

LEXPERT® SPECIAL EDITION ON INFRASTRUCTURE LAW

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







TO BE PUBLISHED: OCTOBER 2018 | AD CLOSING: JULY 13 | MATERIAL DUE: JULY 20

Reach and inform senior executives and business leaders about your firm's strengths in the Infrastructure sector through the *Globe and Mail's* Report on Business (ROB) magazine. With additional distribution and exposure through our legal newswires and websites, and presence in *ReNew Canada*, your firm will receive over **1.6 million possible impressions**.

WHO WILL BE READING IT?

- 1.1 million** ROB print readers*
- 500,000** ROB digital readers**
- 17,300** *Lexpert DealsWire* recipients
- 11,400** *Canadian Legal Newswire*,
InHouse Edition recipients
- 1,200** attendees at Canadian Council
for Public-Private Partnerships
(CCPPP) annual conference
- 26,400** readers of *ReNew Canada* magazine
- 4,241** subscribers of *ReNew Canada's* e-blasts
- 3,697** monthly visitors to *ReNew Canada's* website

WHAT WILL THEY BE READING?

-  Expanding Toronto's Public Transit Network
-  Innovation into the Future of Canadian P3s
(Including Re-Defining Suburban Infrastructure)
-  Prompt Payment Law and the Construction
Lien Amendment Act
-  Cross-border Infrastructure in View of
NAFTA Reform

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.

*Source: Vividata, Q2 2016 – 12+

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

See next page for pricing information or contact us at MediaSolutions.Sales@thomsonreuters.com or 416-649-8841

LEXPERT

the answer company
THOMSON REUTERS®

PRICES

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

- October 2018 print edition of the *Globe and Mail's* ROB
 - Digital edition available on *Lexpert.ca*
 - Digital edition promoted to over **17,000 business executives, in-house counsel and law firm lawyers** through *DealsWire*
 - Digital edition promoted to *ReNew Canada's* subscribers through three dedicated e-blasts and on the *ReNew Canada's* website
 - Print edition polybagged with *ReNew Canada's* Nov/Dec issue
 - Print edition distributed at CCPPP annual conference on the seat of each delegate
 - *Lexpert.ca Special Edition* microsite www.lexpert.ca/specialedition-infrastructure
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DISPLAY AD/BIO BUNDLE: \$15,445 full page or **\$8,750** 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* ROB magazine, as well as in the digital edition of this *Lexpert Special Edition*
 - Big Box ad for 12 months on *Lexpert.ca Special Edition* microsite www.lexpert.ca/specialedition-infrastructure
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SPONSORED CONTENT: \$16,475 for a one page article or **\$30,900** for a two page article

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

- A one page/two page article in all print distribution including the *Globe and Mail's* ROB magazine
 - A one page/two page article in digital edition
 - A Sponsor Spotlight in a selected edition of *DealsWire* or *Canadian Legal Newswire*
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DIGITAL EDITION SPONSORSHIP: \$10,295 ONE ONLY includes sponsor recognition on:

- Table of Contents in 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
- Big Box ad for 12 months on *Lexpert.ca Special Edition* microsite www.lexpert.ca/specialedition-infrastructure

Ad closing: July 13 | Material deadline: July 20

Contact us at MediaSolutions.Sales@thomsonreuters.com or 416-649-8841

LEXPERT® SPECIAL EDITION ON INFRASTRUCTURE LAW 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	7.875" 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	15.75" x 10.75"
Bleed	16" x 11" (1/2" bleed in gutter)

WEB

Big Box	300 x 250 px
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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 in 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

Alina Leigh, Production Editor (416) 649-9446

LexpertPub.listees@tr.com

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