



ONTARIO REPORTS MEDIA KIT 2020

Media solutions to reach 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 59,000 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.



2020 Schedule (50 Issues)









Digital Issue Date	Print Issue Date	Material Closing Date
January 8	January 10	December 13
January 15	January 17	January 3
January 22	January 24	January 10
January 29	January 31	January 17
February 5	February 7	January 24
February 12	February 14	January 31
February 19	February 21	February 7
February 26	February 28	February 14
March 4	March 6	February 21
March 11	March 13	February 28
March 18	March 20	March 6
March 25	March 27	March 13
April 1	April 3	March 20
April 8	April 10	March 27
April 15	April 17	April 3
April 22	April 24	April 9
April 29	May 1	April 17
May 6	May 8	April 24
May 13	May 15	May 1
May 20	May 22	May 8
May 27	May 29	May 15
June 3	June 5	May 22
June 10	June 12	May 29
June 17	June 19	June 5
June 24	June 26	June 12

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









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

2020 Display Advertising Rates (includes digital and print issues)





General/Announcements

			Frequency Discount Rate (Pricing per issue)				
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"		\$2,554	\$2,190	\$2,085	\$1,992	\$1,892
3/4 Page	4 1/2" x 5 7/8"		\$2,267	\$1,953	\$1,892	\$1,782	\$1,655
1/2 Page	4 1/2" x 3 7/8"		\$1,942	\$1,754	\$1,655	\$1,594	\$1,451
1/4 Page	4 1/2" x 1 7/8"		\$1,479	\$1,346	\$1,297	\$1,241	\$1,142
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"		\$1,947	\$1,589	\$1,484	\$1,390	\$1,291
3/4 Page	4 1/2" x 5 7/8"		\$1,666	\$1,351	\$1,291	\$1,181	\$1,053
1/2 Page	4 1/2" x 3 7/8"		\$1,340	\$1,153	\$1,053	\$993	\$850
1/4 Page	4 1/2" x 1 7/8"		\$876	\$745	\$694	\$640	\$540

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"		\$3,078	\$2,687	\$2,323	\$2,141	\$1,953
3/4 Page	4 1/2" x 5 7/8"		\$2,681	\$2,372	\$2,052	\$1,892	\$1,738
1/2 Page	4 1/2" x 3 7/8"		\$2,290	\$2,025	\$1,782	\$1,688	\$1,528
1/4 Page	4 1/2" x 1 7/8"		\$1,766	\$1,572	\$1,407	\$1,335	\$1,235
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"		\$2,477	\$2,085	\$1,721	\$1,539	\$1,351
3/4 Page	4 1/2" x 5 7/8"		\$2,080	\$1,771	\$1,451	\$1,291	\$1,136
1/2 Page	4 1/2" x 3 7/8"		\$1,688	\$1,423	\$1,181	\$1,087	\$927
1/4 Page	4 1/2" x 1 7/8"		\$1,158	\$965	\$805	\$733	\$634

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"		\$4,127	\$3,863	\$3,620	\$3,410	\$3,233
Outside Back	4 1/2" x 5 7/8"		\$4,050	\$3,796	\$3,576	\$3,366	\$3,178
Inside Front	4 1/2" x 7 3/4"		\$3,386	\$2,956	\$2,555	\$2,355	\$2,149
Inside Back	4 1/2" x 7 3/4"		\$2,949	\$2,610	\$2,257	\$2,082	\$1,912

*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).

Rates do not include applicable taxes.

Please forward all artwork for *Ontario Reports* to: 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

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) Tile ad on front screen below Table of Contents

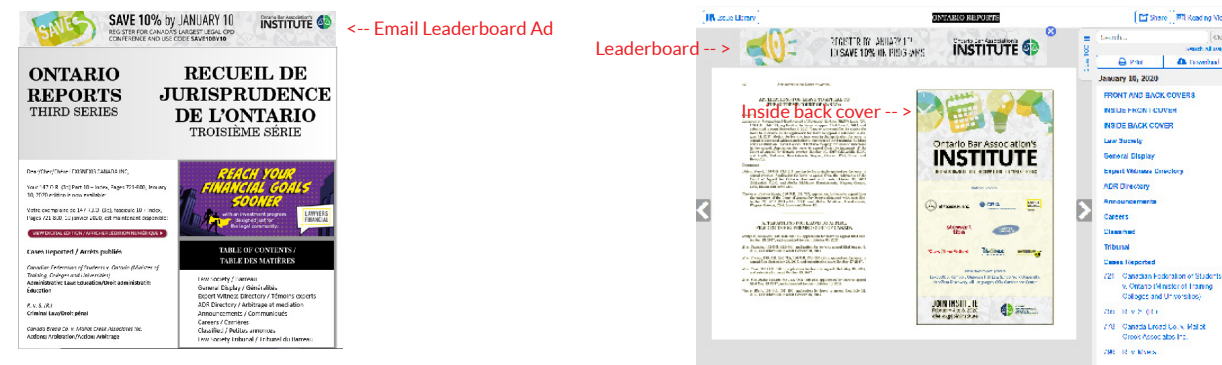


Leaderboard Sponsorship Package

Available to a single advertiser per issue – \$5,627 per issue.

Package includes:

- 1) Email Leaderboard Ad on email notification
- 2) Leaderboard positioning throughout digital edition
- 3) Inside back cover positioning in digital and print edition



Digital Production Requirements

Ad Sponsorship Package*

- Email Notification Ad – 370 pixels wide x 180 pixels high
- Tile ad (below Table of Contents) – 300 pixels wide x 250 pixels high for both digital edition and tablet, 300 pixels wide x 100 pixels high for smart phones

Leaderboard Sponsorship Package

- Email Notification Ad – 760 pixels wide x 90 pixels high
- Landing Page Leaderboard ad – 728 pixels wide x 90 pixels high for both digital edition and tablet, 320 pixels wide x 50 pixels high for smart phones

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 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.)

Bleeds

- No bleeds are required on final artwork.

Print Artwork Submission Addresses

Send your advertisement as an attachment via email:

Ontario Reports
orartwork@lexisnexis.ca

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