



# 2019 Media Kit

## CCCA MAGAZINE

The Publication for Canada's Leading Corporate Counsel



community starts here

We provide **all in-house counsel**—from law school to retirement—with the tools and information they need to excel in their roles, pursue their goals and connect with a **vibrant community they won't find anywhere else**. By providing only practical, professional content, we enable our partners to **develop strong, productive relationships with our readers**.

The Canadian Corporate Counsel Association (CCCA) is the **national voice and forum for in-house counsel in Canada**. It is affiliated with the Canadian Bar Association (CBA), the **essential ally and advocate of all members of the legal profession in Canada**.

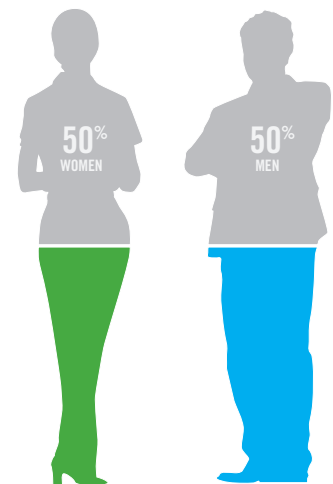
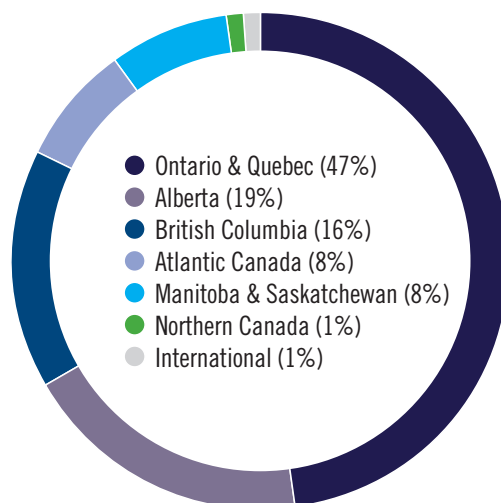


# Reach thousands of actively engaged in-house counsel with every issue

**CCCA Magazine** is distributed four times per year to **over 5,000 in-house counsel and senior executives**. The online version is available to everyone who practices or studies law—both in-house and private practice—as well as key business partners across Canada and abroad. It provides **valuable insight and guidance that engage an affluent audience of legal professionals**.

**Our market penetration is second to none in Canada.** Our readers include some of the most senior in-house counsel and business executives in the top organizations across the country. We connect with every industry and sector, including publicly traded and private businesses; non-profit organizations; universities; colleges; school boards; hospitals; and all levels of government. And as we **continue to see increases in internal legal departments, your reach will grow.**

## READER PROFILE



### CONTACT

For more information on advertising, contact **Brian Trotter**: [briantrotter@outlook.com](mailto:briantrotter@outlook.com) or **647-224-1698**

ISSUE	THEME	ADVERTISING CLOSE	MATERIAL DUE	MAILING DATE
Spring	From Compliance to Integrity	12-Feb-19	25-Feb-19	13-Mar-19
Summer	Diversity, Inclusion & Engagement	7-May-19	20-May-19	5-Jun-19
Fall	Evolving Corporate Governance	13-Aug-19	26-Aug-19	11-Sep-19
Winter	Technology Trends and Innovation	12-Nov-19	25-Nov-19	11-Dec-19

## AD RATES (ALL RATES ARE SUBJECT TO APPLICABLE TAXES)

COLOUR	AD SIZE	1X	4X
	Full-Page	\$4,875	\$4,150
	2/3-Page	\$4,200	\$3,570
	1/2-Page Island	\$3,875	\$3,300
	1/2-Page	\$3,000	\$2,550
	1/3-Page	\$2,475	\$2,100
	1/4-Page	\$2,250	\$1,900

## COVERS (NON-CANCELLABLE, FULL PAGE, FOUR COLOUR)

COVERS	AD SIZE	1X	4X
	OBC	\$6,100	\$5,175
IFC/IBC	\$5,600	\$4,775	

## DEEPEN THE CONNECTION WITH SPONSORED CONTENT

Join *CCCA Magazine* in guiding in-house counsel toward a future that aligns emerging trends and best practices with their pursuit of excellence through sponsored content. It enables you to shape the conversation, enhancing your reputation as a thought leader and increasing engagement with your products and services. Contact Brian Trotter: [briantrotter@outlook.com](mailto:briantrotter@outlook.com)

## TERMS AND CONDITIONS

### GENERAL INFORMATION

- Advertiser and advertising agency agree that the publisher shall be under no liability for its failure for any cause to publish any advertisement.
- All advertising copy subject to approval of publisher.
- Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed and also assume responsibility for any claim arising thereof against publisher.
- If first insertion of 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. "Rate holders" are not recognized. Rates are based on total amount of space used in 12 months from date of first insertion, and apply exclusively to the regular business announcements of the advertiser. Advertisements inserted for other concerns will be charged at card rates for space used.
- Additional production charges may apply if completed by the publisher for the ad placement, and are in addition to space charges.
- Publisher will not be responsible for reproduction of colour advertisements unless digital proofs are generated from the supplied digital file.

### COMMISSION

- Agency commission: 15% of gross billing allowed on space, standard colour, position and charges for special insert stock only, available to recognized agencies only.
- Terms: Net 30 days, payable in \$CDN, subject to applicable taxes.
- Advertiser and agency shall be jointly and severally liable for payment of all invoices for advertising published in the publication.

### OTHER CONTRACT CONDITIONS

- Verbal agreements are not recognized.
- Rates are subject to change without notice.
- No cancellations are accepted after closing date for advertising space.
- 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.
- Publisher reserves the right to cancel the contract at any time upon default by agency in the payment of bills. In the event of such cancellation, charges for all advertising published shall become immediately due and payable by agency. Further, if there has been any default in the payment of a prior bill, or if, in the judgment of publisher, the agency's credit becomes impaired, publisher shall have the right to require payment for further advertising upon such terms as they may see fit.

ISSUE	ADVERTISING CLOSE	MATERIAL DUE
Spring	12-Feb-19	25-Feb-19
Summer	7-May-19	20-May-19
Fall	13-Aug-19	26-Aug-19
Winter	12-Nov-19	25-Nov-19

## PRINTING METHOD

Web offset

## BINDING METHOD

Saddle stitched

## PAPER STOCK

60lb silk coated

## PUBLICATION TRIM SIZE

7.875" wide x 10.75" high

## BLEED ADS

Single page (including bleed): 8.125" x 11"

Double page spread (including bleed): 16" x 11"

## CRITICAL LIVE

All type matter or illustration material not intended to bleed must be kept .375" from publication trim. Publisher reserves the right to crop .1875" on either side to allow for variation of trim size. Double page spreads hold .125" from gutter of each page.

## DIGITAL FILE PREPARATION

Ads must be supplied as high resolution Adobe Acrobat files prepared to PDF/X-1a:2001 specifications. Full colour and greyscale images should be created at 300 dpi at final size; 1-bit images at 1200 dpi at final size. All colours must be converted to CMYK only. PMS matching is not provided. All fonts must be embedded or converted to outlines. All transparencies should be flattened using "high resolution" default settings.

The CCCA does not accept responsibility for material content or colour trapping. Production charges apply for material not conforming to specifications or for alterations.

## MATERIAL STORAGE

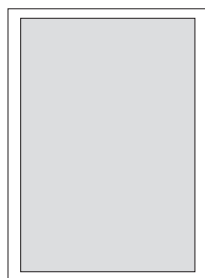
The publisher reserves the right to destroy all material supplied if not requested within one year from last time of use.

## MATERIAL SUBMISSION

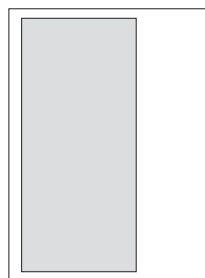
**Brian Trotter:**

[briantrotter@outlook.com](mailto:briantrotter@outlook.com)

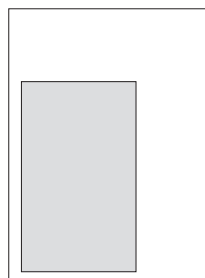
## NON-BLEED AD SIZES



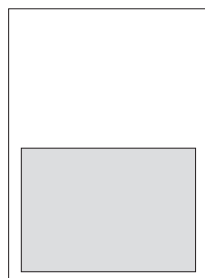
Full Page (non-bleed)  
6.875" x 10"



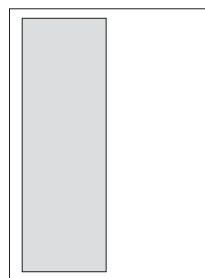
2/3 Page Vertical  
4.52" x 10"



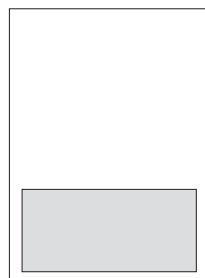
1/2 Page Island  
4.52" x 7.5"



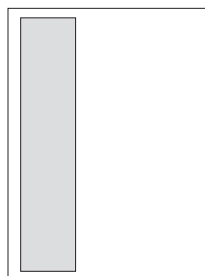
1/2 Page Horizontal  
6.875" x 4.875"



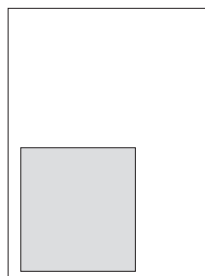
1/2 Page Vertical  
3.3125" x 10"



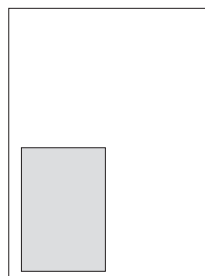
1/3 Page Horizontal  
6.875" x 3.25"



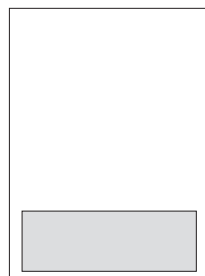
1/3 Page Vertical  
2.166" x 10"



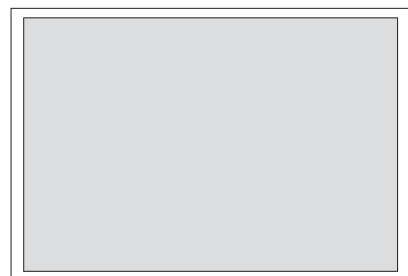
1/3 Page Square  
4.52" x 4.875"



1/4 Page  
3.3125" x 4.875"



1/4 Page Horizontal  
6.875" x 2.375"



Double Page Spread (non-bleed)  
14.75" x 10"

## CONTACT

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