Media Kit 2012

Media Solutions to help legal and accounting professionals reach their target market fast and effectively.

The Bottom Line
TheBottomLineNews.ca
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 30,081* 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, IFRS, forensic accounting and fraud, e-commerce and financial planning.

• A must-read digest of important tax cases adjudicated recently.

*CCAB Circulation Statement June 2011 – Mid-May Edition
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
# 2012 Display Advertising Rates

<table>
<thead>
<tr>
<th>Size (width x height)</th>
<th>1-2 times</th>
<th>3-5 times</th>
<th>6-8 times</th>
<th>9-12 times</th>
<th>13+ times</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE 10” x 14” (980 agates / 5 x 196 agates)</td>
<td>$8,265</td>
<td>$7,950</td>
<td>$7,245</td>
<td>$6,425</td>
<td>$5,800</td>
</tr>
<tr>
<td>MAGAZINE PAGE 8” x 10” (560 agates / 4 x 140 agates)</td>
<td>$5,735</td>
<td>$5,515</td>
<td>$5,030</td>
<td>$4,485</td>
<td>$4,055</td>
</tr>
<tr>
<td>HALF PAGE 10” x 7” (500 agates / 5 x 100 agates)</td>
<td>$5,375</td>
<td>$5,180</td>
<td>$4,560</td>
<td>$4,010</td>
<td>$3,700</td>
</tr>
<tr>
<td>ONE-THIRD PAGE 6” x 7” (300 agates / 3 x 100 agates)</td>
<td>$4,240</td>
<td>$4,215</td>
<td>$3,725</td>
<td>$3,365</td>
<td>$3,015</td>
</tr>
<tr>
<td>ONE-QUARTER PAGE 4” x 9” (252 agates / 2 x 126 agates)</td>
<td>$3,150</td>
<td>$2,915</td>
<td>$2,665</td>
<td>$2,405</td>
<td>$2,140</td>
</tr>
<tr>
<td>ONE-SIXTH PAGE 4” x 6” (170 agates / 2 x 85 agates)</td>
<td>$2,270</td>
<td>$2,195</td>
<td>$2,005</td>
<td>$1,785</td>
<td>$1,625</td>
</tr>
<tr>
<td>ONE-EIGHTH PAGE 4” x 4 1/2” (120 agates / 2 x 60 agates)</td>
<td>$1,940</td>
<td>$1,830</td>
<td>$1,665</td>
<td>$1,485</td>
<td>$1,350</td>
</tr>
<tr>
<td>PROFESSIONAL CARD 4” x 2 1/2” (60 agates / 2 x 30 agates)</td>
<td>$505</td>
<td>$460</td>
<td>$435</td>
<td>$410</td>
<td>$365</td>
</tr>
<tr>
<td>EAR LUG 2” x 1”</td>
<td>$1,195</td>
<td>$1,070</td>
<td>$930</td>
<td>$795</td>
<td>$670</td>
</tr>
<tr>
<td>BASEBAR 10” x 2 1/2” (150 agates / 5 x 30 agates)</td>
<td>$2,070</td>
<td>$2,000</td>
<td>$1,910</td>
<td>$1,620</td>
<td>$1,455</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Process Colour</th>
<th>$1,120 Extra</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Colour</td>
<td>$470 Extra</td>
</tr>
</tbody>
</table>

Note: Rates do not include applicable taxes.

Please forward all artwork for The Bottom Line to:
tblartwork@lexisnexis.ca
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.

<table>
<thead>
<tr>
<th></th>
<th>Full Run</th>
<th>Zoned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert</td>
<td>$180 per 1,000</td>
<td>$230 per 1,000</td>
</tr>
<tr>
<td>Polybag (includes one insert piece)</td>
<td>$290 per 1,000</td>
<td>$335 per 1,000</td>
</tr>
</tbody>
</table>

**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.

Note: Rates do not include applicable taxes.

Please forward all artwork for The Bottom Line to:
tblartwork@lexisnexis.ca

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.
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.

2012 Banner Advertising Rates

<table>
<thead>
<tr>
<th>Size (width x height)</th>
<th>Rate* (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIDE SKYSCRAPER 2.2&quot; x 8.3&quot; (160 pixels wide x 600 pixels high)</td>
<td>$965</td>
</tr>
<tr>
<td>TOP LEFT OR RIGHT TILE 1.67&quot; x 0.83&quot; (120 pixels wide x 60 pixels high)</td>
<td>$430</td>
</tr>
<tr>
<td>BOTTOM HORIZONTAL FOOTER/BASEBAR 6.5&quot; x 0.83&quot; (470 pixels wide x 60 pixels high)</td>
<td>$535</td>
</tr>
<tr>
<td>BOTTOM LEFT OR RIGHT TILE 1.67&quot; x 0.83&quot; (120 pixels wide x 60 pixels high)</td>
<td>$320</td>
</tr>
</tbody>
</table>

*Minimum 4-month requirement.

Links:
All advertisements include a hotlink to your web site.

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.

Note: Rates do not include applicable taxes.

Please forward all artwork for The Bottom Line Web Site to: tblartwork@lexisnexis.ca
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:

<table>
<thead>
<tr>
<th>Platform</th>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows®</td>
<td></td>
</tr>
<tr>
<td>Adobe® Indesign®</td>
<td>.indd</td>
</tr>
<tr>
<td>QuarkXPress®</td>
<td>.qxd</td>
</tr>
<tr>
<td>Adobe® Illustrator</td>
<td>.eps</td>
</tr>
<tr>
<td>Adobe® Acrobat®</td>
<td>.pdf</td>
</tr>
<tr>
<td>Microsoft® Office</td>
<td>.doc</td>
</tr>
</tbody>
</table>

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

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 .fly
  - 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: adInf0

Ad file
Submit a properly prepared PDF to orartwork@lexisnexis.ca or tlwartwork@lexisnexis.ca

LexisNexis Canada Inc.
123 Commerce Valley Drive East, Suite 700
Markham, Ontario
L3T 7W8 CANADA
Tel.: 905-479-2665
Toll-Free Tel.: 1-800-668-6481
Fax: 905-479-3758