



# ONTARIO REPORTS MEDIA KIT 2024

Media solutions to reach high net worth legal professionals quickly and effectively.

# Ontario Reports

## Profile

Reach the Ontario legal profession with targeted advertising in *Ontario Reports*, the only publication specifically devoted to case law in Ontario. Published by LexisNexis® for the Law Society of Ontario, judges and lawyers look to the weekly full-text journal of *Ontario Reports* for the latest in court decisions, practice directions, career opportunities and announcements to the profession. No other publication is as widely known or read by the Ontario Bar.

*Ontario Reports* has been published by the Law Society of Ontario for more than a century. Over 75,000 personally addressed copies of *Ontario Reports* are digitally delivered every week to all members of the Law Society of Ontario; one to every lawyer, legal counsel and paralegal in the province. This distribution is unmatched by any other legal publication in Ontario.

Available on any computer, tablet, or smartphone, this gives lawyers and judges access from anywhere at any time. In today's information-everywhere, all-the-time environment, *Ontario Reports* ensures easy, trouble-free access 24/7 for Ontario's legal community.

Current advertisers in *Ontario Reports* include companies promoting products and services to the legal profession, recruiters for the legal field, mediators, financial services companies and many more. *Ontario Reports* has become the place to generate referral business through advertising. Take advantage of this opportunity to reach the Ontario legal community with your message.



## 2024 Schedule (51 Issues)









Digital Issue Date	Print Issue Date	Material Closing Date	Digital Issue Date	Print Issue Date	Material Closing Date
January 3	January 5	December 15	July 3	July 5	June 21
January 10	January 12	December 29	July 10	July 12	June 28
January 17	January 19	January 5	July 17	July 19	July 5
January 24	January 26	January 12	July 24	July 26	July 12
January 31	February 2	January 19	July 31	August 2	July 19
February 7	February 9	January 26	August 7	August 9	July 26
February 14	February 16	February 3	August 14	August 16	August 2
February 21	February 23	February 9	August 21	August 23	August 9
February 28	March 1	February 16	August 28	August 30	August 16
March 6	March 8	February 23	September 4	September 6	August 23
March 13	March 15	March 1	September 11	September 13	August 30
March 20	March 22	March 8	September 18	September 20	September 6
March 27	March 29	March 15	September 25	September 27	September 13
April 3	April 5	March 22	October 2	October 4	September 20
April 10	April 12	March 29	October 9	October 11	September 27
April 17	April 19	April 5	October 16	October 18	October 4
April 24	April 26	April 12	October 23	October 25	October 11
May 1	May 3	April 19	October 30	November 1	October 18
May 8	May 10	April 26	November 6	November 8	October 25
May 15	May 17	May 3	November 13	November 15	November 1
May 22	May 24	May 10	November 20	November 22	November 8
May 29	May 31	May 17	November 27	November 29	November 15
June 5	June 7	May 24	December 4	December 6	November 22
June 12	June 14	May 31	December 11	December 13	November 29
June 19	June 21	June 7	December 18	December 20	December 6
June 26	June 28	June 14			

Please forward all artwork for Ontario Reports to: [orartwork@lexisnexis.ca](mailto:orartwork@lexisnexis.ca) and your sales representative









## 2024 Display Advertising Rates

### General/Announcements





### Frequency Discount Rate (Pricing per issue)

Four Colour	Size (width x height)		1-3 times	4-11 times	12-20 times	21-30 times	31+ times
Full Page	4 1/2" x 7 3/4"		\$2,631	\$2,256	\$2,148	\$2,052	\$1,949
3/4 Page	4 1/2" x 5 7/8"		\$2,335	\$2,012	\$1,949	\$1,835	\$1,705
1/2 Page	4 1/2" x 3 7/8"		\$2,000	\$1,807	\$1,705	\$1,642	\$1,495
1/4 Page	4 1/2" x 1 7/8"		\$1,523	\$1,386	\$1,336	\$1,278	\$1,176
Black & White	Size (width x height)		1-3 times	4-11 times	12-20 times	21-30 times	31+ times
Full Page	4 1/2" x 7 3/4"		\$2,005	\$1,637	\$1,529	\$1,432	\$1,330
3/4 Page	4 1/2" x 5 7/8"		\$1,716	\$1,392	\$1,330	\$1,216	\$1,085
1/2 Page	4 1/2" x 3 7/8"		\$1,380	\$1,188	\$1,085	\$1,023	\$876
1/4 Page	4 1/2" x 1 7/8"		\$902	\$767	\$715	\$659	\$556

### Career/Legal Support

Four Colour	Size (width x height)		1-3 times	4-11 times	12-20 times	21-30 times	31+ times
Full Page	4 1/2" x 7 3/4"		\$3,201	\$2,794	\$2,416	\$2,227	\$2,031
3/4 Page	4 1/2" x 5 7/8"		\$2,788	\$2,467	\$2,134	\$1,968	\$1,854
1/2 Page	4 1/2" x 3 7/8"		\$2,382	\$2,106	\$1,853	\$1,756	\$1,589
1/4 Page	4 1/2" x 1 7/8"		\$1,837	\$1,635	\$1,463	\$1,388	\$1,284
Black & White	Size (width x height)		1-3 times	4-11 times	12-20 times	21-30 times	31+ times
Full Page	4 1/2" x 7 3/4"		\$2,576	\$2,168	\$1,790	\$1,601	\$1,405
3/4 Page	4 1/2" x 5 7/8"		\$2,163	\$1,842	\$1,509	\$1,343	\$1,181
1/2 Page	4 1/2" x 3 7/8"		\$1,756	\$1,480	\$1,228	\$1,130	\$964
1/4 Page	4 1/2" x 1 7/8"		\$1,204	\$1,004	\$837	\$762	\$659

### Cover Advertising

Four Colour	Size (width x height)		1-3 times	4-11 times	12-20 times	21-30 times	31+ times
Outside Front	4 1/2" x 3 7/8"		\$4,251	\$3,979	\$3,729	\$3,512	\$3,330
Outside Back	4 1/2" x 5 7/8"		\$4,172	\$3,910	\$3,683	\$3,436	\$3,273
Inside Front	4 1/2" x 7 3/4"		\$3,488	\$3,045	\$2,632	\$2,426	\$2,213
Inside Back	4 1/2" x 7 3/4"		\$3,037	\$2,688	\$2,325	\$2,144	\$1,969

\*Cover prices include process colour.

Surcharge for guaranteed position – 10%. Typesetting fee – 18% (if applicable).

Rates do not include applicable taxes.

Advertisement copy and typeset produced by LexisNexis may be used on other mediums or for your other purposes for a **one-time license fee** of \$800.00 + tax.

Please forward all artwork for Ontario Reports to: [orartwork@lexisnexis.ca](mailto:orartwork@lexisnexis.ca) and your sales representative

### Classified Line Advertising

To book your classified line advertisement in Ontario Reports, please email: [anne.yu@lexisnexis.ca](mailto:anne.yu@lexisnexis.ca)

## Ad Sponsorship Package

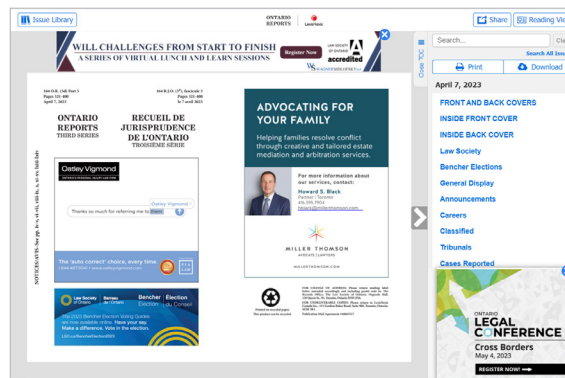
Available to a single advertiser per issue – \$2,359 per issue.

Package includes:

- 1) Ad presence on email notification
- 2) Tile ad on front screen below Table of Contents



<-- Ad presence on email notification (1)



<-- Tile Ad (2)

## Leaderboard Sponsorship Package

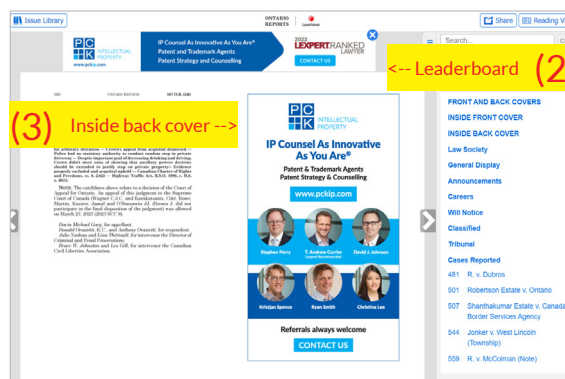
Available to a single advertiser per issue – \$5,796 per issue.

Package includes:

- 1) Email Leaderboard Ad on email notification
- 2) Leaderboard positioning
- 3) Inside back cover positioning (Full page, 4 1/2" w x 7 3/4" h)



<-- Email Leaderboard Ad (1)



<-- Leaderboard (2)

(3) Inside back cover -->

## Digital Production Requirements

Ad Sponsorship Package\*

- Email Notification Ad – 370 pixels wide x 180 pixels high
- Tile ad (below Table of Contents) – i) 300 pixels wide x 250 pixels high (for both digital edition and tablet)  
ii) 300 pixels wide x 100 pixels high for smart phones

Leaderboard Sponsorship Package

- Email Notification Ad – 760 pixels wide x 90 pixels high
- Landing Page Leaderboard ad – i) 728 pixels wide x 90 pixels high (for both digital edition and tablet)  
ii) 320 pixels wide x 50 pixels high (for smart phones)

Supported Media – .jpg, .gif, animated .gif. \*We are unable to accept animated .gifs for the Email Notification Ads. Submit all ads in high resolution (min. 300 dpi).

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## Print Production Requirements

This checklist serves as a guide for agencies and in-house art departments to prepare artwork for our print publications.

Artwork that fails to conform to these requirements may result in inferior reproduction. Please feel free to contact us to discuss any artwork concerns you may have.

Ads should be submitted in CMYK. All ads submitted in RGB will be converted to process CMYK.

### Preferred file format

High-resolution, properly prepared PDF

### Line Screen Values

Halftones – 300 dpi      Line Art – 1200 dpi (minimum)

### Background Screen Tints

Not less than 10%

### File Compatibility

Platforms and file formats:

Windows® Platform	File Format
Adobe® InDesign® CS2–CS4	.indd
QuarkXPress™ 5.0–6.5	.qxd
Adobe® Illustrator®	.eps
Adobe® Acrobat® 5.0 / 9.0	.pdf
Microsoft® Office	.doc

### Embedded Fonts and Graphics

- Embed all fonts in PDF files. We cannot accept MAC fonts. Please ensure they are compressed prior to transmission.
- Preflight Files – Prior to submitting files, please verify that all fonts, logos and graphics (i.e., all support files) are included with the final assembly file and that all images are at a minimum resolution of 300 dpi and all text at a minimum of 800 dpi.

### Layout

- Ensure ads conform to the proper ad size as per the respective media kit and that files are constructed on one page.

### Image Files

- Ensure only the being used for print are supplied and clearly marked.
- Avoid using hairline rules.

### Colour Variances and Registration

- Colour density – some variance of +/- 10% may occur.
- Registration – +/-0.015" between colours is standard tolerance (i.e., paper stretch across press, press movement, etc.)

### Bleeds

- No bleeds are required on final artwork.

### Print Artwork Submission Addresses

Send your advertisement as an attachment to [orartwork@lexisnexis.ca](mailto:orartwork@lexisnexis.ca)

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