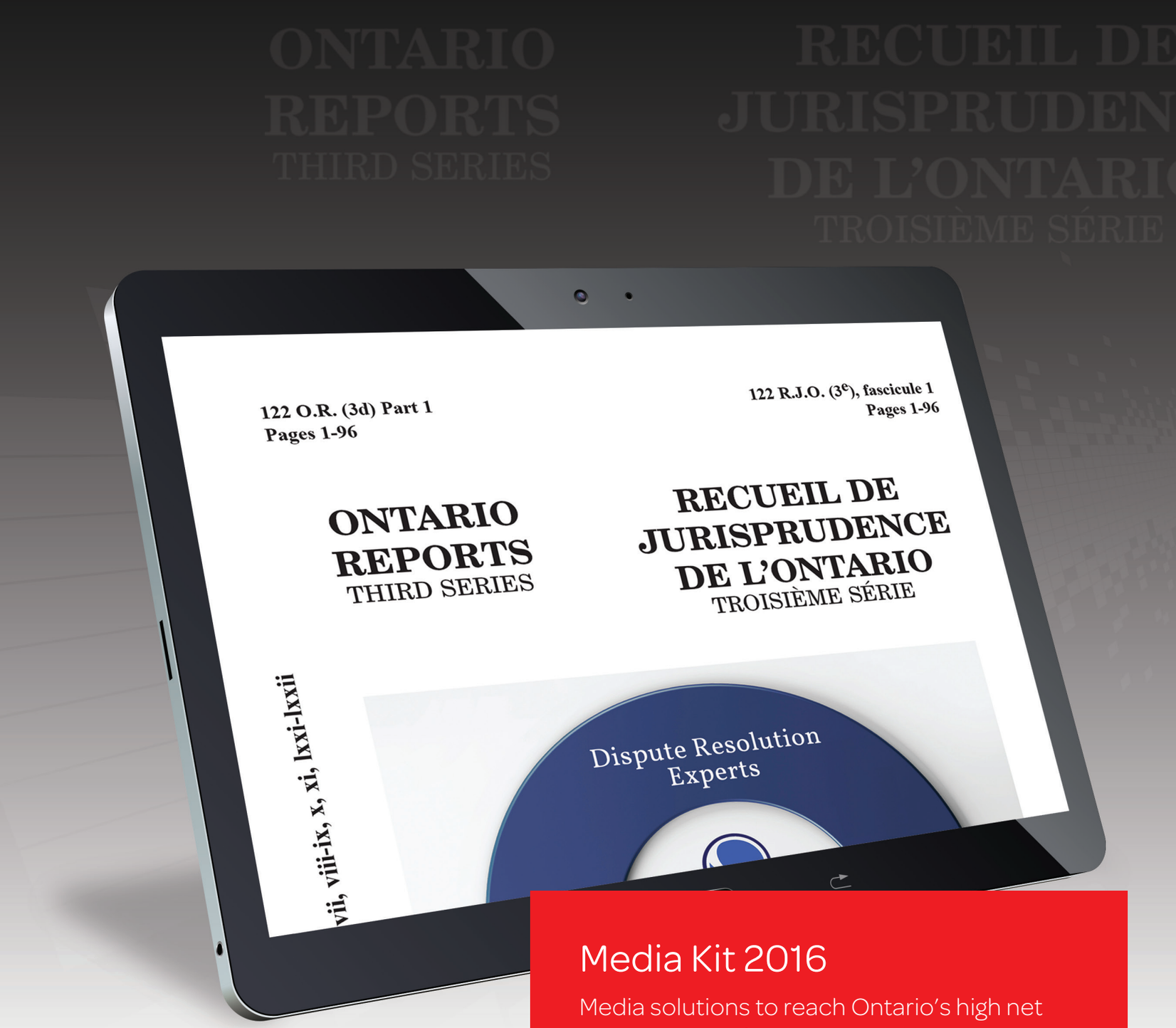

Media Kit 2016

Media solutions to reach Ontario's high net worth legal professionals quickly and effectively.

LexisNexis®

ONTARIO
REPORTS
THIRD SERIES

RECUEIL DE
JURISPRUDENCE
DE L'ONTARIO
TROISIÈME SÉRIE

Ontario Reports — Print and Digital

Profile

Reach the Ontario legal profession with targeted advertising in *Ontario Reports*, the only publication specifically devoted to case law in Ontario. Published by LexisNexis® for The Law Society of Upper Canada, judges and lawyers look to the weekly full-text journal of *Ontario Reports* for the latest in court decisions, practice directions, career opportunities and announcements to the profession. No other publication is as widely known or read by the Ontario Bar.

Ontario Reports has been published by The Law Society of Upper Canada for more than a century. Over 51,000 personally addressed copies of *Ontario Reports* are delivered every week to all members of The Law Society of Upper Canada; one to every judge, lawyer and paralegal in the province. This distribution is unmatched by any other legal publication in Ontario.

Each week a portion of Ontario's legal community anticipates the arrival of their hard copy of *Ontario Reports*, while the balance receives email notification of the digital edition. Available on any computer, tablet, or smartphone, this digital replica gives lawyers and judges access from anywhere at any time. In today's information-everywhere, all-the-time environment, the digital and print versions of *Ontario Reports* combine to ensure easy, trouble-free access 24/7 for Ontario's legal community.

Current advertisers in *Ontario Reports* include companies promoting products and services to the legal profession, recruiters for the legal field, mediators, financial services companies and many more. *Ontario Reports* has become the place to generate referral business through advertising. Take advantage of this opportunity to reach the Ontario legal community with your message.

2016 Deadline Schedule (50 Issues)

Issue Date	Booking and Material Closing Date	Issue Date	Booking and Material Closing Date
January 8	December 11	July 1	June 17
January 15	January 5	July 8	June 24
January 22	January 8	July 15	July 1
January 29	January 15	July 22	July 8
February 5	January 22	July 29	July 15
February 12	January 29	August 5	July 22
February 19	February 5	August 12	July 29
February 26	February 12	August 19	August 5
March 4	February 19	August 26	August 12
March 11	February 26	September 2	August 19
March 18	March 4	September 9	August 26
March 25	March 11	September 16	September 2
April 1	March 18	September 23	September 9
April 8	March 25	September 30	September 16
April 15	April 1	October 7	September 23
April 22	April 3	October 14	September 30
April 29	April 15	October 21	October 7
May 6	April 22	October 28	October 14
May 13	April 29	November 4	October 21
May 20	May 6	November 11	October 28
May 27	May 13	November 18	November 4
June 3	May 20	November 25	November 11
June 10	May 27	December 2	November 18
June 17	June 3	December 9	November 25
June 24	June 10	December 16	December 2

Please forward all artwork for *Ontario Reports* to: orartwork@lexisnexis.ca and your sales representative

2016 Display Advertising Rates

General/Announcements

Four Colour	Size (width x height)	1–3 times	4–11 times	12–20 times	21–30 times	31+ times
Full Page	4 1/2" x 7 3/4"	$2,384	$2,044	$1,946	$1,859	$1,766
3/4 Page	4 1/2" x 5 7/8"	$2,116	$1,823	$1,766	$1,663	$1,545
1/2 Page	4 1/2" x 3 7/8"	$1,812	$1,637	$1,545	$1,488	$1,354
1/4 Page	4 1/2" x 1 7/8"	$1,380	$1,256	$1,210	$1,158	$1,066

Black & White	Size (width x height)	1–3 times	4–11 times	12–20 times	21–30 times	31+ times
Full Page	4 1/2" x 7 3/4"	$1,817	$1,483	$1,385	$1,297	$1,205
3/4 Page	4 1/2" x 5 7/8"	$1,555	$1,261	$1,205	$1,102	$983
1/2 Page	4 1/2" x 3 7/8"	$1,251	$1,076	$983	$927	$793
1/4 Page	4 1/2" x 1 7/8"	$818	$695	$648	$597	$504

Career/Legal Support

Four Colour	Size (width x height)	1–3 times	4–11 times	12–20 times	21–30 times	31+ times
Full Page	4 1/2" x 7 3/4"	$2,873	$2,508	$2,168	$1,998	$1,823
3/4 Page	4 1/2" x 5 7/8"	$2,502	$2,214	$1,915	$1,766	$1,622
1/2 Page	4 1/2" x 3 7/8"	$2,137	$1,890	$1,663	$1,575	$1,426
1/4 Page	4 1/2" x 1 7/8"	$1,648	$1,467	$1,313	$1,246	$1,153

Black & White	Size (width x height)	1–3 times	4–11 times	12–20 times	21–30 times	31+ times
Full Page	4 1/2" x 7 3/4"	$2,312	$1,946	$1,606	$1,436	$1,261
3/4 Page	4 1/2" x 5 7/8"	$1,941	$1,653	$1,354	$1,205	$1,060
1/2 Page	4 1/2" x 3 7/8"	$1,575	$1,328	$1,102	$1,014	$865
1/4 Page	4 1/2" x 1 7/8"	$1,081	$901	$751	$684	$592

Cover Advertising

Four Colour	Size (width x height)	1–3 times	4–11 times	12–20 times	21–30 times	31+ times
Outside Front	4 1/2" x 3 7/8"	$3,852	$3,605	$3,378	$3,182	$3,017
Outside Back	4 1/2" x 5 7/8"	$3,780	$3,543	$3,337	$3,141	$2,966
Inside Front	4 1/2" x 7 3/4"	$3,160	$2,759	$2,385	$2,198	$2,005
Inside Back	4 1/2" x 7 3/4"	$2,752	$2,435	$2,107	$1,943	$1,784

**Cover prices include process colour.*

Digital Edition Only (Hosting included)

Four Colour	1–3 times	4–11 times	12–20 times	21–30 times	31+ times
Four Colour Video	$3,084	$2,775	$2,631	$2,492	$2,147
Leaderboard Sponsorship	$5,304	$4,774	$4,511	$4,243	$3,713

Video embeds engage readers on another level. When incorporated into an ad, video adds distinction and excitement to digital delivery. Material specifications and booking instructions on page 6.

Agency Commission — 15% of gross billings to accredited agencies only.
Surcharge for guaranteed position — 10%. Typesetting fee — 18% (if applicable).
All rates +3% over 2015, except the Inside Front and Inside Back covers, which are +10%

Note: Rates do not include applicable taxes.

Please forward all artwork for *Ontario Reports* to: orartwork@lexisnexis.ca and your sales representative

Ad Sponsorship Package — Digital Edition Only

(See Digital Production Requirements, page 6)

Available to a single advertiser per issue — $2,290 per issue.

Package includes:

1) Ad presence on email notification
2) Landing page navigation sponsorship throughout issue
3) Tile ad on front screen below Table of Contents

Email Notification

Leaderboard Sponsorship

Package includes:

1) Ad presence on email notification
2) Leaderboard positioning throughout digital edition of Ontario Reports
3) Inside back cover positioning in print edition of Ontario Reports

Leaderboard

Solutions Bundle for Career Advertising

With so many print and online advertising possibilities, we have simplified the decision-making process. Combine the power of *Ontario Reports*, *The Lawyers Weekly* and TotalLegalJobs.ca to reach a regional, national and worldwide audience and find the perfect candidate.

The Solutions Bundle includes:

- *Ontario Reports* – print and digital editions reaching over 51,000 lawyers, judges and paralegals in Ontario each week
- *The Lawyers Weekly* – print and digital editions, Canada's national legal newspaper
- LawyersWeekly.ca, the online destination for the legal community in Canada
- A 30-day posting on TotalLegalJobs.ca, the online site dedicated to legal jobs in Canada

Maximize audience reach and frequency through the effective combination of online and multiple print insertions. These bundles often save customers 20% or more. For rates, please contact your Account Executive.

Cover Landing Page

Classified Line Advertising

$68 per line (approximately 65–75 characters per line, 2 lines minimum). Box Number: $62 per advertisement.

All advertising copy subject to approval of the publisher.

To book your classified line advertisement in *Ontario Reports,* please email us at: **classified@lexisnexis.ca**

Note: Rates do not include applicable taxes.

Please forward all artwork for *Ontario Reports* to: orartwork@lexisnexis.ca **and your sales representative**

Print Production Requirements

This checklist serves as a guide for agencies and in-house art departments to prepare artwork for our print publications.

Artwork that fails to conform to these requirements may result in inferior reproduction. Please feel free to contact us to discuss any artwork concerns you may have.

Preferred file format

High-resolution, properly prepared PDF

Line Screen Values

Halftones – 300 dpi Line Art – 1200 dpi (minimum)

Background Screen Tints

Not less than 10%

File Compatibility

Platforms and file formats:

Windows® Platform	File Format
Adobe® Indesign® CS2–CS4	.indd
QuarkXPress™ 5.0–6.5	.qxd
Adobe® Illustrator®	.eps
Adobe® Acrobat® 5.0 / 9.0	.pdf
Microsoft® Office	.doc

We are able to uncompress files packaged with StuffIt and Zip. Please do not submit files in Photoshop.

Embedded Fonts and Graphics

- Embed all fonts in PDF files. We cannot accept MAC fonts. Please ensure they are compressed prior to transmission.
- **Preflight Files** – Prior to submitting files, please verify that all fonts, logos and graphics (i.e., all support files) are included with the final assembly file and that all images are at a minimum resolution of 300 dpi and all text at a minimum of 800 dpi.

Layout

- Ensure ads conform to the proper ad size as per the respective media kit and that files are constructed on one page.

Image Files

- Ensure only the files being used for print are supplied and clearly marked.
- Avoid using hairline rules.

Colour Variances and Registration

- Colour density – some variance of +/- 10% may occur.
- Registration – +/-0.015" between colours is standard tolerance (e.g., paper stretch across press, press movement, etc.)

Print Artwork Submission Addresses

Send your advertisement as an attachment via email:

Ontario Reports
orartwork@lexisnexis.ca

The Lawyers Weekly
tlwartwork@lexisnexis.ca

The Bottom Line
tblartwork@lexisnexis.ca

Digital Production Requirements

Ad Sponsorship Package* – *Ontario Reports*

- Email Notification Ad – 150 pixels wide x 180 pixels high
- Landing Page Navigation Bar logo – up to 200 pixels wide x 28 pixels high
- Landing Page Leaderboard ad - 728 pixels wide x 90 pixels high
- Tile ad (below Table of Contents) – 180 pixels wide x 150 pixels high

Ad Sponsorship Package* – *The Lawyers Weekly*

- Email Notification Ad – 150 pixels wide x 180 pixels high
- Landing Page Navigation Bar logo – up to 200 pixels wide x 28 pixels high
- Cover Landing Page Ad – submit a PDF file, 300 dpi, the width to be 5.5 inches

Leaderboard Sponsorship Package

- Email Notification Ad – 660 pixels wide x 90 pixels high
- Supported Media – .jpg, .gif, animated gif

**We are unable to accept animated .gifs for the Email Notification Ads*

Submit all ads in high resolution (min. 300 dpi).

Submit digital ads for *Ontario Reports* and *The Lawyers Weekly* to: **dgartwork@lexisnexis.ca**.

Video Material Specifications

- 15 MB or smaller
- Under 2 minutes of playing time
- We accept the following video formats:

Movie Picture Experts Group	.mpeg
Windows Media Video	.wmv
QuickTime Movies	.mov
Flash Video	.flv
Real Media	.rm
Video Object	.vob
AudioVideo Interleave	.avi

For videos, you must submit two files as follows:

Video file

Identify the video file with firm or company name, issue date and ad title in the subject line of your email.

Submit the video file to FTP site:
uploads.texterity.com
username: **lexisads**
password: **ad1nf0**

Ad file

Submit a properly prepared PDF to **orartwork@lexisnexis.ca** or **tlwartwork@lexisnexis.ca** and your sales representative

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