

2018 ADVERTISING DEADLINES & RATES

REACH THE LEADING DECISION MAKERS INVOLVED IN CANADA'S M&A DEALS

DealsWire – your direct connection to the leading M&A influencers across Canada!

DealsWire is an engaging and exciting way to reach the key decision-makers in the Canadian M&A space in a timely and relevant fashion – and make a powerful impact with your advertising. DealsWire will deliver your message to Canada's leading M&A dealmakers – the senior business executives, in-house counsel and law firm lawyers who are keeping abreast of the major deals making news right now – in Canada and around the world.

Get your message in front of the leaders and decision makers seeking the best news, views, products and services on the M&A landscape.

MORE ABOUT DEALS NEWSWIRE...

- **FREQUENCY:** bi-weekly
- **COVERAGE:** delivered to M&A decision-makers from executive suites, legal departments and law firms across Canada
- **CONTENT:** engaging, timely and topical snapshots of the deal landscape, including a graphical analysis of Canadian M&A trends and a detailed look at the most important deals that were announced and closed over the preceding two-week period. **PLUS:** links to deal coverage by Canadian journalists from *The Globe and Mail*, *Reuters* and *Lexpert*®.
- **AUDIENCE:** 17,000 recipients, 10,000 in-house counsel and 30% open rate (versus 22% industry benchmark)

*Applicable taxes will be added to all rates

For advertising information, contact an Account Executive at **416-649-8841** or **MediaSolutions.Sales@thomsonreuters.com**

LEADERBOARD

The screenshot displays the DealsWire website interface. At the top, there's a 'LEADERBOARD' section with a bar chart titled 'CANADIAN M&A' showing deal volume by month from April to August 2018. Below the chart is a table of recent deals with columns for Announcement Date, Sector, Company, Target, and Deal Value. A 'News' section features an article about a Chinese entity creating a hotel brand. The bottom part of the screenshot shows 'SPONSORED LEGAL UPDATES' with several short articles. Two red callout boxes are overlaid on the right side of the screenshot, one labeled 'HALF BIG BOX AD' and another 'BIG BOX AD'.

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2018 DEADLINES

DEALSWIRE DATE	BOOKING/MATERIAL DEADLINE	DEALSWIRE DATE	BOOKING/MATERIAL DEADLINE
January 9	January 2	July 17	July 10
January 30	January 23	July 31	July 24
February 13	February 6	August 14	August 7
February 27	February 20	August 28	August 21
March 13	March 6	September 11	September 4
March 27	March 20	September 25	September 18
April 10	April 3	October 10	October 3
April 24	April 17	October 23	October 16
May 8	May 1	November 6	October 30
May 23	May 16	November 20	November 13
June 5	May 29	December 4	November 27
June 19	June 12	December 18	December 11

2018 RATES

	JR. LEADERBOARD (600 x 100 pixels)	BIG BOX (300 x 250 pixels)	SPONSOR SPOTLIGHT (Text Box)	HALF BIG BOX (300 x 100 pixels)	SPONSORED LEGAL UPDATE (Text Link)
1 time	\$1,225	\$1,115	\$995	\$875	\$495
3+ times	\$1,175	\$1,055	\$945	\$825	\$445
6+ times	\$1,095	\$995	\$895	\$795	\$395
12+ times	\$1,055	\$945	\$845	\$745	\$345
24+ times	\$995	\$895	\$795	\$715	\$295

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DIGITAL SPECIFICATIONS:

Image type: .JPG, .GIF, Animated .GIF*

Image animation (.GIF): Single to infinitely looping banners accepted. Note: Flash files are not acceptable for e-products.

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, Chrome, Internet Explorer and Safari.

Note: Please ensure ads without background colour have a keyline.

*Animated GIFs do not rotate on all email systems so please ensure the first frame of your animated GIF has a message.

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