

# 2019 LEXPERT® GUIDE TO US/CANADA CROSS-BORDER LAWYERS IN CANADA



**PUBLISHED JUNE 2019 | AD CLOSING: MARCH 22 | MATERIAL DUE: MARCH 29**

Cross-border business represents a significant opportunity for many Canadian law firms, and a comprehensive guide to Canada's leading cross-border lawyers delivered to decision-makers in the U.S. will help firms grow their practices.

This *Lexpert Cross-Border Guide* lists Most Frequently Recommended (MFR) lawyers along with their team members according to the cross-border focuses most relevant to clients and referral sources. To provide outstanding coverage of the U.S. market, we will be distributing the U.S. Guide to more than 15,000 U.S. senior in-house counsel and 5,000 attorneys in major legal markets. In addition, content and bios from the Guide will be hosted on the *Lexpert.ca* with digital advertising driving traffic to them.

This year's editorial content is in eleven focus areas that are of keen interest to your prospective clients and referral sources:

- **Business Issues:** Issues of concern to in-house counsel
- **Financing:** Clients following their niche industries to invest
- **Insolvency:** Comparing insolvency regimes
- **IP & Media:** Online commerce: disruptors and IP issues
- **Labor/Employment:** Differences in U.S.-Canada employment law
- **Litigation/Dispute Resolution:** International dispute resolution in political hot zones
- **M&A:** Managing multi-jurisdictional M&A
- **Regulatory:** Competition/Anti-Trust update
- **Tax:** Harmonization of international tax policy
- **Trade:** Working with trade uncertainty
- **Environmental Law:** The impact on business ventures

#### **Distribution**

##### **Print:**

15,000 Corporate Counsel  
5,000 Law Firm Attorneys

##### **Digital:**

10,000 recipients of  
Legal Newswire, powered  
by Law.com  
Also posted on Law.com

##### **Top Cities:**

New York	Houston
Washington	Atlanta
Chicago	

**LEXPERT**



the answer company

THOMSON REUTERS®

# SPECIAL INTEGRATED CAMPAIGN PRICING

## SAVINGS OF 35%

### Option 1: \$13,900

Total value \$22,095

- 1 Bio and Photo Profile print, digital edition and micro-site
- Full Page Ad or Team Page in print and digital edition
- Big Box on micro-site for 12 months to be linked back to the firm's website
- Sponsored Article in print, digital edition and micro-site

### Option 2: \$9,345

Total value \$14,375

- 1 Bio and Photo Profile
- Full Page Ad, Team Page or Sponsored Article
- Big Box Ad on micro-site for 12 months

### Option 3: \$7,135

Total value \$10,975

- 1 Bio and Photo Profile
- Full Page Ad, Team Page or Sponsored Article
- Big Box Ad on micro-site for 6 months

Additional bios available at **\$995 each**

For more information contact us at [MediaSolutions.Sales@thomsonreuters.com](mailto:MediaSolutions.Sales@thomsonreuters.com) or 416-649-8841

### PARTICIPATION BONUS:

With your U.S. Guide purchase of team bios, team page, content or display ad, you will receive an optional video interview with Jean Cumming, Editor-in-Chief of *Lexpert*, for each participating team. The video interview will be centred on an MFR lawyer or Team Lead, hosted on *Lexpert.ca*. NOTE: one video per team.

## SAMPLES



### TEAM PAGE

Feature your cross-border bench strength with a full page ad displaying your lawyers.



### FIRM AD

Extend your current advertising campaigns with a full page ad targeting the U.S. market.

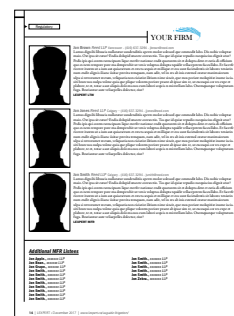
### \*VALUE ADD\*

Purchase a Team Page or Firm Ad and have your firm linked to a customized team page featuring your logo, team photo, description and list of your team members. Contact your account manager for more information.



### SPONSORED ARTICLE

Position your firm as a thought leader through sponsored content.



### BIO

Profile your lawyers and showcase their expertise to potential clients.



## DIMENSIONS

### PRINT:

Full Page

Trim 8.125" x 10.875"

Bleed 8.375" x 11.125"

Please allow 1/2" gutter allowance

Double Page Spread

Trim 16.25" x 10.875"

Bleed 16.5" x 11.125"

### WEB:

Big Box 300 x 250 pixels

### BIOS:

Headshots

Image Format: tiff or jpg

Image Resolution: 350 DPI

Image Size: 374 x 624 pixels

Biography

Max 1100 Characters including spaces and punctuation

Contact information not counted towards bio character limit

**Ad Closing: March 22, 2019**

**Material Due: March 29, 2019**

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## 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.

### 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 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

Contact our Account Executives at **416-649-8841** or **MediaSolutions.Sales@thomsonreuters.com**

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