



ONTARIO REPORTS MEDIA KIT 2021

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

Ontario Reports

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 61,000 personally addressed copies of *Ontario Reports* are digitally delivered every week to all members of the Law Society of Ontario; one to every judge, lawyer and legal counsel in the province. This distribution is unmatched by any other legal publication in Ontario.

Available on any computer, tablet, or smartphone, this gives lawyers and judges access from anywhere at any time. In today's information-everywhere, all-the-time environment, *Ontario Reports* ensures 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.











2021 Schedule (51 Issues)

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









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

2021 Display Advertising Rates





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.

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Classified Line Advertising

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

Ad Sponsorship Package

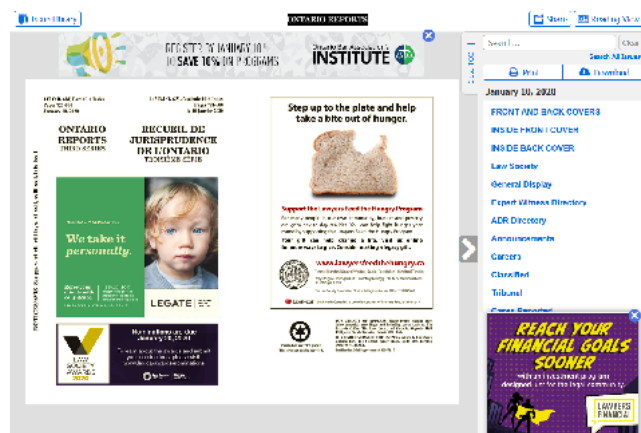
Available to a single advertiser per issue – \$2,290 per issue.

Package includes:

- 1) Ad presence on email notification
- 2) Tile ad on front screen below Table of Contents



-- Ad presence on email notification



-- Tile Ad

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
- 3) Inside back cover positioning



-- Email Leaderboard Ad

Leaderboard -->



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).

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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 to orartwork@lexisnexis.ca

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