](#)
[General Business](#)

Specifications & Important Notes

SOURCE: ALA Membership Records

LIST UPDATED: Quarterly

Terms & Conditions

20% commission to qualified list brokers.

Allow 2-5 business days to process order after list owner approval.

Reuse discount: \$10/M off base price. Approval required.

Approved mailer should not change, alter, or otherwise modify the approved sample mail piece without the consent & submission of the new piece.

All email transmissions must be completed through INFOCUS Marketing.

Appending of phone numbers, fax numbers, or email addresses is strictly prohibited.

List rental quote and list rental agreement must be signed and returned to secure email transmission date.

Any abbreviation or version of the name or logo of this association may not be used in any mail/email piece.

All text, code, and/or artwork changes to HTML email document(s) are the sole responsibility of the emailer. Any changes handled by INFOCUS will incur a charge of \$100/Hour.

The universe noted on this datacard may or may not strictly coincide with the organization's membership totals.

Lists must be used within 6 months of date of receipt.

Sample mail and/or email piece required for approval.

Pre-payment required for first-time list purchasers.

Payment

Customer is responsible for all costs of collection, including reasonable attorney fees and court costs, if it becomes necessary to pursue any debt owed by customer.

Orders cancelled prior to the scheduled mail date/email transmission date are subject to a \$100 cancellation fee plus applicable production charges.

Orders cancelled after the mail date/email transmission date are due in full.

Usage Available Upon Request

Disclaimer

We believe the information on this datacard to be accurate, however, make no guarantees on accuracy or the results of usage. To verify any information on this datacard, call 800-708-5478 or email sales@infocusmarketing.com.

Selects

# Attorneys at All Locations		Member Firm Type (cont.)	
1-29 Lawyers	2,887	CO Corporate Legal Department	30
30-74 Lawyers	1,690	GV Government Legal Dept./Judicial Agency/Court	64
75-149 Lawyers	855	NP Non-Profit Organization	38
150-299 Lawyers	433	OT Other	138
300+ Lawyers	147	PR Private Law Office	6,755
		UE Unemployed	89
# Attorneys at Location		Occupational Code	
1-29 Lawyers	2,329	Academic	15
30-74 Lawyers	1,098	Facilities	167
75-149 Lawyers	709	Financial	779
150-299 Lawyers	511	Human Resources	1,147
300+ Lawyers	1,793	Managing Partner/General Counsel	
		Marketing/Business Development	129
		Non-Management	
		Other	249
		Overall Management	3,785
		Practice Management	183
		Practicing Attorney	25
		Pre-Management/Support Staff	201
		Pricing	7
		Process Improvement	27
		Project Management	37
		Systems/IT	153
Address Type			
Business Address	6,147		
Residential Address	767		
Email Fees			
A/B Split: \$150F			
All text, code, and/or artwork changes to HTML email document(s) are the sole responsibility of the emailer. Any changes handled by INFOCUS will incur a charge of \$100/Hr. with a 1 hr. minimum.			
Greater than 2 tests/changes: \$50 per test/change			
HTML/Text Transmission Set-Up Fee: \$50F			
Image Hosting: \$50 per image			
Personalization of transmission: \$100F			
Suppression: \$100F			
Tracking Report: \$25F			
Transmission: \$125/M			
Member Firm Type			
BA Bar Association	19		
CU College/University	19		