



CCCA magazine

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



The Publication for Canada's Leading Corporate Counsel



Canadian Corporate Counsel Association
Association canadienne des conseillers (ères)
juridiques d'entreprises

2011 Media Kit

How to reach Canada's leading corporate counsel



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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 2010:

- **Global business trends** that corporate counsel can't ignore
- **The new balance of power** between general counsel and clients
- **Tips on how to rein** in the cost of external counsel
- **How in-house secondments** can build relationships and improve results
- **When to consider outsourcing** in-house counsel
- **Alternative fee arrangements** that really work
- **Innovative ways** to improve your compliance program
- **How to safeguard** confidential data and protect your organization

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.

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.

Shipping Instructions

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One Mount Pleasant Road, 7th floor

Toronto, ON Canada M4Y 2Y5

Production Manager

(416) 764-3919

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"

