



Canadian Corporate Counsel Association
L'Association canadienne des conseillers et conseillères
juridiques d'entreprises

INSIDE COUNSEL

2006 CCCA National Spring Conference Edition

ADVERTISING RATES AND PUBLICATION GUIDELINES

CLOSING DEADLINE: December 30, 2005

Inside Counsel is the glossy biannual publication of the Canadian Corporate Counsel Association. The spring conference edition offers a broad range of content, including association news, member recognition, detailed conference information and registration forms – plus a **featured editorial section** containing articles relevant to the needs of in-house counsel and the theme of the 2006 National Spring Conference, April 23–25 in Ottawa, Ontario. This editorial section provides an excellent **opportunity for you to showcase the expertise of senior professionals within your organization.**

Inside Counsel **mails to more than 8,700 lawyers** as part of the Association's marketing of its two national conferences and is also **distributed throughout the year** as part of our Information Package to new and prospective members. Your advertisement and article will be **prestigiously presented** and provide added value for your investment.

In addition, materials submitted for publication in the print version of the magazine will also appear in our electronic version on the CCCA website. Thus, your organization and its message will enjoy maximum exposure – **in print and online.**

Advertising Rates

Submission Deadline – December 30, 2005	
Please Note the Benefits:	
1) Ads within Inside Counsel will be reproduced in 4-colour process (CMYK)	
2) Purchase of a Full Page Advertisement includes your submission of a 2-pg article for our Expert Insights editorial section along with a colour photograph of the author	
Cover Page Rates	
Outside Back Cover	\$7,500
Inside Front Cover	\$6,750
Inside Back Cover	\$6,750

Inside Page Rates	
Full Page Ad	\$6,000
Half Page Ad	\$4,250* *Note: A half page ad Includes a 1-pg article with a colour photograph of the author and credits

Advertising Submission Guidelines

SUBMISSION DEADLINE: December 30, 2005

Ad Sizes	
Full Page:	8-3/8" x 10-1/2" + crops and 1/8" bleed 4 sides
Half-Page:	8-3/8" wide x 5" high + crops and 1/8" bleed 4 sides
Required Format for Submission	
Submit Advertisement as:	Print production level PDF ➔ save the PDF as Acrobat 4.0 (PDF 1.3) ➔ include crops and 1/8" bleeds 4 sides ➔ make sure that all fonts are embedded ➔ make sure that all graphics and backgrounds included in the PDF file are 300 dpi and CMYK
Submit to	
Email to:	Silvie Kuppek, CCCA Director of Professional Development skuppek@ccca-cba.org

Article & Photograph Guidelines

SUBMISSION DEADLINE: December 30, 2005

Editorial Requirements: We recommend that editorial submissions reflect **the conference theme**. If the author is a conference speaker, the article may be on the **workshop topic** your speaker will be addressing. In all cases, articles submitted should deal with topics of **current and relevant interest to in-house counsel**. CCCA reviews article submissions for suitability and retains final editorial control over all content for publication in print and online. Questions pertaining to the content or theme of your article should be directed to: Silvie Kuppek, CCCA Director of Professional Development – skuppek@ccca-cba.org or 416-869-0020.

See page 3 for details...

Article Length and Content	
Two-page article	<p>Word Count Required</p> <p>Based on using <u>one author's photograph</u>:</p> <p>1) Max. 1350 words if straight text 2) Max. 1250 words if bulleted lists & subheads are included (these add lines to the page)</p> <p>Based on using <u>two authors' photos</u>:</p> <p>– Reduce the lengths above by 50-55 words</p> <p>Content Requirements</p> <p>Your word count must include the following:</p> <ul style="list-style-type: none"> ➤ Author's name, title and company name at the beginning ➤ Body text of the article ➤ Brief author's credit with any credentials, contact information or company credits you wish to provide at the end ➤ Proofread article thoroughly before submission
One-page article	<p>Word Count Required</p> <p>Based on using <u>one author's photograph</u>:</p> <p>1) Max. 580 words if bulleted lists & subheads are included (these add lines to the page) 2) Max. 650 words if straight text</p> <p>Based on using <u>two authors' photos</u>:</p> <p>– Reduce the lengths above by 50-55 words</p> <p>Content Requirements</p> <p>See guidelines for 2-page article above</p>
Required Formats for Photographs	
Articles	MS Word file
Photographs	CMYK tif – 300 dpi to reproduce at 1.25" wide x 1.75" high
Submit to	
Email all materials to:	Silvie Kuppek, CCCA Director of Professional Development skuppek@ccca-cba.org

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Your partnership helps us to provide optimal programming and services to our members