



# 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<sup>®</sup> 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)

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

## 2021 Display Advertising Rates

General/Announcements		Frequency	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 <sup>1</sup> /2" x 7 <sup>3</sup> /4"	\$2,554	\$2,190	\$2,085	\$1,992	\$1,892	
3/4 Page	4 <sup>1</sup> /2" x 5 <sup>7</sup> /8"	\$2,267	\$1,953	\$1,892	\$1,782	\$1,655	
1/2 Page	4 <sup>1</sup> /2" x 3 <sup>7</sup> /8"	\$1,942	\$1,754	\$1,655	\$1,594	\$1,451	
1/4 Page	4 <sup>1</sup> /2" x 1 <sup>7</sup> /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 <sup>1</sup> /2" x 7 <sup>3</sup> /4"	\$1,947	\$1,589	\$1,484	\$1,390	\$1,291	
3/4 Page	4 <sup>1</sup> /2" x 5 <sup>7</sup> /8"	\$1,666	\$1,351	\$1,291	\$1,181	\$1,053	
1/2 Page	4 <sup>1</sup> /2" x 3 <sup>7</sup> /8"	\$1,340	\$1,153	\$1,053	\$993	\$850	
1/4 Page	4 <sup>1</sup> /2" x 1 <sup>7</sup> /8"	\$876	\$745	\$694	\$640	\$540	
Career/Legal Suppo	ort						
Four Colour	Size (width x height)	1-3 times	4-11 times	12-20 times	21-30 times	31+ times	
Full Page	4 <sup>1</sup> /2" x 7 <sup>3</sup> /4"	\$3,078	\$2,687	\$2,323	\$2,141	\$1,953	
3/4 Page	4 <sup>1</sup> /2" x 5 <sup>7</sup> /8"	\$2,681	\$2,372	\$2,052	\$1,892	\$1,738	

\$2,290

\$1,766

1-3 times

\$2,477

\$2,080

\$1,688

\$1,158

\$2,025

\$1,572

4-11 times

\$2,085

\$1,771

\$1,423

\$965

\$1,782

\$1,407

12-20 times

\$1,721

\$1,451

\$1,181

\$805

\$1,688

\$1,335

21-30 times

\$1,539

\$1,291

\$1,087

\$733

\$1,528

\$1,235

31+ times

\$1,351

\$1,136

\$927

\$634

#### **Cover Advertising**

1/2 Page

1/4 Page

Full Page

3/4 Page

1/2 Page

1/4 Page

Black & White

Four Colour	Size (width x height)	1-3 times	4-11 times	12-20 times	21-30 times	31+ times
Outside Front	4 <sup>1</sup> /2" x 3 <sup>7</sup> /8"	\$4,127	\$3,863	\$3,620	\$3,410	\$3,233
Outside Back	4 <sup>1</sup> /2" x 5 <sup>7</sup> /8"	\$4,050	\$3,796	\$3,576	\$3,366	\$3,178
Inside Front	4 <sup>1</sup> /2" x 7 <sup>3</sup> /4"	\$3,386	\$2,956	\$2,555	\$2,355	\$2,149
Inside Back	4 <sup>1</sup> /2" x 7 <sup>3</sup> /4"	\$2,949	\$2,610	\$2,257	\$2,082	\$,1912

\*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).

4 <sup>1</sup>/2" x 3 <sup>7</sup>/8"

4  $^{1}/_{2}$ " x 1  $^{7}/_{8}$ "

Size (width x height)

4<sup>1</sup>/2" x 7<sup>3</sup>/4"

4<sup>1</sup>/2" x 5<sup>7</sup>/8"

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4<sup>1</sup>/2" x 1<sup>7</sup>/8"

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

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
- 3) Inside back cover positioning



# **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).

#### 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 <sup>®</sup> Platform	File Format
Adobe® InDesign® CS2-CS4	.indd
QuarkXPress™ 5.0-6.5	.qxd
Adobe <sup>®</sup> Illustrator <sup>®</sup>	.eps
Adobe <sup>®</sup> Acrobat <sup>®</sup> 5.0 / 9.0	.pdf
Microsoft <sup>®</sup> Office	.doc

We are able to uncompress files packaged with Stufflt 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

### 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