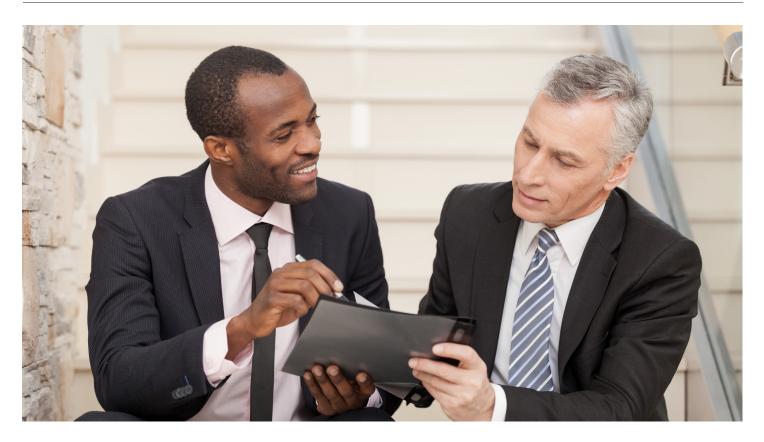


Sponsored Content

AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE



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.





AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE



Lexpert® Magazine Lexpert® / ROB Special Editions



Double page spread article • 900 words

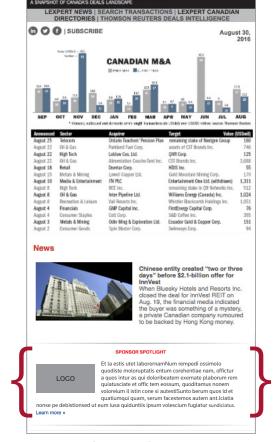


Full page article • 395 words



Double page spread article + 1/2 page ad $\cdot 500$ 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
Lexpert® Magazine	Law Firm/Legal Supplier - Article	Double Page Spread and Sponsor Spotlight in DealsWire or LitigationWire	\$10,700	\$13,275
Lexpert® Magazine	Law Firm/Legal Supplier - Article	Full Page and Sponsor Spotlight in DealsWire or LitigationWire	\$6,690	\$8,230
Lexpert® ROB Special Edition	Sponsored Article DPS - one per issue	Double Page Spread Print & Digital edition	\$31,820	\$40,160
Lexpert® 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.

URI

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"

PRODUCTION INQUIRIES

Lexpert® Magazine Joanne Richardson, Production Coordinator 416-649-8818 | joanne.richardson@tr.com

Lexpert®/ROB Special Editions, Alina Leigh, Production Coordinator 416-649-9446 | LexpertPub.Listees@tr.com

Contact our Account Executives at 416.649.8841 | MediaSolutions.Sales@thomsonreuters.com

