



## Media Kit 2014

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

Ontario Reports

# 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 49,000 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.











## 2014 Deadline Schedule (50 Issues)

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









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

## 2014 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"		\$2,246	\$1,928	\$1,835	\$1,754	\$1,667
3/4 Page	4 1/2" x 5 7/8"		\$1,994	\$1,721	\$1,666	\$1,568	\$1,459
1/2 Page	4 1/2" x 3 7/8"		\$1,710	\$1,546	\$1,459	\$1,404	\$1,278
1/4 Page	4 1/2" x 1 7/8"		\$1,301	\$1,185	\$1,142	\$1,093	\$1,005
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"		\$1,715	\$1,398	\$1,306	\$1,223	\$1,136
3/4 Page	4 1/2" x 5 7/8"		\$1,464	\$1,191	\$1,136	\$1,038	\$928
1/2 Page	4 1/2" x 3 7/8"		\$1,180	\$1,015	\$928	\$874	\$748
1/4 Page	4 1/2" x 1 7/8"		\$770	\$656	\$611	\$562	\$475

### 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"		\$2,710	\$2,365	\$2,043	\$1,884	\$1,721
3/4 Page	4 1/2" x 5 7/8"		\$2,361	\$2,087	\$1,808	\$1,666	\$1,530
1/2 Page	4 1/2" x 3 7/8"		\$2,016	\$1,780	\$1,568	\$1,485	\$1,343
1/4 Page	4 1/2" x 1 7/8"		\$1,551	\$1,382	\$1,240	\$1,174	\$1,086
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"		\$2,180	\$1,835	\$1,513	\$1,355	\$1,190
3/4 Page	4 1/2" x 5 7/8"		\$1,830	\$1,556	\$1,278	\$1,136	\$999
1/2 Page	4 1/2" x 3 7/8"		\$1,486	\$1,251	\$1,038	\$956	\$814
1/4 Page	4 1/2" x 1 7/8"		\$1,022	\$852	\$711	\$644	\$557

### 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"		\$3,633	\$3,398	\$3,185	\$2,999	\$2,846
Outside Back	4 1/2" x 5 7/8"		\$3,563	\$3,338	\$3,147	\$2,961	\$2,797
Inside Front	4 1/2" x 7 3/4"		\$3,343	\$3,124	\$2,928	\$2,758	\$2,600
Inside Back	4 1/2" x 7 3/4"		\$3,195	\$2,983	\$2,797	\$2,638	\$2,503

\*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		\$2,906	\$2,616	\$2,480	\$2,350	\$2,022
Leaderboard Sponsorship	<b>New!</b>	\$5,000	\$4,500	\$4,250	\$4,000	\$3,500

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 5.

Agency Commission – 15% of gross billings to accredited agencies only.  
Surcharge for guaranteed position – 10%. Typesetting fee – 18% (if applicable).

Note: Rates do not include applicable taxes.

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

### Ad Sponsorship Package – Digital Edition Only

(See Digital Production Requirements, page 19)

Available to a single advertiser per issue – \$2,160 per issue.

#### Package includes:

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

**New!**

### 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

### 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 49,000 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.

### Classified Line Advertising

\$64 per line (approximately 65–75 characters per line, 2 lines minimum). Box Number: \$58 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](mailto:classified@lexisnexis.ca)

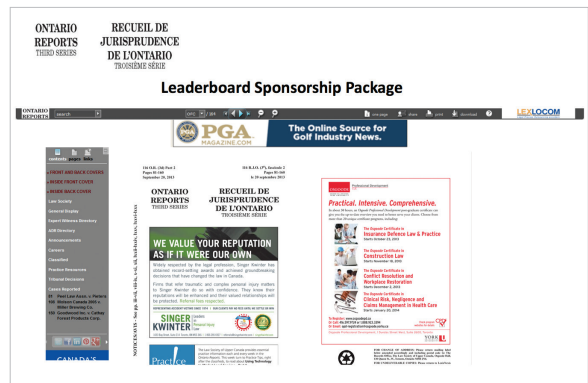
Note: Rates do not include applicable taxes.

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

Email Notification



Leaderboard



Digital Landing Page



## 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
- 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 – 728 pixels wide x 90 pixels high
- Supported Media – .jpg, .gif, animated gif

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

Submit digital ads for *Ontario Reports* and *The Lawyers Weekly* to: [dgartwork@lexisnexis.ca](mailto: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](mailto:orartwork@lexisnexis.ca) or [tlwartwork@lexisnexis.ca](mailto:tlwartwork@lexisnexis.ca)

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