

The readers have spoken!

It's one thing to win the respect of your peers in the publishing business. In the last nine years, *National* has received 49 nominations for the Canadian Business Press Kenneth R. Wilson Awards. What's more, we've turned those nominations into 28 Top Five finishes, four Silver Awards, and five 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!

The highest levels of reader satisfaction (8-10 on a scale of 1-10) with *National's* content rose from 27% in the 2005 survey to 37% in 2007, while all other legal publications either held steady or dropped by as much as 14 points. Top-rank satisfaction with the layout, format, feature articles and various departments rose by as much as 24 points, with every category showing meaningful gains. 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 2010, our multiple-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 rise of third-party funding in litigation
- Why diversity in law firms matters to clients
- Drawing the line between vigorous advocacy and incivility
- How the trend toward shareholder activism is creating new opportunities for lawyers
- What lawyers who lobby must know about conflicts of interest
- How the McLachlin Court is reshaping the law
- Why global competition is forcing law firm leaders to reconsider the traditional business model.
- How Canadian lawyers are developing successful new ways of delivering legal services
- Tips on how tech-savvy lawyers leverage technology to boost their productivity.

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:

- The rocky road of succession planning
- Why employee engagement is good business
- Top smartphone apps for lawyers
- What changes in accounting standards mean for legal advisers
- How to leverage the world's largest professional networking site
- Work-life balance tips for busy professionals

Then there's our dynamic new online e-newsletter Addendum, with separate editions for sole practitioners, business & corporate lawyers, law students, young lawyers and law firm leaders. You won't find a deeper multimedia editorial lineup!

Editorial line-up

	Ad Space Closing	Ad Material Deadline	Mailing Date
JANUARY/FEBRUARY Feature: Intellectual Property PracticeLink: Career Advancement	January 11	January 12	February 7
MARCH Feature: Pensions PracticeLink: Sole Practitioners	February 8	February 9	March 7
APRIL/MAY Feature: Real Estate PracticeLink: Mobile Technology	April 12	April 13	May 9
LAW STUDENT ISSUE Special Issue to 10,000 Law Students in Canada's Law Schools	May 3	May 4	Sept 6
JUNE Feature: Family Law, CBA Conference Showguide PracticeLink: Knowledge tools for lawyers SOLO AND SMALL FIRM GUIDE	May 17	May 18	June 13
JULY/AUGUST – Bonus distribution – CBA Legal Conference Feature: Communications / Legal Technology PracticeLink: Business Development	July 19	July 20	August 15
SEPTEMBER Features: Intellectual Property PracticeLink: Courtroom Technology	August 23	August 24	September 19
OCTOBER/NOVEMBER Feature: Real Estate PracticeLink: Leadership	September 27	September 28	October 24
DECEMBER Feature: Communications / Legal Technology PracticeLink: Lawyer Compensation	November 8	November 9	December 5

ADVERTISING RATES

NATIONAL

Black and White Rates	1x	4x	8x
Full Page	\$5,592	\$5,215	\$5,017
2/3 page	\$4,206	\$3,918	\$3,752
1/2 page island	\$3,774	\$3,225	\$3,155
1/2 page	\$3,129	\$2,990	\$2,894
1/3 page	\$2,227	\$2,078	\$1,999
1/4 page	\$1,689	\$1,572	\$1,498

Colour (per page)

4 colour process (CMYK)	\$838
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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.

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.

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

- 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.

2011 CLOSING DATES

Issue Date	Ad Space Closing	Ad Material Deadline	Mailing Date
January/February	Jan 11	Jan 12	Feb 7
March	Feb 8	Feb 9	Mar 7
April/May	Apr 12	April 13	May 9
Law Student Issue	May 3	May 4	Sept 6
June	May 17	May 18	June 13
July/August	July 19	July 20	Aug 15
September	Aug 23	Aug 24	Sept 19
October/November	Sept 27	Sept 28	Oct 24
December	Nov 8	Nov 9	Dec 5

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.

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.

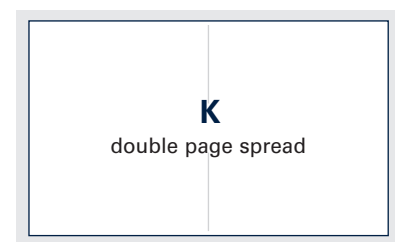
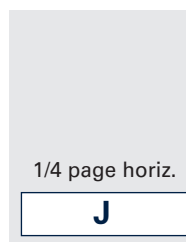
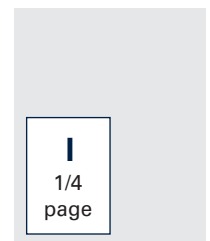
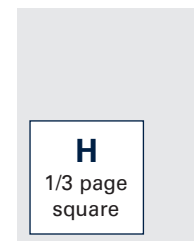
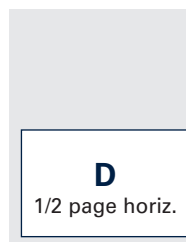
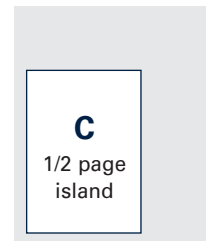
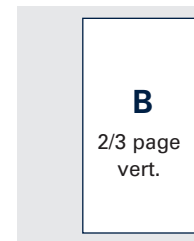
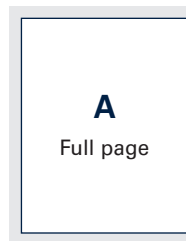
Specifications Regarding Inserts/Outserts

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

stefanie.macdonald@rci.rogers.com

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"



ONLINE OPPORTUNITIES

NATIONAL

Digital Sponsorship www.cba.org/national

- Cost: \$1,500 per issue
- 468 pixels wide x 60 pixels high banner ad (Banner is limited to 2 advertisers per issue)



Addendum (E-Newsletters)

E-Newsletter	Distribution*	Banner ad	Skyscraper ad	Button ad
Business and Corporate edition	16,000	\$2,540	\$2,540	\$1,320
Young Lawyers	18,000	\$2,640	\$2,640	\$1,725
Solo and Small Firm	9,000	\$2,130	\$2,130	\$1,220
Student	4,000	\$1,220	\$1,220	\$812
Law Firm Leaders	400	\$812	\$812	\$510

*Distribution is approximate



2011 Addendum 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.

