

LEXPERT® GUIDE TO THE LEADING US/CANADA CROSS-BORDER LITIGATION LAWYERS IN CANADA



Published November 2017
Ad closing: August 4
Material deadline: August 11

Raise lawyers' profiles and generate potential referrals from U.S. counsel and clients

This publication profiles peer-ranked lawyers in pertinent cross-border litigation practice areas and delivers this information to more than **15,000 U.S. senior in-house** counsel and **5,000 attorneys** in major U.S. markets.

In addition to information on *Lexpert*-ranked lawyers, the *Lexpert US/Canada Cross-Border Guide – Litigation* also identifies “Litigation Lawyers to Watch” – winners and finalists in the previous year’s *Lexpert Rising Stars: Leading Lawyers Under 40 Awards*. A select list of Expert Witnesses is included in the publication as well.

The editorial will feature **Top 10 Cross-Border Decisions**: US litigators will want to take note of this year’s feature on top cross-border decisions, which provides a breakdown of the Canadian rulings most likely to impact operations on both sides of the border. *Lexpert’s* team of legal writers and editors will analyze each decision in detail, interviewing lawyers who were on the case and getting their take on the cross-border significance.

SPECIAL INTEGRATED CAMPAIGN PRICING

Option 1: \$13,385

Total value \$20,195 - **35% savings**

- 1 Bio and Photo Profile print, digital edition and micro-site
- Full Page Ad in print and digital edition
- Big Box Ad on microsite to be linked back to the firm’s website
- Sponsored Article in print, digital edition and micro-site

Option 2: \$8,820

Total value \$13,180 - **35% savings**

- 1 Bio and Photo Profile
- Full Page Ad or Full Page Article
- Big Box Ad

Option 3: \$5,145

Total value \$7,175 - **30% savings**

- 1 Bio and Photo Profile
- Big Box Ad

Option 4: \$5,050

Total value \$7,000 - **30% savings**

- 1 Bio and Photo Profile
- Full Page Ad or Full Page Article

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

For more information contact us at MediaSolutions.Sales@thomsonreuters.com or 416-649-8841

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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.

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	300x250
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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

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