

## The readers have spoken!

It's one thing to win the respect of your peers in the publishing business. In the last 10 years, *National* has received 54 nominations for the Canadian Business Press Kenneth R. Wilson Awards. What's more, we've turned those nominations into 30 Top Five finishes, five silver Awards, and six Gold Awards for excellence in legal journalism.

But it's even more important to win the approval of your readers. And this is what *National* has done — in spades. Our last readership survey returned positive results on an unprecedented scale

### Here are the results of our most recent readership survey:

- Readers chose *National* as their top choice for legal publications in Canada
- 92% of respondents read *National's* feature stories regularly
- 60% of respondents read *National* within the first week of receiving it.
- Average time spent reading *National*: 24.39 minutes
- 58% of readers discussed an article or called someone else's attention to it
- 40% clipped, copied or filed articles for future reference

By all measures, CBA members have never been happier with their association's magazine. Peer-reviewed excellence and reader satisfaction at an all-time high — what more could you ask of Canada's leading magazine for lawyers?



**Beverley Spencer**  
Editor-in-Chief

beverleys@cba.org

## On the leading edge

*National's* mandate is very simple: analyze legal trends and provide competitive insights for the 37,000 members of the Canadian Bar Association. In 2011, our award-winning magazine fulfilled that mandate and more.

**The most widely read and highest-rated legal magazine in Canada, *National* tracks important professional developments before anyone else. Check out some of the leading-edge issues *National* explored last year:**

- The best in digital legal marketing.
- Why legal process outsourcing is catching on.
- The story behind the mergers shaking up Canada's legal landscape.
- Taking a second look at DNA evidence.
- How climate change is raising the stakes for the future of the Arctic.
- New challenges to solicitor-client privilege.
- Canada's legal landscape and the new political order in Ottawa.
- A due diligence checklist for lawyers representing emerging countries looking to get listed.
- The challenge of Fetal Alcohol Spectrum Disorder and the criminal justice system.

**Not only that, but *National's* strategic alliance with the award-winning online practice resource center CBA PracticeLink continues to be a huge success. Our PracticeLink Upfront section tracked such indispensable law practice management topics as:**

- Tips for e-trials and preparing clients for video dispositions.
- How to build a successful blog.
- Cutting-edge technology for lawyers on the go.
- How to connect with clients online.
- The virtual lawyer
- Trends in lawyer compensation.

Members also receive our dynamic e-newsletter bulletins, with separate editions for law firm leaders, sole practitioners, business & corporate lawyers and law students and young lawyers. You won't find a deeper multimedia editorial lineup!

## Editorial line-up

	Ad Space Closing	Ad Material Deadline	Mailing Date
<b>JANUARY/FEBRUARY</b> <b>Feature:</b> Intellectual Property <b>PracticeLink:</b> Career Advancement	January 18	January 19	February 6
<b>MARCH</b> <b>Feature:</b> The 30th anniversary of the Charter of Rights and Freedoms <b>PracticeLink:</b> Sole Practitioners	February 22	February 23	March 12
<b>APRIL/MAY</b> <b>Feature:</b> Real Estate <b>PracticeLink:</b> Mobile Technology	April 18	April 19	May 7
<b>LAW STUDENT ISSUE</b> <b>Special Issue to 10,000 Law Students in Canada's Law Schools</b>	May 9	May 10	May 28
<b>JUNE</b> <b>Feature:</b> Family Law, CBA Conference Showguide <b>PracticeLink:</b> Knowledge tools for lawyers	May 23	May 24	June 11
<b>JULY/AUGUST – Bonus distribution – CBA Legal Conference</b> <b>Feature:</b> Pensions <b>PracticeLink:</b> Business Development	July 18	July 19	August 7
<b>SEPTEMBER</b> <b>Features:</b> Intellectual Property <b>PracticeLink:</b> Courtroom Technology	August 28	August 29	September 17
<b>OCTOBER/NOVEMBER</b> <b>Feature:</b> Real Estate <b>PracticeLink:</b> Leadership	October 2	October 3	October 22
<b>DECEMBER</b> <b>Feature:</b> Communications / Legal Technology <b>PracticeLink:</b> Lawyer Compensation	November 14	November 15	December 3

## Black and White Rates

	1x	4x	8x
Full Page	\$5,703	\$5,319	\$5,117
2/3 page	\$4,290	\$3,996	\$3,827
1/2 page island	\$3,849	\$3,289	\$3,218
1/2 page	\$3,191	\$3,050	\$2,951
1/3 page	\$2,271	\$2,119	\$2,038
1/4 page	\$1,722	\$1,603	\$1,527

## Colour (per page)

4 colour process (CMYK)	\$855
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## Covers (non-cancelable)

2nd and 3rd cover: frequency rate + 25% + colour

4th cover: frequency rate + 50% + colour

## GST and HST

All rates are subject to applicable taxes.

## Insert/Outsert Rates

Contact publisher: Stefanie MacDonald, (416)764-3911  
stefanie.macdonald@rci.rogers.com

## Position Charges

Pages opposite table of contents, CBA Forum and first double page spread, (pages 4 and 5), extra 25% of space cost.

## Commision and Cash Discount

- Agency Commission: 15% of gross billing allowed on space, colour, bleed, position and charges for special insert stock, to recognized agencies only. Commission is not allowed on other charges such as mechanical charges, reprints, classified advertising, etc.
- Accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

## Copy of Contract Regulations

- If first insertion of this contract is not used within two months from date of contract and if, in the meantime, a new rate schedule has been published, the new rates will apply. "Rateholders" are not recognized. Rates are based on total amount of space used in twelve months from date of first insertion.
- All advertising copy subject to approval of the publishers.
- Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising there against the publishers.

## Other contract conditions

- This rate applies exclusively to the regular business announcements of the advertiser, advertisements inserted for other concerns will be charged at card rates for space used.
- Advertiser and advertising agency agree that *NATIONAL* shall be under no liability for their failure, for any cause, to insert any ad.
- Production charges apply for material not to specification, or for alterations.
- Verbal agreements are not recognized.
- Rates are subject to change without notice.
- Publishers are not bound by any conditions, printed or otherwise appearing on contract or copy instructions when such conflict with policies covered by this rate card.
- Publishers shall be entitled to payment as herein provided, upon their having completed the printing of the advertising and having taken reasonable steps to see that the publication will be distributed.

## 2012 CLOSING DATES

Issue Date	Ad Space Closing	Ad Material Deadline	Mailing Date
January/February	Jan 18	Jan 19	Feb 6
March	Feb 22	Feb 23	March 12
April/May	April 18	April 19	May 7
Law Student Issue	May 9	May 10	May 28
June	May 23	May 24	June 11
July/August	July 18	July 19	Aug 7
September	Aug 28	Aug 29	Sept 17
October/November	Oct 2	Oct 3	Oct 22
December	Nov 14	Nov 15	Dec 3

## Printing Method

Web offset

## Binding Method

Saddle stitched

## Paper Stock

45 lb coated

## Publication Trim Size

7 7/8" wide x 10 3/4" deep

## Standard Column Width

2 1/8"

## Bleed

Single page - bleed, 8 1/8" x 11",

Double page spread - bleed, 16" x 11"

## Critical Live

All type matter or illustration material not intended to bleed to be kept 3/8" from publication trim. Publisher reserves the right to crop 3/16" on either side to allow for variation of trim size.

Double page spreads hold 1/8" from gutter of each page.

## Digital File Preparation

PDF/X-1a:2001, or a generic PDF created to Rogers Publishing specifications, sent online using Magazines Canada **AdDirect at [adirect.sendmyad.com](mailto:adirect.sendmyad.com)**. Check [www.rogersdigitalads.com](http://www.rogersdigitalads.com), or contact Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour trapping. Production charges apply for material not to specifications or for alterations.

## Storing of Print Materials

The publisher reserves the right to destroy all material supplied if not demanded within one year from last time of use.

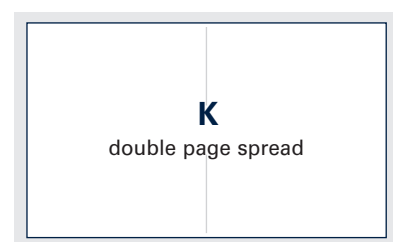
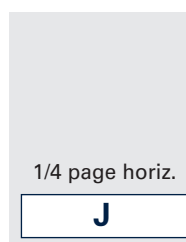
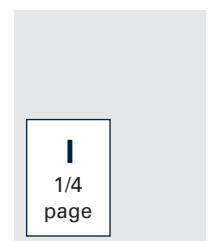
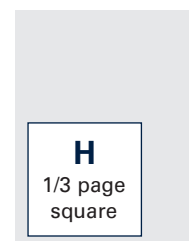
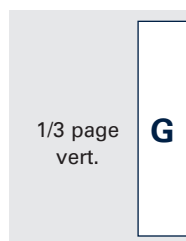
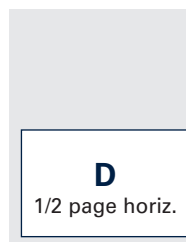
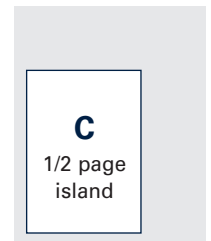
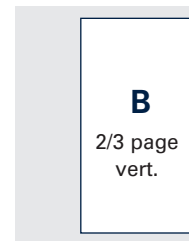
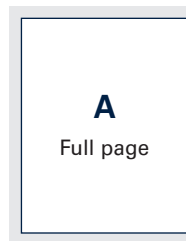
## Specifications Regarding Inserts/Outserts

Contact: Stefanie MacDonald, (416)764-3911,

[stefanie.macdonald@rci.rogers.com](mailto:stefanie.macdonald@rci.rogers.com)

## Standard Non-Bleed Unit Sizes

Size	Wide	Deep
<b>A</b> Full page (non-bleed)	7"	10"
<b>B</b> 2/3 page vertical	4-5/8"	10"
<b>C</b> 1/2 page island	4-5/8"	7-1/2"
<b>D</b> 1/2 page horizontal	7"	4-7/8"
<b>E</b> 1/2 page vertical	3-3/8"	10"
<b>F</b> 1/3 page horizontal	7"	3-1/4"
<b>G</b> 1/3 page vertical	2-1/8"	10"
<b>H</b> 1/3 page square	4-5/8"	4-7/8"
<b>I</b> 1/4 page	3-3/8"	4-7/8"
<b>J</b> 1/4 page horizontal	7"	2-3/8"
<b>K</b> Double page spread (non-bleed)	14-5/8"	10"



# ONLINE OPPORTUNITIES

# NATIONAL

## CBA PracticeLink E-Newsletters

The Canadian Bar Association distributes targeted monthly e-newsletters to a different audience each month. Below, you'll find our schedule and a description of each audience. The CBA membership is broken down into 5 categories:

- Business and Corporate** – Corporate Counsel, Lawyers working in large and very large firms
- Young Lawyers** – Members under the age of 40, Practicing law for 10 years or less
- Solo and Small Firm** – Lawyers working in a firm of less than 10 lawyers, Solo Practitioners
- Student** – Law Student
- Law Firm Leaders** – Managing Partners within a law firm

E-Newsletter	Distribution*	Banner ad	Skyscraper ad	Button ad
Business and Corporate edition	16,000	\$2,590	\$2,590	\$1,350
Young Lawyers	18,000	\$2,690	\$2,690	\$1,760
Solo and Small Firm	9,000	\$2,170	\$2,170	\$1,250
Student	4,000	\$1,250	\$1,250	\$830
Law Firm Leaders	400	\$830	\$830	\$520

\*Distribution is approximate

## 2012 CBA PracticeLink Schedule

January	Young Lawyers	July	Solo and Small
February	Business/Corporate	August	Business/Corporate
March	Solo and Small	September	Law Students/Young
April	Law Firm Leaders	October	Law Firm Leaders
May	Business/Corporate	November	Solo and Small
June	Young Lawyers	December	Business/Corporate

## Digital Ad Sizes

Banner ad	468 pixels wide x 60 pixels high
Skyscraper ad	120 pixels wide x 400 pixels high
Button ad	150 pixels wide x 150 pixels high

Please supply as static GIF or JPG. We cannot accept flash ads as they are often blocked by e-mail servers.

