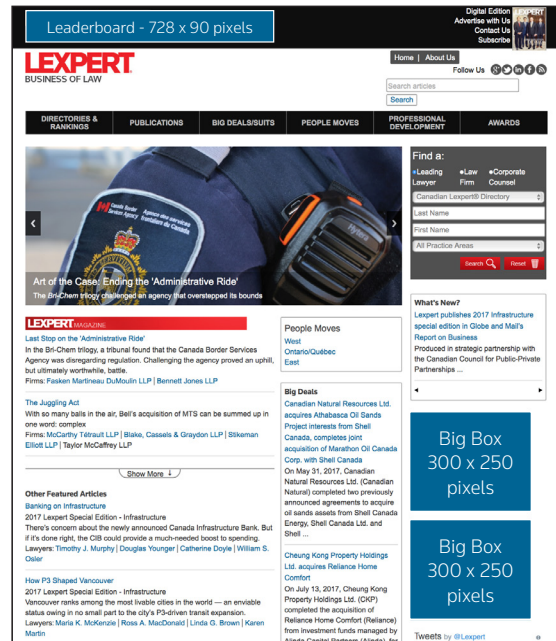


2019 WEB ADVERTISING RATES

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.

The content on *Lexpert.ca* includes:

- Insightful articles, columns and analysis on the business of law in Canada
- Digital editions of *Lexpert* magazine as well as *Lexpert Special Editions* (Corporate, Litigation, Energy, Infrastructure, Global Mining and US Guide)
- Directory of *Lexpert*-ranked lawyers and law firms
- Directory of corporate counsel
- People Moves keeping you up-to-date with the latest partner changes, departures, appointments from across the country
- Big Deals which provides overviews of recent major corporate transactions
- Big Suits which looks at recent litigation of importance featuring high-profile cases



1,000,000+
ANNUAL IMPRESSIONS*



91,000+
MONTHLY PAGE IMPRESSIONS*

*Google Analytics Oct/17 – Oct/18

RUN OF SITE - Cost per month

Position	Size (pixels)	1 Month	3 Months	6 Months	12 Months
Leaderboard	728 x 90 and 468 x 60 (mobile friendly)	\$1,645	\$1,545	\$1,445	\$1,345
Big Box	300 x 250	\$1,335	\$1,235	\$1,135	\$1,035

MICRO SITE - Cost per month

Position	Size	1 Month	3 Months	6 Months	12 Months
Big Box	300 x 250 pixels	\$925	\$825	\$775	\$725

Applicable taxes will be added to all rates. Ads are one of three in rotation.

For advertising information please contact our Account Executives at
(416) 649-8841 | MediaSolutions.Sales@thomsonreuters.com

2019 WEB ADVERTISING RATES

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.

RUN-OF-SITE ADVERTISING:

- **Leaderboard** - appears on ALL pages of the site EXCEPT: Rising Stars and CCCA where the leaderboard will be given 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.

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.

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.

ADVERTISING INQUIRIES

For advertising information please contact our Account Executives at (416) 649-8841
MediaSolutions.Sales@thomsonreuters.com

PRODUCTION INQUIRIES

Joanne Richardson, Production Coordinator
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