



**2019 EDITION**

# THE CANADIAN LEGAL LEXPERT DIRECTORY ONLINE

Now in its 23rd year, *The Canadian Legal Lexpert 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 greater than 80%. The Canadian Directory is the resource of choice for Canadian in-house counsel and law firms.

**[LEXPERT.CA/DIRECTORY](http://LEXPERT.CA/DIRECTORY)**

**LEXPERT**

the answer company  
 **THOMSON REUTERS®**

# CONNECT WITH POTENTIAL CLIENTS AND REFERRAL SOURCES

LAWYER BIOS | COMPREHENSIVE FIRM PROFILES | ARTICLE HOSTING | PRINT & 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 easily-to-access format. It features both firm and lawyer profiles and boasts these impressive metrics:

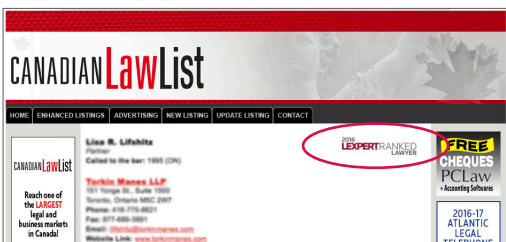
- 541,500 online impressions per year
- 13,130 unique visitors per month
- 9.4% more visitors year over year



### MONDAQ.COM

#### Over 5 million impressions of the Lexpert brand

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 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

## 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

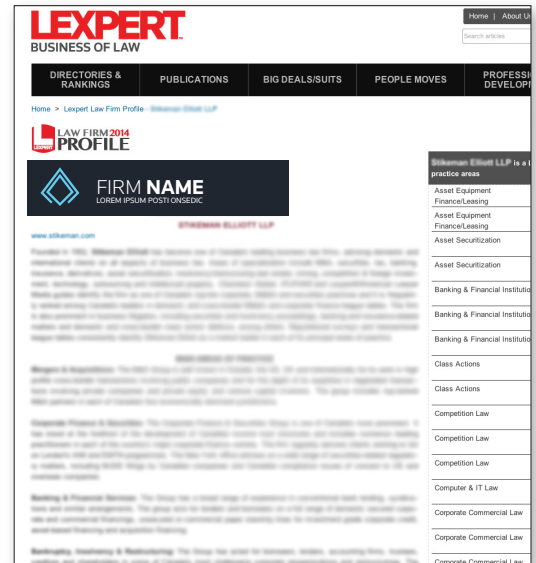
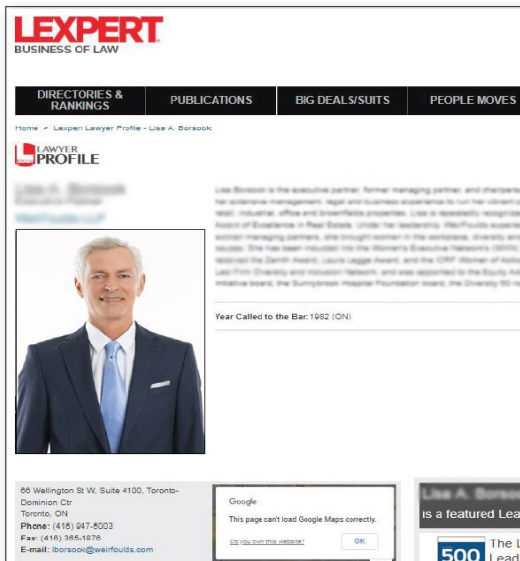
Individually purchased lawyer bios will populate a unique, enhanced profile on the *Lexpert.ca* website. Updated throughout the course of the year, each *Lexpert* Lawyer Profile will feature:

- 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 2017 *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



# RATES AND SPECIFICATIONS

## WEB ADVERTISING RATES\*\*

Web only firm profile .....	\$6,525*
Web only article .....	\$5,455*
Web only biography .....	\$950*
Big Box ad (300 x 250) .....	\$10,500
Bottom banner (468 x 60) .....	\$8,130

Rates will be pro-rated based on the number of months posted.  
\*Items will appear until publication of 2019 directory based on time of purchase.

\*\*Applicable taxes will be added on all rates.

## 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.

**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.

## 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.

## CONTACT

### PRODUCTION EDITOR:

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

### FOR ADVERTISING INFORMATION PLEASE CONTACT OUR ACCOUNT EXECUTIVES AT:

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

