

# LEXPERT® SPECIAL EDITION

## IN THE GLOBE AND MAIL'S *REPORT ON BUSINESS* MAGAZINE

### LITIGATION

Ad closing: September 8 | Material deadline: September 15

#### HIGHLIGHT YOUR LITIGATION TEAM Across Canada's business community

Reach and impress senior executives and business leaders with your firm's litigation expertise through the Globe and Mail's *Report on Business* magazine. This publication reaches a **combined print and digital audience of over 1.6 million** and the digital edition also arrives in the inboxes of subscribers to *Lexpert DealsWire* and *Canadian Legal Newswire, InHouse Edition*.

This year's edition enables you to deliver your message across multiple platforms for increased effectiveness. With print and digital editions, as well as traffic-generating online advertising, the *Lexpert Special Edition on Litigation* is an outstanding way to maintain and raise your profile with a highly engaged audience.

The editorial focuses on key issues including:

- Intellectual Property: Equustek and Internet Jurisdiction
- Arbitration: Deference of the Courts
- Class Actions: Finding Representative Plaintiffs
- Corporate-Commercial: Contractual Interpretation

You can add to this and further establish your firm as a thought leader by placing sponsored content in the publication. For more details, contact your account executive.

#### NEW FOR 2017

##### MULTI-PLATFORM AUDIENCE REACH AND DISTRIBUTION

*Lexpert Special Editions* will now be featured on both print and digital platforms.

- Total print audience of **1.1 million readers monthly\***
- Combined print and digital **audience of 1.6 million\*\***
- Inclusion in full press run of *Report on Business* magazine
- Month-long exposure of digital edition on *Globe* website and in e-newsletters

\*Source: Vividata, Q2 2016 – 12+

\*\* Source: Vividata, 2016 Q2 Readership and Product Database, comScore Q3 2016

Published December 2017



See over for pricing information or contact us at [MediaSolutions.Sales@thomsonreuters.com](mailto:MediaSolutions.Sales@thomsonreuters.com) or 416-649-8841

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THOMSON REUTERS®

## PRICES

**BIOS: \$995** includes a full colour photo, contact information and bio distributed/available as follows:

- December 2017 Print edition of the Globe and Mail's *Report on Business*
  - Digital edition available on *Lexpert.ca* and the Globe's website, plus exposure in The Globe and Mail's e-newsletters
  - Digital edition promoted to approx. **17,000 business executives, in-house counsel and practicing lawyers** through *DealsWire*
  - **Lexpert.ca Special Edition** microsite [www.lexpert.ca/specialedition-litigation](http://www.lexpert.ca/specialedition-litigation)
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**DISPLAY AD/BIO BUNDLE: \$14,995** full page **or \$8,495** half page + bios **\$795** each if applicable

Includes: Print, digital edition and web same as bio distribution

- A full page or half page four colour ad plus bios if applicable in all print distribution including the *Globe and Mail's Report on Business Magazine*, as well as in the digital edition of this *Lexpert Special Edition*
  - Month-long exposure of digital edition on Globe website and in e-newsletters
  - Big Box ad for 12 months on **Lexpert.ca Special Edition** micro-site [www.lexpert.ca/specialedition-litigation](http://www.lexpert.ca/specialedition-litigation)
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**SPONSORED CONTENT: \$15,995** for a single page article  
**\$29,995** for a two-page article

Print, digital edition and web same as bio distribution:

- A single page/two-page article in all print distribution including the *Globe and Mail's Report on Business Magazine*
  - A single page/two-page article in digital edition
  - A Sponsored Spotlight in a selected edition of *DealsWire*
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**DIGITAL EDITION SPONSORSHIP: \$9,995 ONE ONLY** includes sponsor recognition on:

- Table of contents of all print editions
  - Front cover of Digital edition – with link to sponsor's site
  - Digital edition landing page (all pages) – with link to sponsor's site
  - Digital edition notification e-blast – with link to sponsor's site
  - Month-long exposure of digital edition on Globe website and in e-newsletters
  - Big Box ad for 12 months on **Lexpert.ca Special Edition** microsite [www.lexpert.ca/specialedition-litigation](http://www.lexpert.ca/specialedition-litigation)
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**MICRO-SITE DISPLAY ADVERTISING: \$4,995** includes a Big Box ad for 12 months on **Lexpert.ca Special Edition** micro-site [www.lexpert.ca/specialedition-litigation](http://www.lexpert.ca/specialedition-litigation)

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# LEXPERT® SPECIAL EDITION

IN THE GLOBE AND MAIL'S  
*REPORT ON BUSINESS* MAGAZINE

## PRODUCTION SPECIFICATIONS

### 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.

## DIMENSIONS

### PRINT

Full Page	
Trim	7.825" x 10.75"
Bleed	8.125" x 11"

Please allow 1/2" gutter allowance

Half Page	7" x 4.25"
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Double Page Spread	
Trim	16.25" x 10.875"
Bleed	16.5" x 11.125"

### WEB

Big Box	300x250
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### 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.

### PRODUCTION INQUIRIES

Lynda Fenton, Production Coordinator (416) 609-5836

lynda.fenton@tr.com

Contact our Account Executives at **416-649-8841** or **MediaSolutions.Sales@thomsonreuters.com**

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