

Rate Card - Canada Legal Directory 2005

The **Canada Legal Directory** has been published annually since 1911. It is sold to legal firms and lawyers, law libraries, corporate and public libraries and government departments. In any year, thousands of people use it regularly.

There are over **50,000** regular listings of practitioners in the 1,500 page directory, along with the most up-to-date listings of government and court information, e-mail and web site information.



There are 4 types of ads in the Canada Legal Directory:

Professional Cards are generally legal firm ads that appear in the special Professional Card section of the directory, which is organized and indexed by city and province.

Goods and Services ads are ads placed by commercial firms dealing in the legal market. These ads are grouped together and feature index listings that identify as many as 3 listings for each ad, organized by type of service offered. In addition, goods and services advertisers can place as many as 3 additional ads in the professional card section for \$100 each.

Patent and trademark ads. Patent firms can place ads in the special Patent section of the directory, which is organized and indexed by city and province.

In Column Ads are ads placed adjacent or near to firm listings. These ads are a great way for firms to market their services because they have high visibility.

Trim Size and Specifications


The **Canada Legal Directory** trim size is 8 1/2" wide x 11" deep. Any electronic art images should have a line screen of no more than 100.

For further information or to book an ad, please call Michael Murton, Carswell Advertising
4 Elm Avenue, Toronto, Ontario M4W 1N4 (416) 323-9991 Fax (416) 323-9998
E-mail murton@murtonco.com

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Here is a sample of an **In Column** professional card from the 2003 edition of the **Canada Legal Directory**. Your firm's promotion can be greatly enhanced by using an In Column ad. Your ad will appear within a few pages of your listing.

WINNIPEG	LAW FIRMS	MANITOBA
<p>Tel (204) 988-7300 Fax (204) 987-5104 818 MacCrim WF Bankers</p> <p>McDonald Law Office 228 Taylor Ave R2H 1Z5 Tel (204) 923-3900 Fax (204) 923-3900 Full-time (905) 963-1110 p.mcdonald@msn.com</p> <p>McDonald, J. Hugh 1211 Wellington Crescent R3C 0A5 Tel (204) 942-3400 Fax (204) 942-3402</p> <p>J. Hugh McDonald 1975MB</p> <p>McIntyre Bldg 1420 New Post Centre 330 Portage Ave R3C 0C4 Tel (204) 944-6100 Fax (204) 946-0000</p> <p>Jack T. McIntyre QC 1962MB</p> <p>Arthur A. Koch QC 1954MB Donald G. Murray 1975MB Shelley A. Mar 1982MB Marie-Jane 1996MB</p> <p>McKinnon, John 41 Cambridge St R2M 0B5 Tel (204) 452-7811 John 194-Kennedy</p> <p>McTavish, D. Neil 585 Porteous Hwy R2T 2Z2 Tel (204) 284-0221 Fax (204) 284-7900 D.N. McTavish 1996MB</p> <p>Menick, Virginia G 806 Elby Ave R3M 2J2 Tel (204) 452-4415 Viggo 10-Kennedy</p> <p>Merchand Law Group - Winnipeg 235-330 Kenaston Blvd R3H 0Z8 Tel (204) 896-7777 Fax (204) 963-0808 http://www.merchandlaw.com 3 Norman Roadsteads</p>	<p>Minch Law Office 405-388 Broadway R3C 3G9 Tel (204) 942-7294 Fax (204) 942-7295 Randy M. Minch 1978MB</p> <p>Minch, Geraldine 803 Centre Ave Bldg R3C 1T7 Tel (204) 942-3000 Fax (204) 975-0421</p> <p>Michael J. O'Rourke 1975MB</p> <p>Russell P. De Saub 1988MB James J. O'Rourke 1975MB Peter Graham 1992MB Barry L. Gordon QC 1998MB Brendana B. Deak 1987MB Shanda M. Hanson 1998MB Robert J. Hurd 1982MB Charles J. Phelan QC 1975MB, 1979MB Laurie J. Roy QC 1967MB, 1979MB Ernest M. Sheehan 1975MB Ted Spryngowoda 2001MB Yancy Toth 2001MB David Wolinsky 1982MB Suzanne A. Zinsch 1995MB</p> <p>Murton, Sharon 328 - Main St 101 Floor R2M 1P9 Tel (204) 975-6420 Sharon C. Murton</p> <p>Naether, James A. c/o 175 Spence St, 3rd Floor R3C 1V7 Jim A. Naether</p> <p>Murray, B. Kenneth 219 Port James R3C 1B2 Tel (204) 975-1300 Fax (204) 942-3225</p> <p>William B. Murray 1975MB David R. Kowalski 1978MB P. Zeller</p> <p>Myers Weinberg 214 Capital Bldg 240 Graham Ave R3C 1Z7 Tel (204) 942-0501 Fax (204) 936-9021 info@myerswein.com http://www.myerswein.com M.W. Myers QC (Retired) 1961MB A. Lionel Weinberg QC 1960MB</p>	<p>A. Larry L. Kassin 1963MB Hymie Weinstein QC 1967MB Sharon Thomson 1961MB Pierre Demisset 1988MB Lynn A.E. Diamond 1988MB Shannon L. Hanlin 2001MB John B. Harvie 1988MB</p> <p>Jeffrey F. Harris 1982MB Douglas E. Johnston 1986MB Michael J. Kay 1978MB Helen Krahn 1995MB Shelley L. Walder 1975MB Ellen Leves 1992MB Trevor Ray 1982MB Valerie J. Matthews Lemieux 1983MB Paul R. McKenna 1988MB Marilyn Pelletier 1988MB Trevor Ray 1982MB Sharon L. Walder 1982MB Joel Weinstein 1977MB</p> <p>Nancy, Brown & Co 260-2722 Portage Ave R3J 0B2 Tel (204) 888-8800 Fax (204) 811-7000</p> <p>Manion, D. Henry John C. Brown 1963MB Jack M. Brown 1982MB</p> <p>Heald, Shady & Associates 800-283 Portage Ave R3M 2B1 Tel (204) 944-8277 Fax (204) 944-0248</p> <p>Shady Heald Bruce Ramsey Heald Shady 1944MB</p> <p>Olsky, Ronald L. 204-Hargrave St R3C 1H1 Tel (204) 954-0601 R.L. Olsky 1977MB</p> <p>Olsky, Robert P. & Associates 802-269 Portage Ave R3J 0P7 Tel (204) 888-5380 Robert P. Olsky High Advertising</p> <p>Parabola & Company 804-Capitol St R3M 4X3 Tel (204) 942-1528 Robert P. Parabola Katherine L. Larson</p>



724 Cargill Building, 240 Graham Avenue
WINNIPEG, Manitoba R3C 1P7
Telephone (204) 942-0501 Telecopier (204) 956-0625
Website: www.myersfirm.com

<p>A. Lionel Weinberg, Q.C. Robert L. Pollack, Q.C. Tony Marquess Valerie J. Matthews Lemieux Paul R. McKenna Marilyn Pelletier Ellen Leves Trevor Ray Mel Myers, Q.C. (Retired)</p>	<p>A. Larry Kassin Michael D. Kay Jeffrey F. Harris Douglas E. Johnston Randy N. Kushner Shelley L. Walder Helen Krahn Susan Dawes</p>	<p>Hymie Weinstein, Q.C. Robb Torr Garth H. Smorang, Q.C. John B. Harvie Pierre Demisset Lynn A.E. Diamond Joel Weinstein Shannon L. Hanlin</p>
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Ad Sizes

Ads in the Canada Legal Directory are available in the following sizes

Full Page	3/4 Page	1/2 Page	1/4 Page	Bus. Card
6.5" x 9"	6.5" x 6.5"	6.5" x 4.125"	6.5" x 2.125"	2" x 3"

Prices

Ad Type	Full Page	3/4 Page	1/2 Page	1/4 Page	Bus. Card	Bus. Card New!
In Column	\$540+GST	\$448+GST	\$351+GST	\$243+GST	N/A	
Goods & Services	\$850+GST	\$726+GST	\$597+GST	\$417+GST	\$243+GST	
Pat & Trademark	\$850+GST	\$726+GST	\$597+GST	\$417+GST	N/A	
Professional Card	\$515+GST	\$430+GST	\$335+GST	\$235+GST	N/A	

Goods & Services Bolded Listing

Commercial goods and services advertisers can now have their basic listings done in a bolded type for a fee of \$50+GST. Please note that purchasers of bold listings will receive a tearsheet rather than a copy of the directory.

Electronic art Specifications. If you wish to submit your ad in electronic form, please ensure that your files are in one of the following formats: Quark 4.1 (application files from PC or MAC platforms); TIF; WMF; BMP; EPS. If supplying Quark application files on the PC platform, please ensure to include all printer and screen fonts. If you are working on the MAC platform, please call our design group at (905) 430-3400 to ensure that fonts being used are compatible with our system.

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E-mail murton@murtonco.com