

Take Five

2020 Media kit - ALBERTA

Keeping Lawyers Informed



Who is OnPoint?

OnPoint is a firm of research lawyers who work exclusively for other lawyers. All of our clients are litigators.

Legal Research: For over 20 years, our research lawyers have completed research and writing projects for lawyers in the private and public sectors, from case summaries to complex memoranda and facta.

What is the *Take Five* Magazine?

There are currently two editions of *Take Five*: British Columbia and Alberta. Each month, each version includes summaries of the top five cases from the appellate court of the relevant province.

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 *2,500 lawyers in British Columbia, and hundreds more across Canada*

who have personally contacted us to subscribe to the magazine.

Alberta: This version is currently sent to over *1,000 lawyers in Alberta and hundreds more across Canada* who have personally contacted us to receive the magazine.

We also notify hundreds of lawyers when a new edition is out via LinkedIn, Twitter, and Facebook.

Counsel Comments:

By offering the counsel involved with each featured decision the opportunity to comment on the case, we engage new readers every month and provide “inside” information that lawyers find interesting and relevant to their practice.



Why Alberta *Take Five* reaches your market

The Target: Lawyers in Alberta.

Take Five is a monthly PDF newsletter specifically designed to appeal to lawyers in Alberta. By selecting and summarizing top cases from the Alberta 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 desktops, is laid out in a visually appealing and easy-to-read format, and is not weighed down with unnecessary content. We also include comments from counsel involved in the decisions. This “inside information” is something that our readers find especially interesting.

This Newsletter is Appreciated.

Each recipient has personally requested to receive *Take Five* each month. Our Alberta audience is currently over 1,000 lawyers in Alberta, and hundreds more in British Columbia and Ontario, and is always expanding.

Our 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 our readers are saying...

“I enjoy your Take 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*

“Love the Newsletter! Invaluable information!”

-Grace K. Chen, *Murphy Battista*

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

-John G. Mendes, *Lesperance Mendes*

“I am a frequent reader of your publication, usually through LinkedIn. The curated content of key appellate decisions I find very helpful!”

-Tom Posyniak, *Fasken, Vancouver*

Rate Card- Alberta

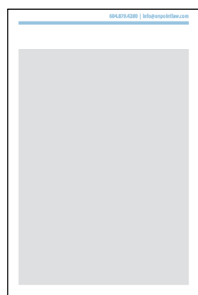
Full Colour	1x	4x	6x	12x
Full page	\$275	\$250	\$225	\$200
2/3 page	250	225	200	175
1/2 page	200	175	150	125
1/3 page	175	150	125	100

* Advertisers who place an ad in both versions of *Take Five* (B.C. and Alberta) receive a 10% discount.

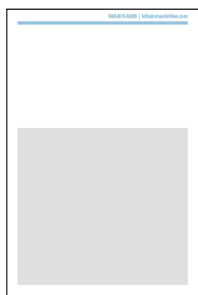
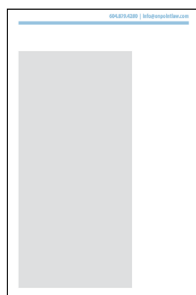
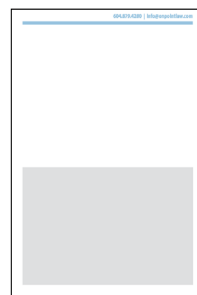
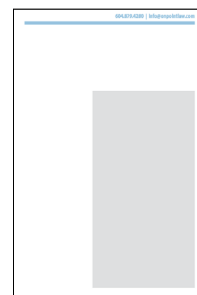
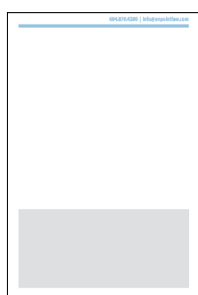
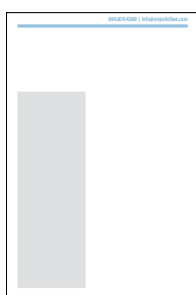
* Advertisers who purchase 12 issues and pay upfront for the entire year receive a 5% discount for the year.

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

Advertising Sizes



FULL PAGE

2/3
HORIZONTAL2/3
VERTICAL1/2
HORIZONTAL1/2
VERTICAL1/3
HORIZONTAL1/3
VERTICAL

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"

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.

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 15% fee applies for preferred placement.
- Advertising is billed per issue. Interest at the rate of 18% will be charged on overdue accounts.
- Advertising rates do not include GST.

Questions?

Contact Sarah Picciotto at 604-879-4280 or spicciotto@onpointlaw.com