

THE LAW SOCIETY OF ONTARIO  
**BENCHER  
 ELECTION**  
 2 0 1 9

**PREFERRED ADVERTISING  
 RATES FOR CANDIDATES  
 IN LAW TIMES**

**SPECIAL PRINT AND ONLINE OPPORTUNITIES FROM JANUARY 14<sup>TH</sup> TO APRIL 29<sup>TH</sup>**

*Law Times* and *lawtimesnews.com* are pleased to offer special advertising rates and promotional opportunities for all nominated candidates for the upcoming Law Society of Ontario 2019 bencher election.

**Launching January 11th  
 BencherElection.ca and bencherelection.lawtimesnews.com**

A new micro-site devoted to the upcoming LSO Bencher Election will launch January 11th and will offer news coverage, candidate profiles and advertising opportunities for bencher candidates. *Lawtimesnews.com* welcomes more than 38,000 unique visitors every month!



**RE-ELECT ROSS EARNSHAW**  
 Member - Central South Region  
 A vote for fresh perspectives, creative ideas and a modern, effective LSUC

**Proven leadership on key issues**  
 • Addressing the Future  
 • Member Accession Process  
 • Access to Justice  
 • Accountability, Education and Diversity

**RE-ELECT JEFFREY LEM**  
 Director of Titles for the Province of Ontario, for Bencher in Toronto.  
 A strong voice for solicitors.  
 A strong voice against ABS.

**Lots of in-house counsel running in 2019**  
 W hether you're a solo practitioner or a member of a large law firm, you know your clients are looking for solutions that work. That's why in-house counsel is becoming an increasingly important part of the legal landscape. In-house counsel can provide a more integrated and efficient approach to legal services, and they can help you manage risk and reduce costs. As a result, many law firms are seeing a shift in their client base, with more and more clients turning to in-house counsel for their legal needs. This is a significant trend that is likely to continue in the years ahead.

**Young lawyers seek bigger presence at Convocation**  
 S ome young lawyers are looking for a bigger voice at the Law Society of Ontario's annual Convocation. They want to be heard on issues that affect their profession and their clients. They want to be part of the conversation that shapes the future of the law. This is a natural desire, and it's one that the Law Society should encourage. Convocation is a unique opportunity for young lawyers to share their perspectives and to contribute to the development of the profession. It's a chance to be heard and to make a difference.

**Experience will contribute to change.**  
 2015 BENCHER ELECTION  
 X **TANYA WALKER**  
 My focus is on finding new solutions to existing and emerging issues:  
 • Access to the Profession  
 • Efficiency in the Judicial System  
 • Fiscal Prudence  
 • Diversity  
 www.twalkerslawyers.com/bencher

**RECRUITING?**  
 Introducing GREAT TALENT. GREAT RESULTS. GREAT RECRUITING.

**Law Times special rates in all pre-election issues**

This is your opportunity to reach an audience of over 49,000. In addition to our regular readers we are ensuring that all Ontario based lawyers from the *Canadian Law List* will receive digital copies of *Law Times* throughout the bencher campaign. *Law Times* offers special rates in all issues leading up to the election including: January 14, 21, 28 • February 4, 11, 25 • March 4, 11, 18, 25 • April 1, 8, 15, 29

**Special Bencher Election issue:  
 April 1st | Closes March 20th**

The election special comes out just in time to get your message to voters as they head to the polls prior to the April 30th deadline.

**Change on the horizon for 2015**  
 Candidates jockey for position as bencher spots open up

**2015 bencher election — by the numbers**

- Number of eligible voters in Ontario: 1,000,000
- Number of voters who voted in the 2015 election: 600,000
- Number of voters who voted in the 2015 election and are eligible to vote in the 2019 election: 400,000
- Number of eligible voters who are eligible to vote in the 2019 election: 400,000
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election: 200,000
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election: 100,000
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election: 50,000
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election: 25,000
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election: 12,500
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election: 6,250
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election: 3,125
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election: 1,562
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election: 781
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election: 390
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election and are also eligible to vote in the 1975 election: 195
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election and are also eligible to vote in the 1975 election and are also eligible to vote in the 1971 election: 97
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election and are also eligible to vote in the 1975 election and are also eligible to vote in the 1971 election and are also eligible to vote in the 1967 election: 48
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election and are also eligible to vote in the 1975 election and are also eligible to vote in the 1971 election and are also eligible to vote in the 1967 election and are also eligible to vote in the 1963 election: 24
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election and are also eligible to vote in the 1975 election and are also eligible to vote in the 1971 election and are also eligible to vote in the 1967 election and are also eligible to vote in the 1963 election and are also eligible to vote in the 1959 election: 12
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election and are also eligible to vote in the 1975 election and are also eligible to vote in the 1971 election and are also eligible to vote in the 1967 election and are also eligible to vote in the 1963 election and are also eligible to vote in the 1959 election and are also eligible to vote in the 1955 election: 6
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election and are also eligible to vote in the 1975 election and are also eligible to vote in the 1971 election and are also eligible to vote in the 1967 election and are also eligible to vote in the 1963 election and are also eligible to vote in the 1959 election and are also eligible to vote in the 1955 election and are also eligible to vote in the 1951 election: 3
- Number of eligible voters who are eligible to vote in the 2019 election and are also eligible to vote in the 2015 election and are also eligible to vote in the 2011 election and are also eligible to vote in the 2007 election and are also eligible to vote in the 2003 election and are also eligible to vote in the 1999 election and are also eligible to vote in the 1995 election and are also eligible to vote in the 1991 election and are also eligible to vote in the 1987 election and are also eligible to vote in the 1983 election and are also eligible to vote in the 1979 election and are also eligible to vote in the 1975 election and are also eligible to vote in the 1971 election and are also eligible to vote in the 1967 election and are also eligible to vote in the 1963 election and are also eligible to vote in the 1959 election and are also eligible to vote in the 1955 election and are also eligible to vote in the 1951 election and are also eligible to vote in the 1947 election: 1

# LAW TIMES ADVERTISING RATES AND DEADLINES

BOOK TODAY!

## INTEGRATED CAMPAIGNS

**SAVE 60% OFF OUR REGULAR 2019 DISPLAY ADVERTISING RATES!**

### GOLD CAMPAIGN

**\$2,285**

TOTAL VALUE: \$5,720

Includes 1/2 page, four colour ad in print and digital editions of *Law Times*; leaderboard or big box ad on [lawtimesnews.com/bencher](http://lawtimesnews.com/bencher); plus a link to your profile on the *Canadian Legal Newswire*

### SILVER CAMPAIGN

**\$1,675**

TOTAL VALUE: \$4,180

Includes 1/4 page, four colour ad in print and digital editions of *Law Times*; leaderboard or big box ad on [lawtimesnews.com/bencher](http://lawtimesnews.com/bencher); plus a link to your profile on the *Canadian Legal Newswire*

### BRONZE CAMPAIGN

**\$1,295**

TOTAL VALUE: \$3,235

Includes 1/8 page, four colour ad in print and digital editions of *Law Times*; lower big box ad (ie. second, third or fourth position) on [lawtimesnews.com/bencher](http://lawtimesnews.com/bencher); plus a link to your profile on the *Canadian Legal Newswire*

4C print ads	Size (W" x D")	Regular 1X Display RATE	BENCHER RATE 50% OFF
Full page	9 7/8 x 15 1/2	\$7,335	\$3,670
1/2 page	9 7/8 x 7 3/4	\$4,335	\$2,170
1/3 page	5 13/16 x 8 3/4	\$3,265	\$1,630
1/4 page	4 7/8 x 7 3/4	\$2,795	\$1,400
1/8 page	4 7/8 x 3 7/8	\$2,060	\$1,050

B&W ad: 20% discount off the 4C rate.  
 Ad assembly (if required) - add 20% to 4C rate.

Micro-site Online ads (Max. 4 ads in rotation)	Size (pixels)	Regular Display Rate (Mon - Sun)	BENCHER RATE 50% OFF
Leaderboard	728 x 90 (600 x 100 mobile friendly)	\$1,385/mo	\$695/mo
Top Big Box	300 x 250	\$1,385/mo	\$695/mo
Second, Third and Fourth Big Box	300 x 250	\$1,175/mo	\$585/mo

Material due one week prior to live date.  
 Above online ad rates include assembly if required.

ISSUES	SPACE CLOSE	MATERIAL DUE
January 14	January 2	January 4
January 21	January 9	January 11
January 28	January 16	January 18
February 4	January 23	January 25
February 11	January 30	February 1
February 25	February 13	February 15
March 4	February 20	February 22
March 11 - Bencher Profile	February 27	March 1
March 18	March 6	March 8
March 25	March 13	March 15
April 1 - Special Bencher Issue	March 20	March 21
April 8	March 27	March 29
April 15	April 3	April 5
April 29	April 17	April 19

Applicable taxes will be added to all rates.

For more information, contact:

MediaSolutions.Sales@thomsonreuters.com • 416-649-8841

# LAW TIMES

## Advertising Specifications

### PRINT SPECS

4C PRINT ADS	SIZE (W" X D")
Full page.....	9 <sup>7</sup> / <sub>8</sub> x 15 <sup>1</sup> / <sub>2</sub>
1/2 page (horizontal) .....	9 <sup>7</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>4</sub>
1/2 page (vertical) .....	4 <sup>7</sup> / <sub>8</sub> x 15 <sup>1</sup> / <sub>2</sub>
1/3 page.....	5 <sup>8</sup> / <sub>16</sub> x 8 <sup>3</sup> / <sub>4</sub>
1/4 page.....	4 <sup>7</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>4</sub>
1/8 page.....	4 <sup>7</sup> / <sub>8</sub> x 3 <sup>7</sup> / <sub>8</sub>

Publication trim size 11" x 17"

### PRINT REQUIREMENTS:

PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours).

Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.

Proper preparation of colour is required (spot pantone colour must be converted to CMYK).

Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

### ONLINE SPECS

FORMAT	SIZE (PIXELS)
Leaderboard.....	728 x 90
and Mobile Friendly.....	600 x 100
Top Big Box.....	300 x 250
Second Big Box .....	300 x 250
Third Big Box .....	300 x 250

### WEB REQUIREMENTS:

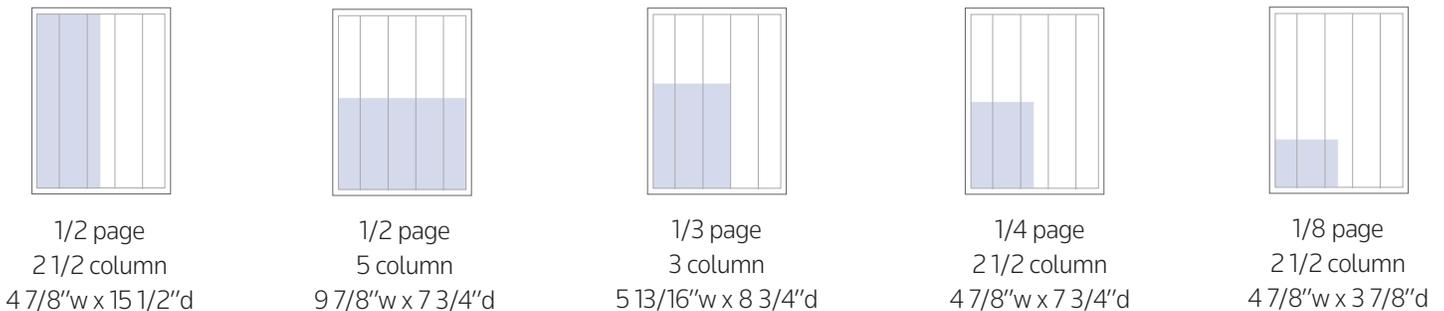
Image type: GIF, JPG, Animated GIF: Single to infinitely looping banners accepted

Image file size: 50K maximum for static or animated GIF

Linking URL: An active URL must be provided

TESTING: All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

Note: Please ensure ads without background colour have a key line.



For more information, contact:  
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