

135 O.R. (3d) Part 2  
Pages 81-160  
June 30, 2017

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**ONTARIO  
REPORTS**  
THIRD SERIES

**RECUEIL DE  
JURISPRUDENCE  
DE L'ONTARIO**  
TROISIÈME SÉRIE



CBIA is pleased to introduce LAWYERS FINANCIAL – combining insurance and investment solutions along with a deep knowledge of the financial needs of the legal community.

No matter the situation, we can help you to **be ready**.

## MEDIA KIT 2018

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

# 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 Ontario, 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 Ontario for more than a century. Over 58,000 personally addressed copies of *Ontario Reports* are delivered every week to all members of the Law Society of Ontario; one to every judge, lawyer and paralegal in the province. This distribution is unmatched by any other legal publication in Ontario.

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.



## 2018 Deadline Schedule (50 Issues)









Issue Date	Booking and Material Closing Date	Issue Date	Booking and Material Closing Date
January 5	December 15	June 29	June 15
January 12	December 22	July 6	June 22
January 19	January 5	July 13	June 29
January 26	January 12	July 20	July 6
February 2	January 19	July 27	July 13
February 9	January 26	August 3	July 20
February 16	February 2	August 10	July 27
February 23	February 9	August 17	August 3
March 2	February 16,	August 24	August 10
March 9	February 23,	August 31	August 17
March 16	March 2	September 7	August 24
March 23	March 9	September 14	August 31
March 30	March 16	September 21	September 7
April 6	March 23	September 28	September 14
April 13	March 30	October 5	September 21
April 20	April 7	October 12	September 28
April 27	April 13	October 19	October 5
May 4	April 20	October 26	October 12
May 11	April 27	November 2	October 19
May 18	May 4	November 9	October 26
May 25	May 11	November 16	November 2
June 1,	May 18	November 23	November 9
June 8	May 25	November 30	November 16
June 15	June 1	December 7	November 23
June 22	June 8	December 14	November 30

Please forward all artwork for *Ontario Reports* to: [orartwork@lexisnexis.ca](mailto:orartwork@lexisnexis.ca) and your sales representative









## 2018 Display Advertising Rates

### General/Announcements





### Frequency Discount Rate (Pricing per issue)

<b>Four Colour</b>	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"		\$2,456	\$2,105	\$2,004	\$1,915	\$1,819
3/4 Page	4 1/2" x 5 7/8"		\$2,179	\$1,878	\$1,819	\$1,713	\$1,591
1/2 Page	4 1/2" x 3 7/8"		\$1,866	\$1,686	\$1,591	\$1,533	\$1,395
1/4 Page	4 1/2" x 1 7/8"		\$1,421	\$1,294	\$1,246	\$1,193	\$1,098
<b>Black &amp; White</b>	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"		\$1,872	\$1,527	\$1,427	\$1,336	\$1,241
3/4 Page	4 1/2" x 5 7/8"		\$1,602	\$1,299	\$1,241	\$1,135	\$1,012
1/2 Page	4 1/2" x 3 7/8"		\$1,289	\$1,108	\$1,012	\$955	\$817
1/4 Page	4 1/2" x 1 7/8"		\$843	\$716	\$667	\$615	\$519

### Career/Legal Support

<b>Four Colour</b>	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"		\$2,959	\$2,583	\$2,233	\$2,058	\$1,878
3/4 Page	4 1/2" x 5 7/8"		\$2,577	\$2,280	\$1,972	\$1,819	\$1,671
1/2 Page	4 1/2" x 3 7/8"		\$2,201	\$1,947	\$1,713	\$1,622	\$1,469
1/4 Page	4 1/2" x 1 7/8"		\$1,697	\$1,511	\$1,352	\$1,283	\$1,188
<b>Black &amp; White</b>	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"		\$2,381	\$2,004	\$1,654	\$1,479	\$1,299
3/4 Page	4 1/2" x 5 7/8"		\$1,999	\$1,703	\$1,395	\$1,241	\$1,092
1/2 Page	4 1/2" x 3 7/8"		\$1,622	\$1,368	\$1,135	\$1,044	\$891
1/4 Page	4 1/2" x 1 7/8"		\$1,113	\$928	\$774	\$705	\$610

### Cover Advertising

<b>Four Colour</b>	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"		\$3,968	\$3,713	\$3,479	\$3,277	\$3,108
Outside Back	4 1/2" x 5 7/8"		\$3,893	\$3,649	\$3,437	\$3,235	\$3,055
Inside Front	4 1/2" x 7 3/4"		\$3,255	\$2,842	\$2,456	\$2,264	\$2,065
Inside Back	4 1/2" x 7 3/4"		\$2,835	\$2,508	\$2,170	\$2,001	\$1,838

\*Cover prices include process colour.

Agency Commission – 15% of gross billings to accredited agencies only.

Surcharge for guaranteed position – 10%. Typesetting fee – 18% (if applicable).

Please forward all artwork for *Ontario Reports* to: [orartwork@lexisnexis.ca](mailto:orartwork@lexisnexis.ca) and your sales representative

### Classified Line Advertising

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

## Ad Sponsorship Package – Digital Edition Only

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

## Leaderboard Sponsorship

Available to a single advertiser per issue – \$5,463 per issue.

### Package includes:

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



## 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

### Leaderboard Sponsorship Package

- Email Notification Ad – 760 pixels wide x 90 pixels high
- Landing Page Leaderboard ad - 728 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).

Note: Rates do not include applicable taxes.

Please forward all artwork for *Ontario Reports* to: [orartwork@lexisnexis.ca](mailto: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 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 (i.e., paper stretch across press, press movement, etc.)

### Print Artwork Submission Addresses

Send your advertisement as an attachment via email:

*Ontario Reports*  
**orartwork@lexisnexis.ca**

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