

# Take Five

2011 MEDIA KIT

Keeping Lawyers Informed



## Take Five

BRITISH COLUMBIA EDITION

February

## Take Five

September 2009

BRITISH COLUMBIA EDITION

**PINPOINT: What and Where?**

**Inside this Issue:**

This month we have summarized what we consider to be the five most interesting cases from the BCCA in August. As is often the case, August is a month of slim pickings, so we've done the best we can with what we had.



## Take Five

BRITISH COLUMBIA EDITION

October 2009

**PINPOINT: What and Where?**

**Inside this Issue:**

This month we have summarized what we consider to be the five most interesting cases from the BCCA in September.

Cases are from the following areas of law: taxation of fees (p. 6), practice on foreclosure (p.7), reapportionment in family law (p.8), real property- developers' obligations (p.9), and defamation (p.10)

**Get 6 CPD Credits:**

On pages 2-5, we have included information on the research course we are offering next month, including the full agenda.

**EARLY BIRD REGISTRATION ENDS TOMORROW, THURSDAY, OCT.22.**

## Take Five

BRITISH COLUMBIA EDITION

Welcome to our New Look!

**Inside this Issue:**

Practice on Appeal- pp.3 and 4  
Family Law (Child Support)  
Personal Injury (Damages)  
Civil Practice and Procedure

## Take Five

November 2009

BRITISH COLUMBIA EDITION

**Inside this Issue:**

This month we have summarized what we consider to be the five most interesting cases from the BCCA in October.

This month we highlight cases from the following areas of law: Civil Practice and Procedure (p.5, p.6, p.8 and p.9); and Personal Injury (p.7).

**Our research course worth 6 CPD credits is next week!**

**Join us on November 19, 2009**

**See pages 2-4**

**What does a sheep do with legal research? Absolutely nothing. We liked the picture. We have a lot of photos of books and scales of justice.**

In honor of our legal research course next Thursday, we thought it would be fitting for our November photo contest to require you to determine the identity of this building, the largest law library in the world. To enter, send us an email by Dec.15 with the name and location of this building, as well as how many items are added to the collection daily. The winner (drawn from all correct entries) will win a \$100 gift certificate for the restaurant of your choice. We'll take a break from buildings and return to livestock as cover models next month...



OnPoint Legal Research  
t. 604-879-4280  
www.onpointlaw.com

## Who is OnPoint?

OnPoint is a firm of on-call lawyers who work exclusively for other lawyers. All of our clients are litigators. We have two divisions: legal research and on-call associates.

**Legal Research Division:** For over 10 years, our research division has completed research and writing projects for lawyers in the private and public sectors, from case summaries to complex memoranda and facta.

**On-Call Associates Division:** Our on-call associates division is comprised of litigators who are available for a range of services, from background assistance and file management to court appearances and locums.

## What is the *Take Five* Newsletter?

There are currently two editions of *Take Five*: British Columbia and Ontario. Each month, both versions include summaries of the top five cases from the appellate court of the relevant province. Advertisers can choose whether to place an ad in either or both editions of *Take Five*. Unlike most legal publications that are automatically sent to members of an association, all of our readers have specifically signed up to receive *Take Five*.

**British Columbia:** This version is sent to over 1,300 lawyers in British Columbia who have personally contacted us to subscribe to the newsletter.

**Ontario:** This version is sent to over 500 lawyers in Ontario who have personally contacted us to subscribe to the newsletter.

We frequently receive requests from additional lawyers to add them to our mailing list for both versions of *Take Five*.

In addition, lawyers can access current and past editions of *Take Five* from our website. We also notify hundreds of lawyers when a new edition is out via Twitter and Issuu.



## Why B.C. *Take Five* reaches your market

### **T**he Target: *Lawyers in British Columbia.*

*Take Five* is a monthly PDF newsletter specifically designed to appeal to lawyers in British Columbia. By selecting and summarizing top cases from the B.C. Court of Appeal, our readers are able to keep up to date with current cases and important legal changes. We can show off our skills; lawyers can stay on top of their game. It arrives right to their desktop, is laid out in a visually appealing and easy-to-read format, and is not weighed down with unnecessary content.

### **T**his Newsletter is *Appreciated.*

Each and every recipient has personally requested to receive *Take Five* each month. Our B.C. audience is currently over 1,300 lawyers in Vancouver and the rest of British Columbia and is expanding.

### **O**ur Advertisers are *Connected.*

Unlike with print advertisements, our readers are connected live to our advertisers' websites. We encourage advertisers to include a hyperlink in their ads which automatically directs readers to learn more about the advertised products and services.

## What some of our readers are saying...

"I enjoy your B.C. Top 5 and I think of it as a very useful resource. Thanks so much and keep up the good work!"

-Nick Smith, *Legacy Tax and Trust Lawyers*, Vancouver

"Love the Newsletter! Invaluable information!" -Grace K. Chen, *Murphy Battista*, Vancouver

"I have received your newsletter over the last several months and have found it informative and well written."

-John G. Mendes, *Lesperance Mendes*, Vancouver

"I like the very succinct case notes which are easy to read quickly and understand."

-Robert A. Reimer, Victoria

# Rate Card

Full Colour	1x	4x	6x	12x
Full page	\$450	\$400	\$350	\$300
2/3 page	350	300	275	250
1/2 page	300	275	250	225
1/3 page	275	250	225	200
1/4 page	250	225	200	175
1/6 page	225	200	175	150
1/8 page	200	175	150	125

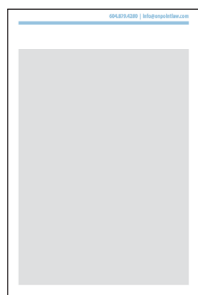
Black & White	1x	4x	6x	12x
Full page	\$350	\$300	\$275	\$225
2/3 page	275	250	225	200
1/2 page	250	225	200	175
1/3 page	200	175	150	125
1/4 page	175	150	125	100
1/6 page	150	125	100	100
1/8 page	125	100	100	100

Classified Section	1x	4x	6x	12x
Small	100	100	100	100
Medium	150	150	150	150

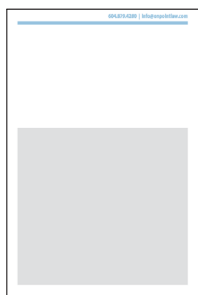
\* Advertisers who place an ad in both the B.C. and the Ontario editions receive a 15% discount.

\* All ads include a hyperlink to the advertiser's website.

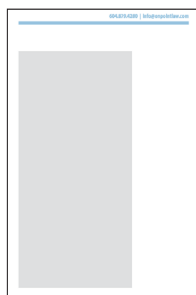
# Advertising Sizes



FULL PAGE



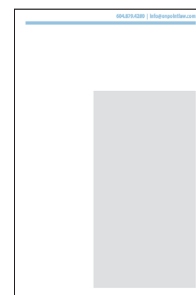
2/3  
HORIZONTAL



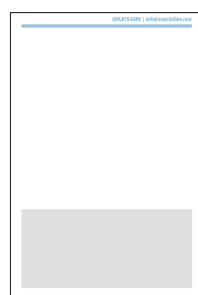
2/3  
VERTICAL



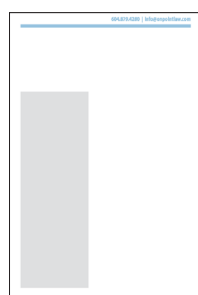
1/2  
HORIZONTAL



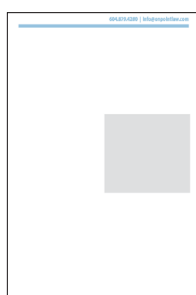
1/2  
VERTICAL



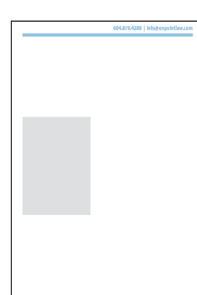
1/3  
HORIZONTAL



1/3  
VERTICAL



1/6  
HORIZONTAL



1/6  
VERTICAL



1/8  
BUSINESS  
CARD

## Measurements

Ad Sizes	width x height (inches)
Full Page	7.5" x 9"
2/3 Page (Horizontal)	7.5" x 6"
2/3 Page (Vertical)	5" x 9"
1/2 Page (Horizontal)	7.5" x 4.5"
1/2 Page (Vertical)	4.5" x 7.5"
1/3 Page (Horizontal)	7.5" x 3"
1/3 Page (Vertical)	3" x 7.5"
1/6 Page (Horizontal)	3.75" x 3"
1/6 Page (Vertical)	3" x 3.75"
1/8 Page (Business Card)	3.75 x 2.25"
Classified- Small	7.5" x 1.5"
Classified- Medium	7.5" x 3"

# Submission Guidelines

**Deadlines:** *Take Five* is published monthly and distributed near the end of each month. Ads are due on the 20th of the month in which they will be published.

## File formats and prep

- PDF is our preferred file format. We also accept JPEG, TIFF, EPS and INDD.
- Please embed fonts (PDF and EPS).
- Send the file at the dimensions at which they are to be reproduced.
- Name files clearly, indicating company name and issue date.

## Hyperlinked Ads

- We encourage you to include hyperlinks to send readers to your website. If you choose this option, please indicate the exact URL to be embedded in your ad.

## Transmission of Files

- Send files via email to [spicciotto@onpointlaw.com](mailto:spicciotto@onpointlaw.com).

## Additional Matters

- Any required alterations or design work will be charged separately.
- Any cancellations must be received by the 25th of the month in which the ad will be appearing.
- Advertisement placement is at our sole discretion except where a request for a specified preferred position is agreed to. An additional 20% fee applies for preferred placement.
- Advertising is billed per issue. Interest at the rate of 18% will be charged on overdue accounts.
- We accept cheques, MC and Visa.
- Advertising rates do not include HST.

## Questions?

Contact Sarah Picciotto at 604-879-4280 or [spicciotto@onpointlaw.com](mailto:spicciotto@onpointlaw.com)