

THE LAW SOCIETY
OF UPPER CANADA

Bencher

Election 2011

PREFERRED ADVERTISING RATES FOR CANDIDATES

Special print and online opportunities from February 14th through April 29th

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 Upper Canada 2011 Bencher Election.

Launching February 14th
lawtimesnews.com/2011bencherelection

Law Times special rates
in all pre-election issues

A new micro-site devoted to the upcoming LSUC Bencher Election will launch February 14th and will offer news coverage, candidate profiles and advertising opportunities for bencher candidates. *Lawtimesnews.com* welcomes more than 30,000 unique visitors every month!



Law Times offers special rates in all issues leading up to the election including:
February 14, 28 • March 7, 14, 21, 28,
April 4, 11, 18



Special Bencher Election Issue: April 11th
— Closes March 30 —

The election special comes out just in time to get your message to voters as they head to the polls prior to the April 29th deadline. *Law Times* reaches an estimated total readership of 40,000 legal professionals throughout Ontario every issue.



Bencher
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Bencher Election Advertising Rates and Deadlines — BOOK TODAY!

BENCHERS **SAVE OVER 50%** Combine with an online ad for maximum exposure!

Law Times Print Black & White ads	Size (W" x D")	Regular 1X Display Rate	BENCHER RATE
Full page	9 ⁷ / ₈ x 15 ¹ / ₂	\$4900	\$1925
3/4 page	9 ⁷ / ₈ x 11 ⁵ / ₈	\$3680	\$1450
1/2 page	9 ⁷ / ₈ x 7 ³ / ₄	\$2470	\$895
1/3 page	5 ³ / ₁₆ x 8 ³ / ₄	\$1605	\$685
1/4 page	4 ⁷ / ₈ x 7 ³ / ₄	\$1235	\$575
1/8 page	4 ⁷ / ₈ x 3 ⁷ / ₈	\$610	\$345

Issues	Space Close	Material Close
February 14	February 2	February 4
February 28	February 16	February 18
March 7	February 23	February 25
March 14	March 2	March 4
March 21	March 9	March 11
March 28	March 16	March 16
April 4	March 23	March 25
April 11	March 30	April 1
April 18	April 6	April 8

Additional Services:

- **Ad assembly:** Add 20% to black & white cost.
- **Second colour:** Add 25% to black & white cost.
- **Four colour:** Add 40% to black & white cost.

Online ads (Max. 3 ads in rotation)	Size (pixels)	Regular Display Rate (Mon. - Sun)	BENCHER RATE
Leaderboard	728 x 90	\$900 /wk.	\$400 /wk
Top Big Box	300 x 250	\$900 /wk.	\$400 /wk
Second Big Box	300 x 250	\$750 /wk	\$350 /wk
Top Banner	468 x 60	\$700 /wk	\$300 /wk
Bottom Banner	468 x 60	\$500 /wk	\$250 /wk

Ads run Monday - Sunday. Material due 1 week prior to live date.
Above rates include assembly if required



Choose from a full range of ad sizes in black and white, two colour or four colour formats. Preferred rates for all bencher candidates.

Choose leaderboard, big box or banner positions to promote your candidacy to up to 30,000 visitors monthly!



Combine with a print ad to maximize your exposure to all eligible voters!

For more info, contact:

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