

2017 WEB ADVERTISING RATES

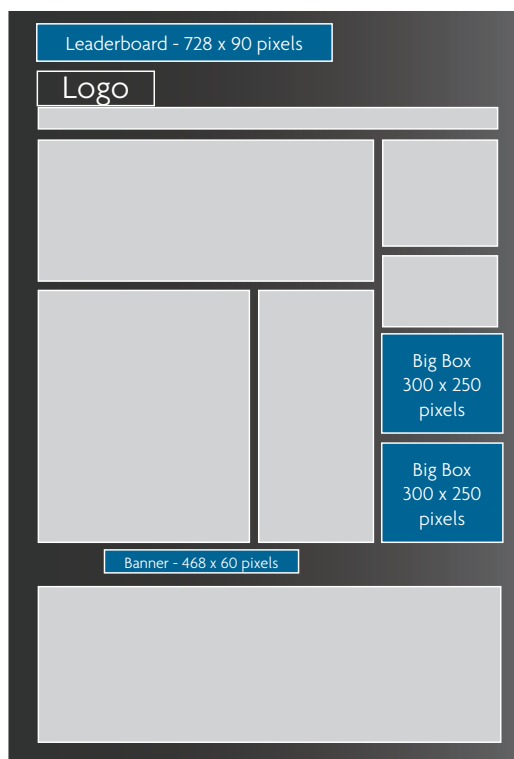
Rates For Display Advertising Opportunities

RUN OF SITE

POSITION	SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Leaderboard	728x90 pixels	\$1,520	\$1,365	\$1,230	\$1,105
Big Box	300x250 pixels	\$1,260	\$1,135	\$1,020	\$790
Banner	468x60 pixels	\$980	\$880	\$785	\$640

MICRO SITE

POSITION	SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Big Box	300x250 pixels	\$820	\$730	\$665	\$530
Banner	468x60 pixels	\$640	\$560	\$510	\$410



Powered for traffic growth and maximized for advertising exposure, your message on Lexpert.ca is invaluable for leveraging and promoting your position amongst Canada's leading lawyers, law firms, businesses and in-house counsel.

ADVERTISING INQUIRIES

For advertising information please contact our Account Executives at (416) 649-8841 or MediaSolutions.Sales@thomsonreuters.com

PRODUCTION INQUIRIES

Joanne Richardson
Production Coordinator
(416) 649-8818
joanne.richardson@tr.com

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

Power up your business with your message on **LEXPERT**.ca

WEB REQUIREMENTS:

IMAGE TYPE:

.GIF, .JPG, Image Animation (.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.

RUN-OF-SITE ADVERTISING:

- **Leaderboard** - appears on ALL pages of the site EXCEPT: Rising Stars and CCCA where the leaderboard will be given to the premium sponsor. Otherwise, the ads will rotate up to three ads on all other pages, INCLUDING BIO/PROFILE pages even if this is a competing law firm.
- **Big Box - Law Firm Advertisers** - ad appears on ALL pages of the site EXCEPT: Rising Stars, CCCA, lawyer bio/profile pages, law firm profile pages and general information/contact us pages. For the Special Editions and US Guide micro-sites, the run-of-site big box ads will appear BELOW big box ads booked specifically to a microsite. Up to three ads will be rotated per ad position.
- **Big Box - Non-law Advertisers** - ad appears on ALL pages of the site EXCEPT: Rising Stars, CCCA and general information/contact us pages. For the Special Editions and US Guide micro-sites, the run-of-site big box ads will appear BELOW big box ads booked specifically to a microsite. Up to three ads will be rotated per ad position.
- **Banner - Law Firm Advertisers** - ad appears on ALL pages of the site EXCEPT: Rising Stars, CCCA and lawyer bio/profile pages, law firm profile pages and general information/contact us pages. Up to three ads will be rotated per ad position.
- **Banner - Non-law Advertisers** - ad appears on ALL pages of the site EXCEPT: Rising Stars, CCCA and general information/contact us pages. Up to three ads will be rotated per ad position.

MICRO-SITE ADVERTISING:

- **CCCA** - All leaderboard and big-box ads booked for the micro-site will appear on all micro-site pages. Up to three ads may appear in each of these positions.
- **Rising Stars** - All leaderboard and big-box ads booked for the micro-site will appear on all micro-site pages. Up to three ads may appear in each of these positions.
- **ROBs, Special Editions, US Guides** - Leaderboard and banner ads not available for micro-site booking. Big box ads booked for the micro-site will appear on all micro-site pages and will be placed above run-of-site big box ads. Up to three ads may appear in each big box position. Only non-law big box ads will appear on ALL micro-site pages. Big box ads for Law Firm advertisers will not appear on the lawyer bio/profile pages.

NOTE: Applies to lexpert.ca and lexpert.ca micro-sites only. Does not apply to canadiandealmakers.ca, cpdcentre.ca or other Carswell Media websites.

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