

2019 DEAL SWIRE AND LITIGATIONWIRE

DealsWire

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.

• FREQUENCY: monthly

• 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: **15,000** recipients, including **10,000** in-house counsel

and **33%** open rate (versus 22% industry benchmark)

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out Silvercorp 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

'Last hope' LNG gas pipeline project opposed by First Nations On a dwinding list of LNG proposals in British Columbia, the ForisBC Eagle Mountain-Woodlibre LNG gas pipeline project is coming up against opposition from local First Nations.

SPONSOR SPOTLIGHT



We've been warming the bench for almost 30 years Dickson Appell LLP congratulates our esteemed partner, E. Lli Nakonechny, on her appointment to the Superior Court of Justic Toronto. Llana is the 6th partner of the firm to be called to the be

BIG BOX AD





2019 DEAL SWIRE AND LITIGATIONWIRE

LitigationWire NEW FOR 2019

DISCOVER THE LATEST DEVELOPMENTS IN LITIGATION AND POSITION YOUR SERVICES TO THOSE WHO MATTER MOST

LitigationWire is a **new** monthly newswire from Lexpert, with coverage of the cases, controversies and consequences that are shaping the world of litigation. From defense of intellectual property rights to risk-proofing an enterprise, we'll cover all topics and their impact on businesses and law firms.

This newswire provides you with the opportunity to place advertising or sponsored content and deliver your message directly to the inbox of the legal community – whether they are in-house counsel, lawyers practicing in litigation or lawyers working in areas that may be affected by litigation.

• FREQUENCY: monthly

• **COVERAGE:** delivered to litigation lawyers from the

following practice areas: class action, competition law, employment law, labour relations, environmental law, medical negligence, personal injury, professional liability, workplace human rights **PLUS**Lexpert ranked lawyers and in-house counsel

• **CONTENT:** cases, controversies and consequences that

shape the world of litigation

• AUDIENCE: 9,800 recipients, 47% in-house counsel; 31%

law firm lawyers; 22% government

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2019 NEWSWIRE RATES

DEALSWIRE DATES				
January 15	July 3			
February 12	July 30			
March 12	September 10			
April 9	October 8			
May 7	November 5			
June 4	December 3			

LITIGATIONWIRE DATES					
January 29	July 16				
February 26	August 13				
March 26	September 24				
April 23	October 22				
May 22	November 19				
June 18	December 17				

	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	\$1,260	\$1,150	\$1,025	\$900	\$510
3+ times	\$1,190	\$1,095	\$975	\$855	\$460
6+ times	\$1,130	\$1,040	\$925	\$810	\$410
12+ times	\$1,075	\$990	\$880	\$770	\$360
24+ times	\$1,020	\$940	\$835	\$730	\$310

^{*}Applicable taxes will be added to all rates

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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