



2011 *Alternatives* Media Kit



CPR

International Institute for
Conflict Prevention & Resolution



About CPR

The CPR Institute (CPR) is an independent, objective resource for the avoidance, management and resolution of complex commercial disputes. No other organization has equal influence, range of intellectual property, or breadth of programs focused exclusively on commercial conflict management. CPR's membership comprises executives and legal counsel from the most successful companies in the world, partners from global law firms, government officials, retired judges, highly-experienced neutrals, and academic heavyweights.

Alternatives

CPR's award-winning *Alternatives* newsletter is the leading authoritative guide for the application of ADR at corporations, law firms and in the courts. It is published for CPR by Jossey-Bass, a unit of John Wiley & Sons.

Since 1983, *Alternatives* has been an essential litigation department resource and a must-read for contract drafters, General Counsel and senior in-house counsel at Fortune 100 companies. Its select readership comprises the upper echelon in the corporate world – industry leaders that handle the largest and most sophisticated matters and command the highest litigation dollars.

Alternatives serves the needs of these readers as part of CPR's comprehensive slate of ADR resources and services for attorneys, business leaders and decision makers at organizations worldwide.

Alternatives

Recent *Alternatives* print and electronic coverage has included the ADR work noted in Elena Kagan's U.S. Supreme Court confirmation hearings; the Court's 2010 arbitration arguments and decisions, and mediation relating to the BP Gulf Oil disaster. Practice articles have focused on in-house ADR and litigation case management, and expediting international arbitration matters, as well as mediation techniques.

Awards

Alternatives is a three-time winner (2010, 2007, 2005) of the APEX Award for Newsletter Writing, recipient of the 2009 Silver Excel Award winner for newsletter news writing from the Society of National Association Publications', and the 2008 winner of the SIPF Annual Newsletter Journalism Award in the category of Best Analytical Reporting.

Reach Decisionmakers

Alternatives provides an exclusive opportunity to promote your organization as an ADR expert to a targeted group of the world's most powerful in-house counsel and law firms around the globe.

- *Alternatives'* monthly circulation is in excess of 1,500 organizations -- exclusive of significant pass-along readership within each organization.
- *Alternatives'* on-line readership is in excess of 30,000 per year.
- Nearly 90% of CPR's corporate members have \$3 Billion or more in revenue.
- Approximately 60% of CPR's member law firms have more than 150 attorneys and the majority of those have more than 250 in offices around the globe.



"Alternatives is a must read that keeps my finger on the pulse of developments in the ADR field. It keeps me informed about recent judicial opinions and provides scholarly discourse on a wide range of ADR topics. It is a vital tool for my practice."

David McLean
Latham & Watkins LLP



"GE is proud of our association with CPR, which continues to provide us with innovative tools to keep us current and proactive in managing our disputes around the globe."

Michael McIlwrath
Senior Counsel
for Litigation
GE Oil & Gas



"CPR excels at helping companies like ours find and use the right tools to avoid or resolve disputes in a proactive, strategic way. Its sharing of best practices has been very helpful in equipping Microsoft attorneys with the resources needed throughout the lifecycle of relationships."

Steve Aeschbacher
Associate General Counsel
Microsoft Corporation

Alternatives

CPR Member Pricing

	One Time	3X	6X	11X
Full Page	\$1,500	\$1,200	\$1,050	\$900
1/2 Page	\$800	\$640	\$560	\$480
Web banner on <i>Alternatives</i> page of www.cpradr.org	\$1,500/Month			

Non-Member Pricing

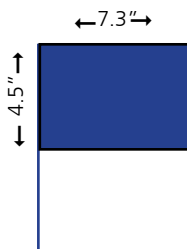
	One Time	3X	6X	11X
Full Page	\$1,750	\$1,400	\$1,225	\$1,050
1/2 Page	\$1,000	\$800	\$700	\$600

Specifications & Submission Guidelines

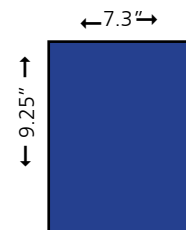
Artwork: Black & White only. No bleed

Dimensions:

Half Page (horizontal)
7.3" (w) x 4.5" (h)
Positioning: Back Cover



Full Page
7.3" (w) x 9.25" (h)
Positioning: Back Cover



Submission: High resolution (300 dpi) PDF, TIFF or EPS file, with all fonts embedded

Media: Electronic delivery (via email) or CD, with faxed/mailed hard copy proof

Website Banner Specifications

Format: 180 x 320 pixels (vertical). Includes hyperlink to website. May not include any neutral advertising nor promote products. Imagery and design must be approved by CPR's Webmaster. Contact CPR for more details.



Alternatives 2011 Media Calendar

Issue	Space Reservation Deadline	Artwork Due	Publication Date
January 2011	11/15/10	12/3/10	1/7/11
February 2011*	12/15/10	1/5/11	2/9/11
March 2011	1/15/11	2/2/11	3/9/11
April 2011	2/15/11	3/4/11	4/7/11
May 2011	3/15/11	4/5/11	5/9/11
June 2011	4/15/11	5/3/11	6/7/11
July/August 2011	5/15/11	6/3/11	7/8/11
September 2011	7/15/11	8/3/11	9/7/11
October 2011	8/15/11	9/5/11	10/7/11
November 2011	9/15/11	10/4/11	11/7/11
December 2011	10/15/11	11/1/11	12/7/11

* Annual Index Issue

If you are interested in contributing story ideas, or writing for Alternatives, please send an email to Alternatives@cpradr.org

Submissions and Information

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Terms and Conditions

Artwork is limited to the promotion of your/your firm's ADR services and should be consistent with CPR's mission. Individual neutrals may also be promoted, but any neutral that is included in advertising must be on CPR's Distinguished Panels of Neutrals. Neutrals must be identified as a CPR Panel member and any logo indicating CPR affiliation must be presented with equal prominence to the logos of other affiliations. Advertorial will not be accepted. The publisher of *Alternatives* reserves the right to refuse any material that is deemed inappropriate for the publication.

Full Issue Sponsorship

Partner with CPR to create ADR-related editorial content for a special joint issue. Sponsorship includes:

- EXCLUSIVE
- Co-selection of article topics and authors
- At least two of the articles in the issue will be sponsor-authored articles*
- Full page display advertising on back cover
- Logo slug on front page
- Month-long banner ad on *Alternatives* web page on www.cpradr.org**
- 1,000 print copies for self-mailing

Price: \$20,000 per issue (2 issue maximum/year)

*Articles must be relevant to the field of commercial conflict resolution and should be consistent with CPR's mission. Articles may not be used to specifically promote a organization, neutral or specific services. The publisher of *Alternatives* reserves the right to refuse any editorial material that is deemed inappropriate for the publication. The CPR Institute is and shall remain the sole and exclusive owner of *Alternatives* in print and online, as well as any sponsored content to *Alternatives*. Sponsored content will be clearly designated as such in print and online. The CPR Institute is solely responsible for editorial policy and control.

**Website banner may not include any neutral advertising. Imagery and design must be approved by CPR's Webmaster.

CPR Sponsorship Opportunities

Help CPR accomplish its mission by sponsoring programs and initiatives, including:

- Exclusive multi-year organizational sponsorships.
- Sponsorship of CPR's Annual Meetings.
- Sponsoring the work of our industry-specific committees.
- Hosting/Co-branding a series of ADR roundtable seminars or individual Y-ADR events.
- Sponsoring one of CPR's annual awards:
 - Corporate Leadership Award
 - Law Firm Award for Excellence in ADR
 - Annual CPR Academic Awards
 - Diversity in ADR Award



Contact CPR's Marketing Department to learn more:
marketing@cpradr.org