

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

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A SNAPSHOT OF CANADA'S DEALS LANDSCAPE

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SUBSCRIBE August 20, 2018

CANADIAN M&A
Transactions by Deal Type

Deal Type	Count
Acquisition	12
Merger	8
Divestiture	5
Restructuring	3
Other	2

Transaction	Date	Company	Target	Deal Value
August 20	Acquisition	Blackburn Research Inc.	Acquiring Control of Ridge Group	\$12
August 22	Acq. Deal	Proton Ther Co.	Acq. in US Biotech	\$14
August 22	Acq. Deal	LabCorp Inc.	QIP Deal	\$25
August 22	Acq. Deal	Greenstone Capital Inc.	US Biotech	\$25
August 23	Merger	Stevia Corp.	MSO ac.	\$3
August 23	Merger & Acq.	United Capital Co.	Acq. Medical Supply Co.	\$11
August 23	Merger & Acq.	IG Inc.	Competition Deal for (acquired)	\$121
August 9	Acq. Deal	IG Inc.	Acq. in US	\$12
August 9	Acq. Deal	West Fraser Inc.	Whisper Group (Canada) Inc.	\$224
August 9	Restructuring	Real World Inc.	Whisper Group (Canada) Inc.	\$224
August 9	Restructuring	QIP Capital Inc.	Whisper Group (Canada) Inc.	\$224
August 9	Restructuring	IG Inc.	IG (US) Inc.	\$224
August 9	Merger & Acq.	Star King & Corporation Ltd.	Coaster Deck & Supply Inc.	\$22
August 7	Restructuring	Star King Co.	Star King Co.	\$4

News

Chinese entity created "two or three days" before \$2.5-billion offer for realtor
When Glusky Hotels and Resorts Inc. closed the deal for Imbibe! REIT on Aug. 15, the financial results indicated the buyer was something of a mystery, a private Canadian company rumored to be backed by Hong Kong money.

SPONSORED LEGAL UPDATES

True value, a reference
From *LexisNexis Canada*

Loans: open door or end, it's all about liquidity
From *McGill's Journal*

Senior portfolio got no, but follow-up essential
From *IBJ*

Even if you portfolio expands, you should evaluate it
From *Investment Canada*

Potash Co., Agrium said in advanced talks to merge
Canadian fertilizer companies Agrium Inc. and Potash Corp. of Saskatchewan Inc. are in talks to merge, Bloomberg reported on Tuesday, what would be the world's biggest and most valuable fertilizer company by capacity and North America's largest farm retailer.

Vail Resorts and Whistler Blackcomb deal: six charts
Whistler Blackcomb Holdings, the owner of one of Canada's biggest and most popular ski resorts, is being sold to U.S.-based Vail Resorts under a friendly deal the two companies announced Monday.

Security review strategy changing
Companies going through national security reviews traditionally hold off on engaging with regulators until fairly late in the game. It's time to reconsider that strategy.

Ontario Court of Appeal throws out Brevin's class action appeal
While a securities class action lawsuit concerning a Canadian mining company paid out millions in the United States, its counterpart in Ontario could not get off the ground.

"Last hope" LNG gas pipeline project opposing First Nations
On a sprawling 86 of LNG projects in British Columbia, the FortBC Eagle Initiative Woodfibre LNG gas pipeline project is coming up against opposition from local First Nations.

Local governments key to infrastructure deals
The federal government will be investing a huge amount into infrastructure — but execution will happen at the local level.

HALF BIG BOX AD

BIG BOX AD

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2018 DEADLINES

DEALSWIRE DATE	BOOKING/MATERIAL DEADLINE	DEALSWIRE DATE	BOOKING/MATERIAL DEADLINE
January 9	January 2	July 4	June 26
January 30	January 23	July 17	July 10
February 13	February 6	July 31	July 24
February 27	February 20	August 14	August 7
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 20	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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