



LEXPERT® GUIDE TO THE LEADING US/CANADA CROSS-BORDER CORPORATE LAWYERS IN CANADA



RAISE LAWYERS' PROFILES AND GENERATE POTENTIAL REFERRALS FROM U.S. COUNSEL AND CLIENTS

This publication profiles *Lexpert*-ranked lawyers whose focus is in cross-border Corporate Law and Transactions, specifically in the following practice areas: Asset-Based Lending; Banking; Competition; Corporate Finance & Securities; Corporate Tax; Energy (Electricity); Energy (Oil & Gas); Insolvency & Financial Restructuring; Mergers & Acquisitions; Mining; Technology; Commodity Tax/ Customs; Franchising Law and Project Finance.

In addition to information on *Lexpert*-ranked lawyers, this publication also identifies "Corporate Lawyers to Watch" – winners and finalists in the previous year's *Lexpert Rising Stars: Leading Lawyers Under 40 Awards*.

The publication also features journalist and law-firm authored articles geared to keeping attorneys and in-house counsel in the US informed of relevant business law issues in Canada.

Deliver your message to more than **15,000** US senior in-house counsel and **5,000** attorneys in major US markets per issue

Editorial highlights include:

- Trade Agreements and the Impact of the US Election
- Canada to lower obstacles to foreign investment
- Pan-Canadian Climate Change Strategy and Energy Development
- Franchise Law and the effect of Workplace Modernization

PUBLISHED JUNE 2017

Ad closing date: March 17, 2017

Material deadline: March 24, 2017

- Biographies and photo profile in the print and digital editions: **\$995 CDN**
- Special bundle rates are also available for bios and profiles with advertising and articles.

LEXPERT® GUIDE TO THE LEADING US/CANADA CROSS-BORDER CORPORATE LAWYERS IN CANADA

RATES & PRODUCTION SPECIFICATIONS

US GUIDE ADVERTISING RATES

(net rates, CDN\$, agencies add 15%)

Full Page	\$6,185
Table of Contents Page	\$7,730
Article (3,500 words)	\$7,225
Double Page Spread	\$11,750
Inside Front/Back Cover	\$7,420
Outside Back Cover	\$8,885
Biography	\$995
Big Box on <i>Lexpert.ca US Guide Corporate</i> micro-site for 12 months	\$6,365

DIMENSIONS

Full Page

Trim	8.125" x 10.875"
Bleed	8.375" x 11.125"

Double Page Spread

Trim	16.25" x 10.875"
Bleed	16.5" x 11.125"

Please allow 1/2" gutter allowance

PRINT REQUIREMENTS

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

WEB REQUIREMENTS

IMAGE TYPE: .GIF, .JPG, Animated .GIF: Single to infinitely looping banners accepted

IMAGE FILE SIZE: 50K maximum for static or animated .GIF

LINKING URL: An active URL must be provided

TESTING: All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

NOTE: Please ensure ads without background colour have a key line

PUBLISHER'S CONDITIONS

Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.

Applicable taxes will be added to all rates.



CONTACT OUR ACCOUNT EXECUTIVES AT

416-649-8841 or
CarswellMedia.Sales@tr.com

PRODUCTION INQUIRIES

Lynda Fenton
Production Coordinator
(416) 609-5836
lynda.fenton@tr.com

Thomson Reuters
Media Solutions Canada
One Corporate Plaza
2075 Kennedy Road, 11th Floor
Toronto, Ontario M1T 3V4

LEXPERT

the answer company
THOMSON REUTERS®