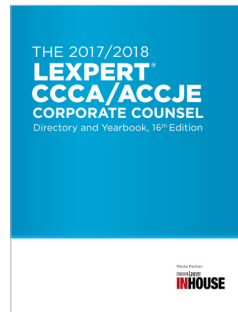


DESTINATION: CORPORATE COUNSEL NEW WAYS TO GET THERE

Corporate counsel seek out firms that can bring value to their company by providing expert guidance and strategic planning. It is critically important for law firms to increase their visibility in the places their clients and prospects already are. The *Lexpert CCCA Directory* and *Canadian Lawyer InHouse* allow you to do exactly this by providing an opportunity to present your message directly to Canada's most influential corporate counsel. Reach an active and engaged audience across multiple brands and platforms, including traditional print and digital, allowing you to reinforce your law firm's message and brand. Further your firm's status as an authority and stay top of mind when in-house counsel seek external expertise.

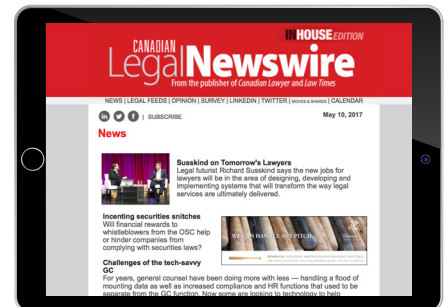
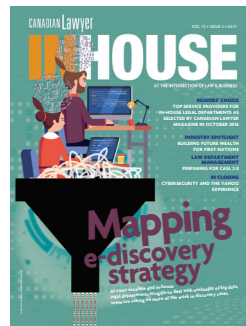
LEXPERT CCCA DIRECTORY

The *Lexpert CCCA Directory* is a must-have resource for Canada's corporate counsel. This directory contains almost **4,000 in-house lawyers** at over **1,500 organizations across Canada**. It is distributed to **2,500 key corporate counsel decision makers** at leading businesses across all sectors. The online directory is accessible year round, receiving **almost 38,000 page views annually**, with a year over year **increase of 75%**. It includes news and feature articles as well as listings and additional resources.



CANADIAN LAWYER INHOUSE

As Canada's leading publication for corporate counsel, *Canadian Lawyer InHouse* provides valuable information on areas such as regulatory compliance, risk management and litigation to Canada's influential corporate counsel members and decision makers. *Canadian Lawyer InHouse* connects with **over 12,000 print readers**, **54,400 digital edition recipients**, and **12,000 Newswire recipients**.



SPACE CLOSING: July 28, 2017 | MATERIAL DEADLINE: August 11, 2017

CORPORATE COUNSEL PACKAGES - UP TO 121,500 ANNUAL IMPRESSIONS

CANADIAN LAWYER INHOUSE



12,000
NEWSWIRE SUBSCRIBERS



12,000
PRINT DISTRIBUTION



54,400
DIGITAL EDITION

CCCA ONLINE



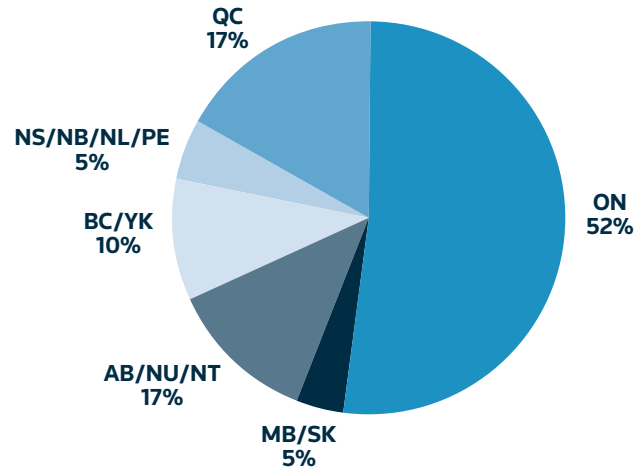
37,762
ANNUAL
PAGE VIEWS



25,992
ANNUAL
VISITORS

Google analytics May 28/16 - May 28/17

CCCA DIRECTORY GEOGRAPHICAL BREAKDOWN



CCCA DIRECTORY BY INDUSTRY

Art, Entertainment, Hospitality	51
Manufacturing, Utilities, Transportation, Warehousing	404
Construction, Energy, Mining, Oil and Gas	179
Government, Health Care, Education	248
Finance, Real Estate, Professional Services	1041
Information and Cultural Industries, Management	181
Retail Trade, Wholesale Trade, Other	396

Total 2,500

GOLD PACKAGE - \$9,995

(VALUE \$17,689)

Savings of \$7,694 or 43%

Full page ad in print and rotating big box on website (12 months) (CCCA) or FP firm card	\$6,670
Featured article (print and online)	\$3,805
Full page ad in print and digital editions <i>Canadian Lawyer InHouse</i>	\$5,045
<i>Canadian Legal Newswire InHouse Edition</i> Big Box	\$1,080
Complimentary copy of the <i>CCCA Directory</i>	\$1,089
Front page and title page recognition as gold sponsor	VALUE-ADD

SILVER PACKAGE - \$6,495

(VALUE \$10,124)

Savings of \$3,629 or 35%

Half page ad in print (CCCA) or half page firm card	\$4,320
Half page ad in print and digital editions <i>Canadian Lawyer InHouse</i>	\$3,635
<i>Canadian Legal Newswire InHouse Edition</i> Big Box	\$1,080
Complimentary copy of the <i>CCCA Directory</i>	\$1,089
Front page and title page recognition as silver sponsor	VALUE-ADD

BRONZE PACKAGE - \$4,995

(VALUE \$7,339)

Savings of \$2,344 or 32%

Half page ad in print (CCCA) or half page firm card	\$4,320
<i>Canadian Legal Newswire InHouse Edition</i> Big Box	\$1,080
<i>Canadian Legal Newswire InHouse Edition</i> Sponsor Spotlight	\$850
Complimentary copy of the <i>CCCA Directory</i>	\$1,089
Front page and title page recognition as bronze sponsor	VALUE-ADD

PRODUCTION SPECIFICATIONS

CANADIAN LAWYER INHOUSE

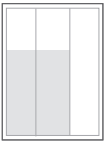
Publication trim size 8" x 10 3/4"



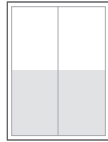
FULL PAGE
7"w x 10"d



FULL PAGE BLEED
8"w x 10 3/4"d
+ 1/8" bleed allowance



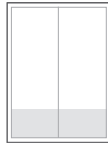
1/2 ISLAND
4 5/8"w x 7 3/8"d



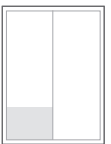
1/2 HORIZONTAL
7"w x 4 7/8"d



1/4 SQUARE
3 3/8"w x 4 7/8"d



1/4 BASEBAR
7"w x 2"d



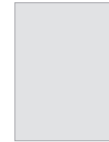
1/8 HORIZONTAL
3 3/8"w x 2 3/8"d

CCCA DIRECTORY

Please allow 1/2" gutter allowance



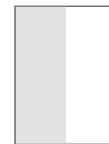
DOUBLE PAGE SPREAD
Trim Area: 16" x 10.75"
Bleed: 16.5" x 11.25"



FULL PAGE
Trim Area: 8" x 10.75"
Bleed: 8.5" x 11.25"



1/2 HORIZONTAL
Trim Area: 8" x 5.375"
Bleed: 8.5" x 5.625"



1/2 VERTICAL
Trim Area: 3.875" x 10.75"
Bleed: 4.125" x 11.25"

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.

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.

WEB AND NEWSWIRE 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.

*For Newswire ads: Animated GIFs do not rotate on all email systems so please ensure the first frame of your animated GIF has a message.

PRODUCTION INQUIRIES

Catherine Giles, Production Coordinator, *Canadian Lawyer InHouse*
416-649-9490 | catherine.giles@tr.com

Alina Leigh, Production Editor, *CCCA Directory*
416-649-9946 | carswell.lexpertccca@thomsonreuters.com

SPACE CLOSING: July 28, 2017 | MATERIAL DEADLINE: August 11, 2017

For advertising information please contact our Account Executives at:

MediaSolutions.Sales@thomsonreuters.com or **(416) 649-8841**

