

2017 WEB ADVERTISING RATES

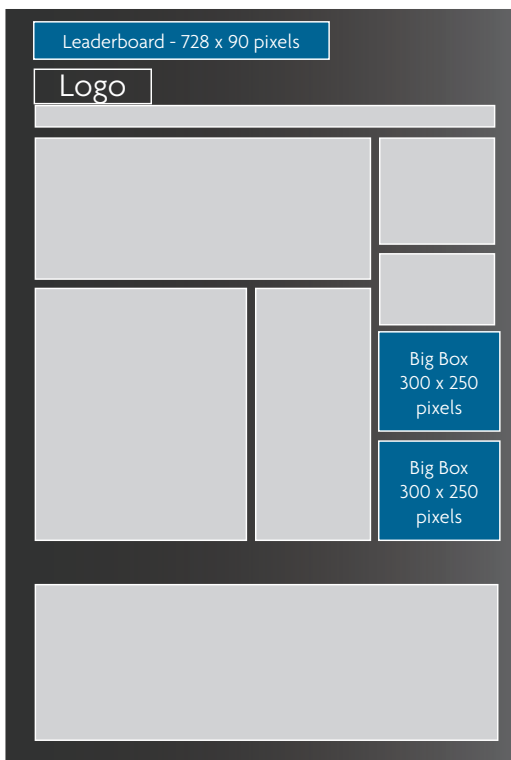
Rates For Display Advertising Opportunities

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 |

MICRO SITE

| POSITION | SIZE | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|----------|----------------|---------|----------|----------|-----------|
| Big Box | 300x250 pixels | \$820 | \$730 | \$665 | \$530 |



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

SPECIFICATIONS **LEXP**ERT.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 give 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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