



CCCA magazine

Leading Corporate Counsel • Le conseiller juridique d'entreprise – Droit devant



The Publication for Canada's Leading Corporate Counsel



Canadian Corporate Counsel Association
Association canadienne des conseillers (ères)
juridiques d'entreprises

2010 Media Kit



Silvie Kuppek
Executive Director

The brand name for in-house counsel

Since its establishment in 1988, the Canadian Corporate Counsel Association has been the brand name for in-house lawyers in Canada. We have just finished celebrating our twentieth year and achieved a significant milestone – we have surpassed 10,000 members! In the last two years, we have grown by almost 2,000 new members (5,000 in-house counsel members, 5,000 law firm associate members) and we are still growing! As Canada's pre-eminent association for corporate counsel, we are proud to publish our quarterly magazine, **CCCA Magazine**.

CCCA Magazine is the must-read publication for the decision-makers in Canada's legal departments. "Leading Corporate Counsel" isn't just the magazine's slogan – it also describes the CCCA's leadership role in the in-house counsel community, and highlights all the senior general counsel who are proud to number themselves among our ranks. As almost 70% of corporate counsel in Canada are CCCA members, our association truly is the voice of corporate counsel.

The CCCA's ongoing commitment to delivering outstanding member service and playing a critical role for corporate counsel nationwide is demonstrated by our growth and the success of **CCCA Magazine**. As Executive Director of the Association, I am proud of our magazine that, like the organization itself, will never compromise on delivering the highest-quality information to the most important players in corporate counsel legal circles.

CCCA Magazine is yet another reason why the Canadian Corporate Counsel Association is the undisputed leader for in-house trends and developments in Canada. To learn more about CCCA's activities, visit our website at www.cancorpcounsel.org.

Silvie Kuppek
Executive Director



Cover photographer: Alena Gedeonova



How to reach Canada's leading corporate counsel



Beverley Spencer
Executive Editor
beverleys@cba.org

When it comes to the best in-house lawyers in Canada and the most significant trends affecting their work, there's really only one choice: **CCCA Magazine**. Four times a year, 10,000 in-house counsel and corporate lawyers confirm that **CCCA Magazine** is the authoritative voice on corporate counsel issues.

CCCA Magazine is the official periodical of the Canadian Corporate Counsel Association, the country's leading in-house lawyer organization. Providing a dedicated national forum and voice for the in-house counsel profession, the CCCA is the preferred choice for lawyers in the most influential legal departments in Canada.

Led by the editorial team behind the Canadian Bar Association's award-winning *National*, **CCCA Magazine** provides cutting-edge insight into what makes today's corporate law departments tick. You can't afford to pass up the opportunity to be part of this powerful publishing experience.

Here's what **CCCA Magazine** readers discovered in 2009:

- **Getting ahead:** an 8-point success guide for new corporate counsel
- **The value proposition:** getting the most from your outside counsel
- **Mandatory professional development:** what's expected now
- **An ounce of prevention:** how to avoid employment law issues
- **Women of influence:** what it takes to rise to the top
- **Cracking down on corruption:** why general counsel are on notice
- **Request for proposals:** do they deliver the value you need?

Don't miss this chance to be front and center in the corporate legal publishing marketplace. Ten thousand members of the Canadian Corporate Counsel Association, representing many of the top companies in the world, receive **CCCA Magazine**. Make sure they receive your firm's message, too.



The CCCA Mission and Strategic Goals

The Canadian Corporate Counsel Association provides a national forum and voice for in-house counsel to advance the development of their practice of law, professional skills and careers as in-house counsel. To achieve this mission, the Board of Directors focuses CCCA resources on the following six strategic objectives:

1 Developing Our Community

CCCA engages all in-house counsel to come together in a climate of fellowship and mutual support by creating opportunities for

members to network and share accomplishments, experiences and knowledge.

2 Fostering Professional Excellence

CCCA enables members to enhance their skills and capabilities as in-house counsel by making available to them value-added resources, services and knowledge.

3 Enabling Career Development

CCCA supports members' career growth by facilitating their access

to career development pathways, information and support.

4 Advancing the Practice

CCCA promotes and enhances a positive perception of the contribution of in-house counsel by identifying and leveraging appropriate information-sharing opportunities within industry, government bodies and professional associations.

5 Being the Association of Choice

The Association facilitates involvement in its activities and access to

its benefits by all levels of in-house counsel across Canada by developing CBA linkages, publicizing, promoting and expanding membership benefits, leveraging technology to member advantage, and maximizing national presence.

6 Supporting Our Chapters

CCCA fosters Chapter growth by encouraging and enabling their establishment and development, supporting local activities and providing opportunities for co-operation at the regional and national levels.

Black and White Rates

	Full page	2/3 page	1/2 page island	1/2 page	1/3 page	1/4 page
1x	\$3,685	\$3,091	\$2,755	\$1,903	\$1,470	\$1,265
4x	\$3,132	\$2,320	\$2,340	\$1,618	\$1,250	\$1,071

Colour (per page)

Process colours per colour extra (CMYK)	\$430
Matched colour (special inks)	\$530
4 colour process (CMYK)	\$822

Covers (non-cancelable)

2nd and 3rd cover: frequency rate + 25% + colour
 4th cover: frequency rate + 50% + colour

GST and HST

Prices are subject to the addition of 5% Goods and Services Tax (GST), where applicable. In most cases, GST is recoverable and does not affect the price of advertising. Effective July 1st, 2010 prices are subject to the 13% HST tax.

Insert/Outsert Rates

Contact publisher: Alison Webb, (416) 764-3876, alison.webb@rci.rogers.com

Commission and Cash Discount

- a) 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.
- b) 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

- a) 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. Rates for schedules composed of mixed space units computed on total space used as related to each unit size, i.e. 2 full pages and 4 half pages equal 4 full pages or 8 half pages. Full pages thus earn 4-time rate and half pages earn 8-time page rate.
- b) All advertising copy subject to approval of the publishers.
- c) 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

- a) 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.
- b) Advertiser and advertising agency agree that CCCA shall be under no liability for their failure, for any cause, to insert any ad.
- c) Production charges apply for material not to specification, or for alterations.
- d) Verbal agreements are not recognized.
- e) Rates are subject to change without notice.
- f) 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.
- g) 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.

Closing Dates

1st Issue – Spring Conference Issue

Ad Space Closing	January 26
Ad Material Deadline	January 27
Mailing Date.	February 22

2nd Issue – Highlights of the Davies Barometer

Ad Space Closing	April 27
Ad Material Deadline	April 28
Mailing Date.	May 25

3rd Issue – Compensation Survey

Ad Space Closing	September 7
Ad Material Deadline	September 8
Mailing Date.	October 4

4th Issue – Year in Review, CCCA member profile

Ad Space Closing	November 16
Ad Material Deadline	November 17
Mailing Date.	December 13

CCCA Magazine Circulation

Total circulation	10,511
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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 addirect.sendmyad.com. Check 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.

Shipping Instructions

CCCA MAGAZINE

One Mount Pleasant Road, 7th floor

Toronto, ON Canada M4Y 2Y5

Production Manager

(416) 764-3919

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: Alison Webb at alison.webb@rci.rogers.com or (416) 764-3876.

Standard Non-Bleed Unit Sizes

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

