



CCCCA magazine

Leading Corporate Counsel • Le conseiller juridique d'entreprise – Droit devant



The Publication for Canada's Leading Corporate Counsel



2012 Media Kit



Catherine Cummings
Executive Director

The brand name for in-house counsel

As the national voice and forum for in-house counsel in Canada, CCCA is proud to publish **CCCA Magazine**, the quarterly publication essential for decision-makers in Canadian legal departments.

Each issue highlights topics and trends that affect in-house counsel in their day-to-day practice. We examine issues from both a Canadian and international perspective, recognizing the global dimension to practice in today's connected world.

Our readership is geographically and professionally diverse and our market penetration is second to none: Almost 70 per cent of in-house counsel in Canada belong to CCCA. We have members in 91 of the Financial Post's Top 100 companies and they include some of the most senior in-house counsel in the country. You will find CCCA members in every industry and sector in Canada, including publicly traded and private businesses; non-profit organizations; universities, colleges, school boards and hospitals; federal, provincial and municipal governments, and Crown corporations.

Our new **CCCA Magazine** Editorial Board consists of experienced in-house counsel from across Canada. With their expert guidance, the magazine will continue to deliver timely and relevant material tailored to the unique needs of in-house counsel.

As Executive Director of the CCCA, I am proud of the important role that **CCCA Magazine** plays in the in-house community. In fact, 82 per cent of our regular members read **CCCA Magazine**, according to our recent member survey. This publication defines and articulates what it means to be in-house in today's global environment.

To learn more about CCCA's activities and **CCCA Magazine**, please visit our website at www.ccca-accje.org.

Catherine Cummings
Executive Director



How to reach Canada's leading corporate counsel



Beverley Spencer
Executive Editor
beverleys@cba.org

When it comes to the best in-house lawyers in Canada and the most significant trends affecting their work, there's really only one choice: **CCCA Magazine**. Four times a year, 10,000 in-house counsel and corporate lawyers confirm that **CCCA Magazine** is the authoritative voice on corporate counsel issues.

CCCA Magazine is the official periodical of the Canadian Corporate Counsel Association, the country's leading in-house lawyer organization. Providing a dedicated national forum and voice for the in-house counsel profession, the CCCA is the preferred choice for lawyers in the most influential legal departments in Canada.

Led by the editorial team behind the Canadian Bar Association's award-winning *National*, **CCCA Magazine** provides cutting-edge insight into what makes today's corporate law departments tick. You can't afford to pass up the opportunity to be part of this powerful publishing experience.

Here's what **CCCA Magazine** readers discovered in 2011:

- **An inside look** at using metrics to measure value.
- **The importance of stakeholder** engagement as a risk-management strategy.
- **How to create** effective ethics programs.
- **Tips on effective** communication with the board of directors.
- **How to beef up** your anti-corruption compliance program.
- **Performance management** programs for the law department.
- **How to work with sales** and marketing so everybody wins.
- **Tips on making** a successful transition from private practice to in-house.

Don't miss this chance to be front and center in the corporate legal publishing marketplace. Ten thousand members of the Canadian Corporate Counsel Association, representing many of the top companies in the world, receive **CCCA Magazine**. Make sure they receive your firm's message, too.



The CCCA Mission and Strategic Goals

The Canadian Corporate Counsel Association provides a national forum and voice for in-house counsel to advance the development of their practice of law, professional skills and careers as in-house counsel. To achieve this mission, the Board of Directors focuses CCCA resources on the following six strategic objectives:

1 **Developing Our Community**

CCCA engages all in-house counsel to come together in a climate of fellowship and mutual support by creating opportunities for

members to network and share accomplishments, experiences and knowledge.

2 **Fostering Professional Excellence**

CCCA enables members to enhance their skills and capabilities as in-house counsel by making available to them value-added resources, services and knowledge.

3 **Enabling Career Development**

CCCA supports members' career growth by facilitating their access

to career development pathways, information and support.

4 **Advancing the Practice**

CCCA promotes and enhances a positive perception of the contribution of in-house counsel by identifying and leveraging appropriate information-sharing opportunities within industry, government bodies and professional associations.

5 **Being the Association of Choice**

The Association facilitates involvement in its activities and access to

its benefits by all levels of in-house counsel across Canada by developing CBA linkages, publicizing, promoting and expanding membership benefits, leveraging technology to member advantage, and maximizing national presence.

6 **Supporting Our Chapters**

CCCA fosters Chapter growth by encouraging and enabling their establishment and development, supporting local activities and providing opportunities for co-operation at the regional and national levels.

Black and White Rates

	Full page	2/3 page	1/2 page island	1/2 page	1/3 page	1/4 page
1x	\$3,833	\$3,215	\$2,866	\$1,980	\$1,529	\$1,316
4x	\$3,259	\$2,413	\$2,434	\$1,683	\$1,300	\$1,114

Colour (per page)

4 colour process (CMYK) \$855

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

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

- a) 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.
- b) Advertiser and advertising agency agree that CCCA shall be under no liability for their failure, for any cause, to insert any ad.
- c) Production charges apply for material not to specification, or for alterations.
- d) Verbal agreements are not recognized.
- e) Rates are subject to change without notice.
- f) 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.
- g) 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.

Closing Dates

Spring Issue – Spring Conference Issue

Ad Space Closing	February 6
Ad Material Deadline	February 7
Mailing Date	February 27

Summer Issue

Ad Space Closing	May 2
Ad Material Deadline	May 3
Mailing Date	May 22

Fall Issue

Ad Space Closing	September 5
Ad Material Deadline	September 6
Mailing Date	September 24

Winter Issue

Ad Space Closing	November 21
Ad Material Deadline	November 22
Mailing Date	December 10

CCCA Magazine Circulation

Total circulation	10,511
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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 at stefanie.macdonald@rci.rogers.com or (416) 764-3911.

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"

