

2019 EDITION

THE CANADIAN LEGAL LEXPERT DIRECTORY

lexpert.ca/directory



INTRODUCING THE 2019 EDITION OF *THE CANADIAN LEGAL LEXPERT DIRECTORY*

Now in its 23rd year, *The Canadian Legal Lexpert Directory (Canadian Directory)* is a comprehensive online reference source identifying Canada's leading practitioners in more than 60 practice areas and leading law firms in over 40 practice areas. The *Canadian Directory* is the result of an extensive peer survey process. In 2018, the response rate for the survey was close to 80%. The *Canadian Directory* is the resource of choice for Canadian in-house counsel and law firms.

BOOKING DEADLINE: January 11, 2019
MATERIAL DEADLINE: January 18, 2019

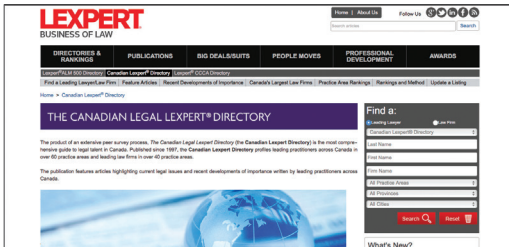
LEXPERT

the answer company
THOMSON REUTERS

CONNECT WITH POTENTIAL CLIENTS AND REFERRAL SOURCES

LAWYER BIOS | COMPREHENSIVE FIRM PROFILES | ARTICLE HOSTING | ONLINE ADVERTISING

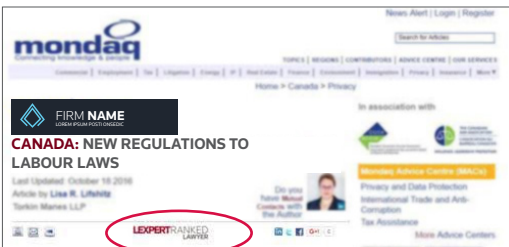
ENHANCE YOUR *LEXPERT* RANKING AND RECEIVE THESE BENEFITS: HUGE DIGITAL REACH



LEXPERT.CA/DIRECTORY

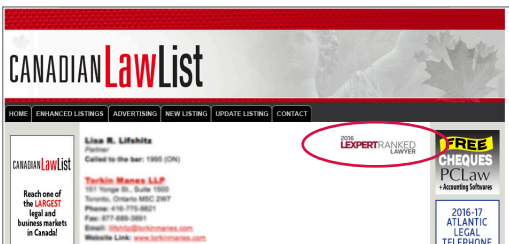
As part of *Lexpert.ca*, the Canadian Directory presents comprehensive information in an easy-to-access format. It features both firm and lawyer profiles and boasts these impressive metrics:

- 541,500 annual impressions per year
- 13,134 unique visitors per month
- 9.4% more visitors year over year



MONDAQ.COM

Linked badges also appear on Mondaq.com, a global online resource of legal, financial and regulatory information from over 70 countries. *Lexpert*-ranked lawyers and firms that are also Mondaq contributors receive placement of a linked *Lexpert* badge on their Article and Profile pages. Mondaq articles containing *Lexpert* badges drive 4.5 times more visits to a firm's Mondaq profile compared to those without a *Lexpert* badge. A Mondaq.com newsfeed of the lawyer or firms' most recent contributions to Mondaq, appears on the lawyer or firm profile page, promoting traffic back to to Mondaq.com.



CANADIANLAWLIST.COM

Canadian Law List is Canada's most comprehensive directory of lawyers. *Lexpert*-ranked lawyers benefit from the inclusion of their badge on their *Canadian Law List* web profile, providing recognition, as well as traffic to their profiles in the Canadian Directory.

- 83,000+ monthly visitors
- 3.3 million annual impressions
- 90% of visitors are Canadian, 5% American, 5% International

DIGITAL DISTRIBUTION

The Canadian Directory has outstanding reach within the legal community. 20,000 people will be notified on launch, comprising:

- 4,469 Lexpert-ranked lawyers included in this year's directory
- 15,531 non-ranked lawyers, corporate counsel and others allied to the field

BUSINESS DEVELOPMENT OPPORTUNITIES

The digital exposure you receive with your *Lexpert* ranking is only the beginning of the value that a ranking provides. Your *Lexpert* badge highlights your standing, and provides a number of opportunities, including:

- Append it to your website, especially the relevant lawyer bio
- Include it in your email signature to reinforce your professional standing in everyday communications
- Utilize it in digital marketing campaigns, including emails and newsletters to give your firm a competitive edge
- Add the badge to RFPs to highlight your recognized expertise
- Include it in print materials, such as brochures, promotional materials and customer leave-behinds
- Add it to your LinkedIn profile

LEXPERT.CA / DIRECTORY

The *LEXPERT.ca* website has been designed to provide you with more real estate, additional functionality and greater visibility to leverage both your individual and law firm rankings.

LEXPERT LAWYER PROFILE

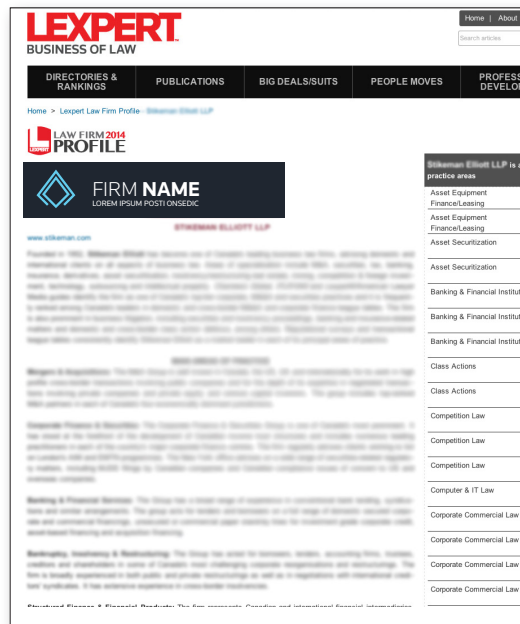
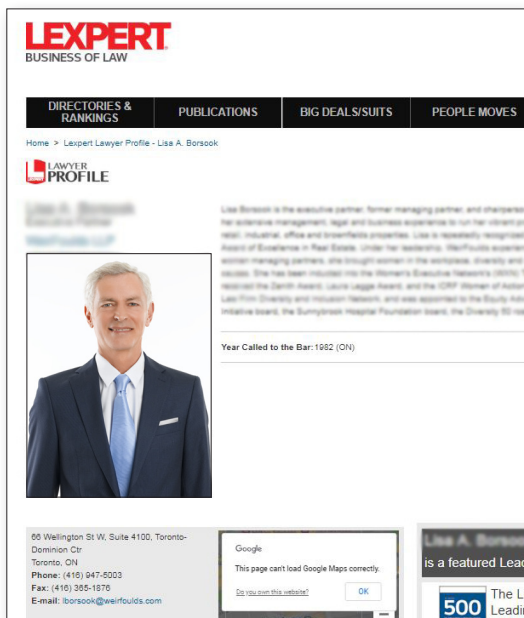
Individually purchased lawyer bios will populate a unique, enhanced profile on the *Lexpert.ca* website. Updated throughout the course of the year, each *Lexpert* Lawyer Profile will feature:

- Bio and contact information
- Google maps
- Information regarding the individual's inclusion as a Leading Lawyer in the entire suite of *Lexpert* publications and events
- Links to the details of the Big Deals, Suits or Real Estate Transactions in which he or she has participated as reported and/or consolidated by *Lexpert*
- Links to *Lexpert* magazine articles in which the lawyer has been mentioned
- Links to Sponsored Articles in any of the *Lexpert* publications
- Links to articles written and posted on Mondaq

LEXPERT LAW FIRM PROFILE

Your *Lexpert* Law Firm Profile page appears on the *Lexpert.ca* site and showcases an array of pertinent information including:

- Information provided by your firm
- Your firm's 2018 *Lexpert* Practice Area Rankings
- Search functionality to identify your lawyers who are ranked in either the *Canadian Legal Lexpert Directory* or the *Lexpert/ALM 500 Directory*
- Google maps and office locations
- Links to the details of the Big Deals, Suits or Real Estate Transactions in which your firm has participated as reported and/or consolidated by *Lexpert*
- Links to *Lexpert* magazine articles in which your firm has been mentioned
- Links to Sponsored Articles in any of the *Lexpert* publications
- Links to articles written and posted on Mondaq by your firm



MATERIAL SPECIFICATIONS AND DEADLINES

MECHANICAL SPECIFICATIONS

DOUBLE PAGE SPREAD

Bleed: 17.5" x 11.125"

Trim: 16.75" x 10.875"

Live Area: 13.5" x 9.5"

HALF PAGE

Bleed: 8.625" x 5.56"

Trim: 8.375" x 5.43"

Live Area: 6.75" x 4.75"

FULL PAGE

Bleed: 8.625" x 11.125"

Trim: 8.375" x 10.875"

Live Area: 6.75" x 9.5"

Please allow 1/2" gutter allowance.

MATERIAL REQUIREMENTS:

- Digital files only. PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign CS, Adobe Illustrator, Adobe Photoshop
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK)
- All logos or graphics must have a minimum resolution of 300 dpi and must be saved as TIFF or EPS files with all images embedded and fonts as outlines
- All critical type matter or illustration not intended to bleed must be kept within the "Live Area" dimension

WEB SPECIFICATIONS:

- **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 creatives must function uniformly on both MAC and PC platforms as well as multiple browser versions for Firefox, Internet Explorer and Safari.

Please ensure ads without background colour have a key line.

TERMS & CONDITIONS

HST: Our published rates do not include the HST. 13% will be added to invoices and clearly identified.

AGENCY COMMISSION: 15% of gross to recognized agencies, on regular rates only. Not to be combined with other discounts.

TERMS: Net 30 days. 2% per month interest on overdue accounts.

PUBLISHER 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.

BOOKING DEADLINE FOR BIOGRAPHIES/ADVERTISING/ARTICLES/FIRM CARDS: January 11, 2019

MATERIAL DEADLINE FOR BIOGRAPHIES/ADVERTISING/ARTICLES/FIRM CARDS: January 18, 2019

PRODUCTION EDITOR:

Jennifer Walker | (416) 649-9418 | carswell.lexpertcdndirectory@thomsonreuters.com

FOR RATES AND ADVERTISING INFORMATION PLEASE CONTACT OUR ACCOUNT EXECUTIVES AT:

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