



# INSIDE COUNSEL

2006 CCCA 18th Annual Meeting Edition

## ADVERTISING RATES AND PUBLICATION GUIDELINES

**CLOSING DEADLINE: April 20, 2006**

**Inside Counsel** is the glossy biannual publication of the Canadian Corporate Counsel Association. The annual meeting 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 18<sup>th</sup> Annual Meeting, August 13–15 in historic St. John’s, Newfoundland. 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

<b>Submission Deadline – April 20, 2006</b>	
<b>Please Note the Benefits:</b>	
<ul style="list-style-type: none"> <li>1) Ads within Inside Counsel will be reproduced in <b>4-colour process (CMYK)</b></li> <li>2) Purchase of a Full Page Advertisement includes your submission of a <b>2-pg article for our Expert Insights editorial section</b> along with a <b>colour photograph of the author</b></li> </ul>	
<b>Cover Page Rates</b>	
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: April 20, 2006**

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:	<b>Print production level PDF</b> ➔ 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 <a href="mailto:skuppek@ccca-cba.org">skuppek@ccca-cba.org</a>

## Article & Photograph Guidelines

**SUBMISSION DEADLINE: April 20, 2006**

**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](mailto:skuppek@ccca-cba.org) or 416-869-0020.

See page 3 for details...

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

***We appreciate your support of the CCCA***  
***Your partnership helps us to provide optimal programming and services to our members***