



ANNOUNCEMENT TOOLKIT

SHARE YOUR NEWS WITH THE LARGEST AND MOST INFLUENTIAL LEGAL AUDIENCE IN CANADA

Media Solutions delivers more than 100 million impressions annually, and no one else has the Canadian legal community covered like we do. From announcing new partners or leaders to notable new lawyers joining your firm or legal department, we can help communicate your news.

Gain new referral business, attract new clients and further strengthen your market position by accessing an audience of in-house counsel, lawyers, judges and senior business leaders. Benefit from our ability to deliver your announcement over multiple platforms – print, web, social and email to further amplify your news.

Reach these key audiences:

- Corporate Counsel & C-Suite in Business, Industry, Government and Non-Profit
- Lawyers in Global, National, Regional and Boutique Firms
- The Judiciary and Academia in the Courts and Law Schools

Book your announcement in 3 easy steps. It's that simple!!

- 1 Send your announcement/press release and images to: MediaSolutions.Sales@thomsonreuters.com
- 2 Indicate the Announcement Level you wish to book
 - Gold
 - Silver
 - Bronze
- 3 Indicate the preferred week you would like the announcement to go live

Your account manager will be in touch to confirm the details

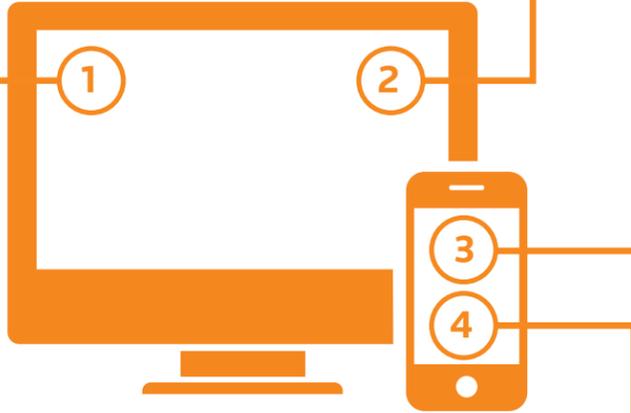
For more information:

To confirm your announcement booking, contact MediaSolutions.Sales@thomsonreuters.com or call 416.649.8814



HERE'S HOW YOUR ANNOUNCEMENT WILL LOOK AND WHERE IT WILL APPEAR:

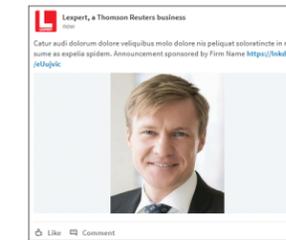
Lexpert People Moves on Lexpert.ca



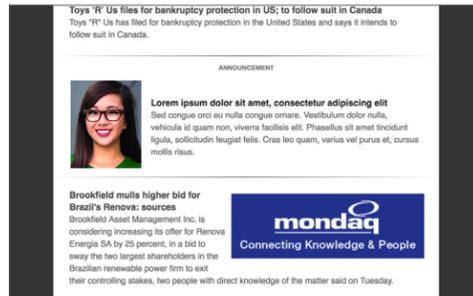
Canadian Lawyer/Law Times Moves & Shakes on canadianlawyermag.com



On Media Solutions Twitter/LinkedIn



In Canadian Legal Newswire or Lexpert Dealswire



Print announcement in Canadian Lawyer, Canadian Lawyer InHouse, Law Times or Lexpert



Announcement

ELEMENTS

Announcement published on these digital platforms for a minimum of one month:

- Lexpert People Moves on lexpert.ca
- Canadian Lawyer/Law Times Moves & Shakes on canadianlawyermag.com

Social Media Sponsored Post:

- Select from Canadian Lawyer, Law Times, Lexpert or InHouse on available Twitter or LinkedIn platforms

Newswire Announcement:

- Select from Canadian Legal Newswire, Canadian Legal Newswire InHouse Edition or Lexpert DealsWire

Print Announcement:

- Select from Canadian Lawyer, Lexpert, Canadian Lawyer InHouse or Law Times

Total Number of Impressions

GOLD \$2,995

Total Value up to: \$5,880

SILVER \$1,995

Total Value up to: \$3,620

BRONZE \$995

Total Value up to: \$1,690

Both included

Both included

Both included

Three posts

Two posts

One post

One placement

One placement

One placement

Up to 145,000

Up to 75,000

Up to 18,000

Deadlines

- **Bronze and Silver** – one week prior to desired date
- **Gold** – two – four weeks prior for print, one week prior for digital



Lexpert People Moves on Lexpert.ca

Lexpert Business of Law website screenshot showing a news article layout with a profile picture and text.

Print announcement in Canadian Lawyer, Canadian Lawyer InHouse, Law Times or Lexpert

Print announcement layout for MOVES&SHAKES featuring a profile picture, name, and text.

Canadian Lawyer/Law Times Moves & Shakes on canadianlawyermag.com

Canadian Lawyer website screenshot showing a 'MOVES&SHAKES' announcement with a profile picture and text.

In Canadian Legal Newswire / Dealswire

Canadian Legal Newswire/Dealswire announcement layout with a profile picture, text, and a Mondaq logo.

Canadian Legal Newswire/Dealswire announcement layout with a profile picture, text, and a Movements & Shakes logo.

On Media Solutions Twitter/LinkedIn

Twitter/LinkedIn announcement layout featuring a profile picture, text, and social media interaction buttons.

People on the Move announcement layout with a profile picture, text, and a Movements & Shakes logo.