

## Sponsored Content

AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE

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Connect with a large and active audience through sponsored content. Through integrating your brand into ours you can increase the likelihood of your content being consumed, position yourself as an expert and increase the likelihood of a prospect becoming a client.

### THE BENEFITS OF SPONSORED CONTENT

- Build traffic to your website and develop leads. Facebook found that sponsored newsfeed items delivered **49x higher click-through-rates** than their traditional ad units.
- Increase brand recognition and loyalty by reaching a wide audience, and become top of mind when purchase decisions are made. A dedicated media study highlighted that sponsored content **provides a 82% brand lift**.
- Get your message read by reaching your audience on the platform of their choice. According to Nielsen, consumers spend an average of **two-and-a-half minutes** with a branded story - the same amount as editorial content.
- Tell your story and create a relationship with your audience.
- Communicate in your own terms and shape the conversation.
- Further enhance your credibility and reputation as a thought leader.
- Reach new audiences engaged by a more content driven approach. Studies have found that **70% of internet users** want to learn about products through content rather than traditional advertising.
- Increase engagement with your existing content and properties, subsequently driving more value from them.

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## Lexpert® Magazine Lexpert®/ ROB Special Editions

**Huptaestem cusdae quidit et**

Deck et evem inno, eia captio repede volentis. Sola magnam, quondodum non res inq. eiaf. eam sapenbo volite

By Anne

**T**he first step in any business deal is to identify the key players. This is often the most overlooked step, but it is crucial for success. The second step is to understand the market and the competition. This involves a thorough analysis of the industry and the players within it. The third step is to negotiate the deal. This is a complex process that requires a deep understanding of the law and the business. The fourth step is to close the deal. This is the final step in the process and it is often the most challenging. The fifth step is to implement the deal. This is the final step in the process and it is often the most challenging.

Double page spread article • 900 words

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Full page article • 395 words

**LEXPERT DealsWire**  
A SNAPSHOT OF CANADA'S DEALS LANDSCAPE

LEXPERT NEWS | SEARCH TRANSACTIONS | LEXPERT CANADIAN DIRECTORIES | THOMSON REUTERS DEALS INTELLIGENCE

August 30, 2016

**CANADIAN M&A**

Value (US\$B) • 2016  
Number • 2016

Month	Value (US\$B)	Number
SEP	16.6	88
OCT	14.8	81
NOV	19.3	91
DEC	18.0	88
JAN	8.8	37
FEB	11.1	51
MAR	15.9	67
APR	8.7	50
MAY	9.8	51
JUN	35.5	178
JUL	9.8	51
AUG	12.8	63

\* Interest, outbound and domestic only. M&A transactions in US\$B over US\$50 million; source: Thomson Reuters

Announced	Sector	Acquirer	Target	Value (US\$M)
August 25	Telecom	Orkay Teachers' Pension Plan	remaining stake of NextGen Group	190
August 22	Oil & Gas	Parkland Fuel Corp.	assets of CST Brands Inc.	746
August 22	High Tech	Loftland Co. Ltd.	QHR Corp.	125
August 22	Oil & Gas	Alimentation Couche-Tard Inc.	CSB Brands Inc.	3,688
August 18	Retail	Dominar Corp.	HDIS Inc.	95
August 15	Metals & Mining	Lovell Copper Ltd.	Gold Mountain Mining Corp.	170
August 10	Media & Entertainment	ITV PLC	Entertainment One Ltd. (withdrawn)	1,311
August 8	High Tech	BCE Inc.	remaining stake in Q9 Networks Inc.	512
August 8	Oil & Gas	Inter Pipeline Ltd.	Williams Energy (Canada) Inc.	1,024
August 8	Recreation & Leisure	Vail Resorts Inc.	Whistler Blackcomb Holdings Inc.	1,051
August 4	Financials	GMP Capital Inc.	FirstEnergy Capital Corp.	76
August 4	Consumer Staples	Cost Corp.	S&B Coffee Inc.	355
August 3	Metals & Mining	Odin Mining & Exploration Ltd.	Equator Gold & Copper Corp.	151
August 2	Consumer Goods	Spin Master Corp.	Seaweeney Corp.	94

**News**

**Chinese entity created "two or three days" before \$2.1-billion offer for InnVest**

When Bluekey Hotels and Resorts Inc. closed the deal for InnVest REIT on Aug. 19, the financial media indicated the buyer was something of a mystery, a private Canadian company rumoured to be backed by Hong Kong money.

**SPONSOR SPOTLIGHT**

**LOGO**

Et la estis ut labore nam rempedi osimolo quodiste moloruptatis entum coherentia nam, officitur a quos intur as qui doloribeatum exernate plaburum rem quiafusciate et offic tem eossum, quoditamus nonem voloreium il istin cone si autestisunto berum quos id et quatumquum quam, serum facestemos autem ant icitacia nonse pe debitionsed ut eum iusa quiduntis ipsum voliesium fugiatur sundiciatus.

[Learn more >](#)

Double page spread article + 1/2 page ad • 500 words

Full page article + 1/4 page ad 315 words

Sponsored Spotlight

**IMPORTANT NOTE:** Sponsored content and advertisements are accepted subject to the publisher's approval of the copy and images and to the space being available. The publisher reserves the right to refuse, omit or suspend an advertisement or sponsored content insertion at any time for good reason, in which case no claim for damages or breach of contract shall arise.



## REACH YOUR AUDIENCE WITH MEDIA SOLUTIONS CANADA

**SAVE  
OVER 20%**

MEDIA BRAND	TYPE OF SPONSORED CONTENT	DESCRIPTION	RATE	COMPARABLE DISPLAY ADVERTISING RATE
<i>Lexpert</i> ® Magazine	Law Firm/Legal Supplier - Article	Double Page Spread and Sponsor Spotlight in DealsWire or LitigationWire	\$10,700	\$13,275
<i>Lexpert</i> ® Magazine	Law Firm/Legal Supplier - Article	Full Page and Sponsor Spotlight in DealsWire or LitigationWire	\$6,690	\$8,230
<i>Lexpert</i> ® ROB Special Edition	Sponsored Article DPS - one per issue	Double Page Spread Print & Digital edition	\$31,820	\$40,160
<i>Lexpert</i> ® ROB Special Edition	Sponsored Article Full Page - one per issue	Full Page article Print & Digital edition	\$16,990	\$20,555

NOTE: Sponsored Content will be labelled as such and included in the table of contents of print and digital. It is included on the website under 'Latest News'. It will be searchable by headline or byline 'Sponsored Content'. Advertising and packages subject to availability. Applicable taxes will be added to all rates.

### DEADLINE

One month prior to issue date for print editions.

### LAYOUT

Our production department will lay out your content in a format pleasing to our audience, based on mock-up examples.

### APPROVALS

The final layout will be supplied to you for approval prior to publication.

### PDF

A pdf of the final layout will be supplied to you for web posting.

### URL

Supply an active URL for linking from DealsWire Sponsor Spotlight.

### FORMAT

Supply your content to our production department, attention joanne.richardson@tr.com in the following formats:

- Content: MS Word
- Logo: high-resolution (300 dpi); jpg, tiff or eps; cmyk; all fonts embedded
- Image: high-resolution (300 dpi at 7" wide); jpg or tiff; CMYK; all fonts embedded
- 50 word summary of article plus title and logo for *DealsWire* "Sponsor Spotlight"

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