

LEXPERT® SPECIAL EDITION ON ENERGY LAW

IN THE *GLOBE AND MAIL*'S
REPORT ON BUSINESS MAGAZINE



LEXPERT

REPORT ON BUSINESS
MAGAZINE

 **HAB Press**
A KEY MEDIA COMPANY

SHOWCASE YOUR ENERGY LAW EXPERTISE PUBLISHED SEPTEMBER 2019

WHO WILL BE READING IT?

REPORT ON BUSINESS

1.7 million print & digital readers each month
1+ million print readers*
858,000 digital readers*
\$11 billion in business purchase influence

DealsWire
15,000 NewsWire recipients

LitigationWire
9,800 NewsWire recipients

INHOUSE
15,500 NewsWire recipients

* Vividata Winter 2019 Study - National, A18+

WHY PARTICIPATE?

- Canada's most influential business magazine is your connection to the business leaders of today and tomorrow.
- 779,000 members of the ROB audience are business leaders and the next generation of business superstars.

WHAT WILL THEY BE READING?



Innovation in the Oil and Gas Sector



Update on Electricity Markets



First Nations Energy Projects



Alternative Energy Initiatives

HOW CAN YOU REACH THEM?

BIOS: \$995 includes a full colour photo, contact information and bio distributed/available as follows:

- September 2019 print edition of the *Globe and Mail's* ROB
- Digital edition available on *Lexpert.ca*
- Digital edition promoted through *DealsWire*, *LitigationWire* and *Canadian Legal Newswire InHouse Edition* recipients
- Full bio available on *Lexpert.ca Special Edition* microsite www.lexpert.ca/specialedition-energy

DIGITAL EDITION SPONSORSHIP: \$10,605 ONE ONLY includes sponsor recognition on:

- Table of Contents in all print editions
- Front cover of digital edition – with link to sponsor's site
- Digital edition landing page (all pages) – with link to sponsor's site
- Digital edition notification e-mail – with link to sponsor's site
- Big Box ad for 12 months on *Lexpert.ca Special Edition* microsite www.lexpert.ca/specialedition-energy

DISPLAY AD/BIO BUNDLE: \$15,910 full page or **\$8,995** half page + bios **\$795** each if applicable

Includes: print, digital edition and web same as bio distribution

- A full page or half page four colour ad plus bios if applicable in all print distribution including the *Globe and Mail's* ROB magazine, as well as in the digital edition of this *Lexpert Special Edition*
- Big Box ad for 12 months on *Lexpert.ca Special Edition* microsite www.lexpert.ca/specialedition-energy

SPONSORED CONTENT: \$16,970 for a one page article or **\$31,825** for a two page article

Includes: print, digital edition and web same as bio distribution

- A one page/two page article in all print distribution including the *Globe and Mail's* ROB magazine
- A one page/two page article in digital edition
- A Sponsor Spotlight in a selected edition of *DealsWire*, *LitigationWire* or *Canadian Legal Newswire InHouse Edition*

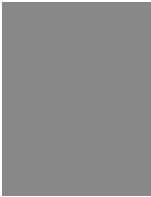
WHAT ARE THE DEADLINES?

AD CLOSING: JUNE 7
MATERIAL DUE: JUNE 14
PUBLISHED ON: AUGUST 30

PRODUCTION SPECIFICATIONS


DIMENSIONS

PRINT




Full Page	
Trim	7.875" x 10.75"
Bleed	8.125" x 11"

Please allow 1/2" gutter allowance



Double Page Spread	
Trim	15.75" x 10.75"
Bleed	16" x 11"

Please allow 1/2" gutter allowance



Half Page	7" x 4.25"
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WEB

Big Box 300 x 250 px

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.

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.

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 in multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

NOTE: Please ensure ads without background colour have a key line

PRODUCTION INQUIRIES

Lynda Fenton, Lead Custom Media 416-609-5836

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