

THE BOTTOM LINE



Media Kit 2016
Media solutions to reach Canada's high net worth accounting professionals quickly and effectively.

The Bottom Line

Profile

For balanced, timely and hard-hitting coverage of the issues facing the accounting industry, financial professionals turn to *The Bottom Line*. In a world growing more financially complex every day, industry thought leaders rely on *The Bottom Line's* concise and unbiased coverage to help shape their perspectives and strategies.

Established in 1985, *The Bottom Line* is the only fully independent publication serving the memberships of all Canada's major accounting bodies. With a **CCAB audited** circulation of 29,564* every issue enjoys remarkable, top-tier penetration with professional decision-makers and managers.

With a broad network of contributing writers, *The Bottom Line* tackles emerging issues and tracks trends Canadian accountants need to know about, both at home and on foreign shores.

Published 16 times annually, *The Bottom Line* is the vehicle of choice for advertisers seeking to widen their brand exposure throughout key accounting demographics.

Each issue features:

- Compelling news coverage that critically appraises the full spectrum of issues, in a concise and reader-friendly manner.
- Commentary from leading experts in their fields on topics such as investing, accounting-related software and technology, tax issues and emerging legal trends related to taxation.
- Focus sections that offer expert, in-depth exploration of topics and developments in accounting, including the top 30 firms, marketing, governance and compliance, forensic accounting and fraud, e-commerce and financial planning.
- A must-read digest of important tax cases adjudicated recently.

*CCAB Circulation Statement June 2015



2016 Editorial Calendar (16 Issues)

Issue Date	Booking and Material Closing Date	Mailing Date	Focus Topic
January	December 4	December 10	Year in Review
February	January 8	January 14	Ecommerce & IT
March	February 5	February 11	Governance/Compliance
April	March 11	March 17	Canada's Accounting Top 30
May	April 8	April 14	Financial Services/Life Sciences
Mid-May	April 22	April 28	Education for Accountants
June	May 6	May 12	Leadership
July	June 10	June 16	Financial Planning I
August	July 8	July 14	Accounting Publications
September	August 5	August 11	Payroll & Human Resources
Mid-September	August 19	August 25	Marketing
October	September 9	September 15	Energy/Mining
Mid-October	September 23	September 29	Employment
November	October 7	October 13	Starting Your Own Firm
Mid-November	October 28	November 3	Giving Back
December	November 11	November 17	Financial Planning II
January 2017	December 2	December 8	Year in Review

Glossy Magazines

In addition to its news coverage, *The Bottom Line* produces in-depth glossy magazines that delve into important topics facing the accounting profession. Past titles have included Forensic Accounting and Fraud, Financial Planning, Succession Planning and detailed looks at the adoption of International Financial Reporting Standards. These magazines are consistently supported by leading industry organizations and firms.



Please forward all artwork for *The Bottom Line* to: tblartwork@lexisnexis.ca and your sales representative

2016 Display Advertising Rates

Size (width x height)		1-2 times	3-5 times	6-8 times	9-12 times	13+ times
FULL PAGE 10 1/4" x 14" (980 agates / 5 x 196 agates)		\$8,265	\$7,950	\$7,245	\$6,425	\$5,800
MAGAZINE PAGE 8" x 10" (560 agates / 4 x 140 agates)		\$5,735	\$5,515	\$5,030	\$4,485	\$4,055
HALF PAGE 10 1/4" x 7" (500 agates / 5 x 98 agates)		\$5,375	\$5,180	\$4,560	\$4,010	\$3,700
ONE-THIRD PAGE 6" x 7" (300 agates / 3 x 98 agates)		\$4,240	\$4,215	\$3,725	\$3,365	\$3,015
ONE-QUARTER PAGE 4" x 9" (252 agates / 2 x 126 agates)		\$3,150	\$2,915	\$2,665	\$2,405	\$2,140
ONE-SIXTH PAGE 4" x 6" (170 agates / 2 x 84 agates)		\$2,270	\$2,195	\$2,005	\$1,785	\$1,625
ONE-EIGHTH PAGE 4" x 4 1/2" (120 agates / 2 x 63 agates)		\$1,940	\$1,830	\$1,665	\$1,485	\$1,350
PROFESSIONAL CARD 4" x 2 1/8" (60 agates / 2 x 30 agates)		\$505	\$460	\$435	\$410	\$365
EAR LUG 2" x 1"		\$1,195	\$1,070	\$930	\$795	\$670
BASEBAR 10 1/4" x 2 1/8" (150 agates / 5 x 30 agates)		\$2,070	\$2,000	\$1,910	\$1,620	\$1,455

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

Surcharge for guaranteed position – 10%.

Typesetting Fee – 18% (if applicable).

All advertising copy subject to approval of the publisher.

Process Colour \$1,120 Extra

One Colour \$470 Extra

Note: Rates do not include applicable taxes.

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Inserts and Polybags

Reach your target audience with personally addressed, highly visible direct mail solutions. Announcement cards, catalogues, postcards, flyers, newsletters and brochures can all be inserted into the pages of *The Bottom Line*. For additional impact, place your insert on the outside of the publication, wrapped in a polybag. Your message is sure to get noticed!

Inserts and polybags are an efficient, affordable alternative to list rentals. Select full-run distribution, or targeted postal code areas to reach your audience.

For maximum impact, combine inserts and polybags with on-page advertising and teasers – the affordable alternative to direct mail.

	Full Run	Zoned
Insert	\$180 per 1,000	\$230 per 1,000
Polybag (includes one insert piece)	\$290 per 1,000	\$335 per 1,000

Maximum Size:

8½" x 11" (folded to 8½" x 5½") piece.

Weight:

Maximum 5 grams. Overweight charges apply.

Booking Deadline:

Inserts must be booked at least three weeks in advance.

Material Deadline:

Your inserts must arrive no later than the Monday, 11 days prior to the issue date.

Shipping Instructions:

Please ship sufficient quantities directly to:

Reliable Bookbinders
20 Rolark Drive
Scarborough, ON M1R 4G2
Tel: 416-291-5571
Fax: 416-291-3669

All boxes must be marked "THE BOTTOM LINE" with issue date and quantities.

Careers and Professional Directory

The Bottom Line Careers Section offers your firm the opportunity to recruit candidates from across Canada. Our readership includes Accountants, Administrative and Financial Management, Controllers and Executive Management.

The Bottom Line Professional Directory provides an effective advertising opportunity for firms with smaller budgets to increase awareness and generate new business.

For frequency rates, please contact your Account Executive.

Digital Media Packages

Ad Sponsorship Package – Digital Edition Only

Available to a single advertiser per issue - \$1,750 per issue

Package includes:

- Ad presence on email notification.
- Landing page navigation sponsorship throughout issue
- Tile ad on front screen below Table of Contents

Leaderboard Sponsorship

Package includes:

- Available to a single advertiser per issue - \$2,250 per issue
- Ad presence on email notification
- Leaderboard positioning throughout digital edition of *The Bottom Line*
- Inside back cover positioning in print edition of *The Bottom Line*

(see Digital Production Requirements, page 7)

Note: Rates do not include applicable taxes.

Please forward all artwork for *The Bottom Line* to:
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The Bottom Line Web Site

www.thebottomlinenews.ca

Profile

Online advertising is one of the most efficient ways to increase exposure to your brand message. Updated with each issue, TheBottomLineNews.ca contains current news stories and other important information to encourage accounting and financial professionals to visit the site regularly.

Bold graphics, compelling content, and an easy-to-read format make TheBottomLineNews.ca a destination for accountants, controllers, financial managers, and executives, and a must for your advertising program.

Production Details:

Advertisers to supply creative in final GIF or JPEG format. Advertisement files must not exceed 150K.

All advertising copy subject to approval of the publisher.

2016 Banner Advertising Rates

Size (width x height)	Rate* (per month)
WIDE SKYSCRAPER 2.2" x 8.3" (160 pixels wide x 600 pixels high) – remains until refresh or new viewer	\$995
TOP LEFT OR RIGHT TILE 1.67" x 0.83" (120 pixels wide x 60 pixels high) – remains until refresh or new viewer	\$440
BOTTOM HORIZONTAL FOOTER/BASEBAR 6.5" x 0.83" (470 pixels wide x 60 pixels high) – appears when scrolling to lower portion of the page	\$550
BOTTOM LEFT OR RIGHT TILE 1.67" x 0.83" (120 pixels wide x 60 pixels high) – appears when scrolling to lower portion of the page	\$330

*Minimum 4-month requirement.

Links:

All advertisements include a hotlink to your web site.



Note: Rates do not include applicable taxes.

Please forward all artwork for *The Bottom Line*
Web Site to: tblartwork@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* – *The Bottom Line*

- 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 – *The Bottom Line*

- Email Notification Ad – 660 pixels wide x 90 pixels high
- Landing Page Leaderboard 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 *The Bottom Line* to dgartwork@lexisnexis.ca and your sales representative

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

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 tblartwork@lexisnexis.ca and your sales representative

LexisNexis Canada Inc.

111 Gordon Baker Road, Suite 900
Toronto, Ontario
M2H 3R1

Tel.: 905-479-2665

Toll-Free Tel.: 1-800-668-6481

Fax: 905-479-3758