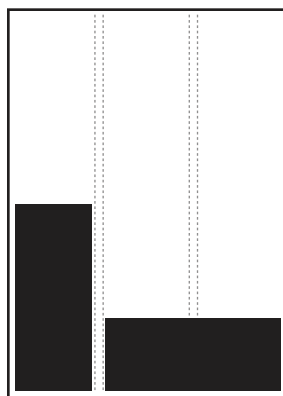
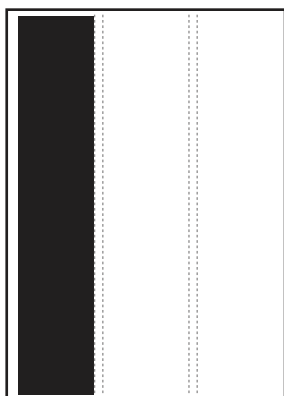


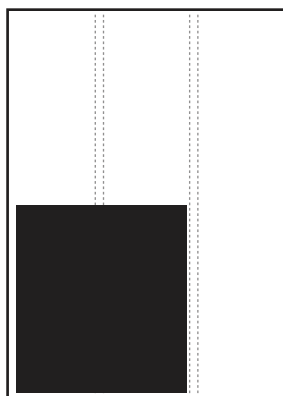
1/6 PAGE, H and V



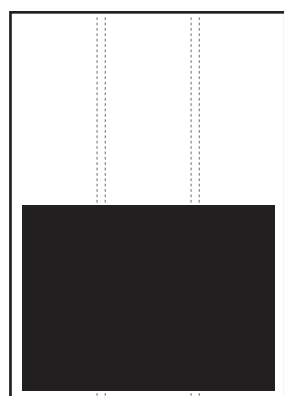
1/3 PAGE VERTICAL



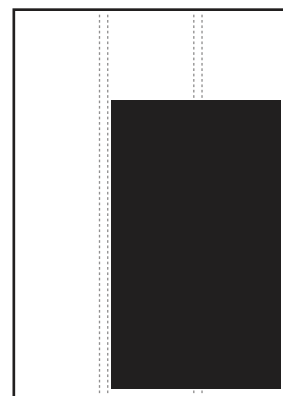
1/3 PAGE SQUARE



1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



SIZE	DIMENSIONS	RATE	TOTAL AVERAGE CIRCULATION: 470
1 Page	19.0cm W x 25.3cm V	\$688	
1/2 Page Horizontal	18.2cm W x 12.3cm V	\$361	
1/2 Page Vertical (add 20% for island)	12.1cm W x 17.6cm V	\$361	
1/3 Page Vertical	5.9cm W x 25.3cm V	\$241	
1/3 Page Square	12.1cm W x 12.3cm V	\$241	
1/6 Page Vertical	5.9cm W x 12.3cm V	\$120	
1/6 Page Horizontal	12.1cm W x 6.3cm V	\$120	

Notes: HST added to all rates. No additional charge for bleed or colour. See also below.

BCLMA CONTACT, INFO AND INSERTION ORDERS:
 BC Legal Management Association (BCLMA)
 c/o Lorraine Burchynsky, Boughton Law Corporation
 PO Box 49290, 700-595 Burrard St., Vancouver, V7X 1S8
 Ph: 604.647.4162 (direct) • Fx: 604-683-5317
 E-mail: LBurchynsky@Boughton.ca

Overview of BCLMA Topics: A good quality, full-colour PDF file in a well-designed and easy-to-use format, professionally edited and published. The newsletter is about 25 pages per edition, and deals with a wide range of issues of interest to management of law firms. It is distributed quarterly via e-mail to all BCLMA members and alumni as part of their membership, and to others on request. Paid circulation: ~350; total: ~450. Issued: four times per year (Winter, Spring, Summer, Fall). Space deadline is one month prior (confirm with ad rep for exact date). All websites or e-mail addresses in an ad, and the ad itself, are made into hotlinks in the PDF file as a best-efforts bonus.

Quality: Pages are 21.59 cm W x 27.94 cm V (8.5" x 11"), in reader order and are *not* in spreads. The decision whether any or all pages will be viewed or printed, and in what order, and on what paper is the reader's, and beyond the control of the BCLMA. Newsletter is in good quality, medium resolution PDF format. See separate Mechanicals Sheet for specifications of ads accepted.

Colour: Ads may be in B&W or colour. There is no additional charge for bleeds, 4/c or spot colour. The readers' computer screens or desktop printers may be either colour or gray-scale and are of variable quality, beyond the control of BCLMA, but the newsletter is produced in full colour and in good quality. Due to the variety of computer screens and printers, BCLMA cannot accept responsibility for colour fidelity.

Ads next to editorial: All partial-page ads will have editorial adjacent. Publication's maximum ad ratio is 40%.

Discounts, extra charges and premiums: 15% discount on display ads to accredited ad agencies only; 5% discount to advertisers purchasing four 1-page-equivalents or more per year (agencies may combine discounts). 5% premium on position, 20% premium for a half-page island. No additional charge for full-page ad bleeds, but bleed must be specified on insertion order, otherwise a full page contains a folio line. One preflight per ad is included, but if an ad fails preflight, extra charges are incurred according to the amount of time required to resolve the issue. Each time a revision of the ad is submitted before publication, an additional preflight is required and charges are incurred accordingly.

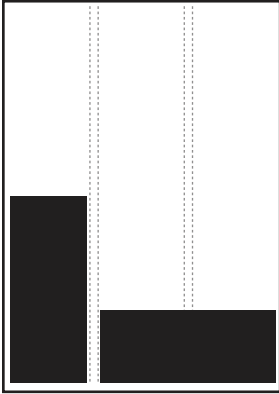
Terms: Net 30 days; BCLMA HST #88439 5708

Hotlinks: As a best-efforts bonus to advertisers, website and e-mail addresses in ads, and the ads themselves, will be hotlinked during the design process. This allows readers to immediately jump to an e-mail or web address right from the ad.

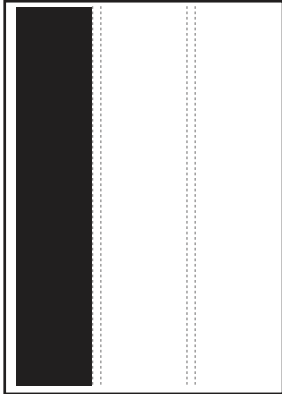
Proofs: Proofs are not supplied per se, as they would be redundant, however advertisers will receive a copy of the publication at an e-mail address they provide if they wish. Agencies may be added to the distribution list if an appropriate e-mail address is provided for that purpose along with the insertion instructions.

TECHNICAL REQUIREMENTS #11 FOR BCLMA 'TOPICS' NEWSLETTER

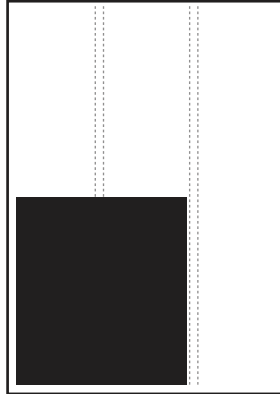
1/6 PAGE, H and V



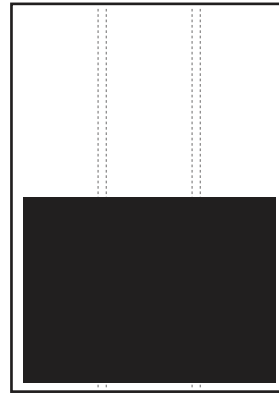
1/3 PAGE VERTICAL



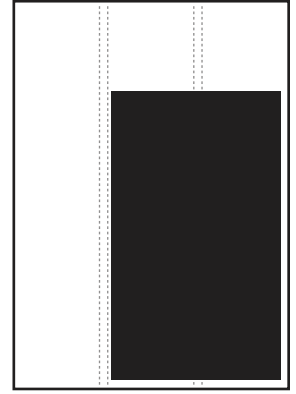
1/3 PAGE SQUARE



1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



AD SIZES

WIDTH BY HEIGHT

1 Page	18.2cm W x 25.3cm V*
1/2 Page Horizontal	18.2cm W x 12.4cm V
1/2 Page Vertical	12.1cm W x 17.6cm V
1/3 Page Vertical	5.9cm W x 25.3cm V
1/3 Page Square	12.1cm W x 12.3cm V
1/6 Page Vertical	5.9cm W x 12.3cm V
1/6 Page Horizontal	12.1cm W x 6.3cm V

* Bleed size is standard (21.59 cm W x 27.94 cm V)

SEND MATERIAL TO:

Peter Morgan, Morgan:Newsletters
 118, 970 Burrard St., Vancouver, B.C., V6Z 2R4
 604.683.3241 • PMorgan@Morgan-News.com
 Files up to 15 MB are accepted via e-mail.
 Use YouSendIt.com (free) to transfer larger files.

Production and distribution process for BCLMA Topics: A good quality colour PDF file is distributed via e-mail to all BCLMA members.

Image resolution: 133 lines per inch, 266 to 300 dpi, RGB or CMYK.

Production: Pages are 21.59 cm W x 27.94 cm V (8.5" x 11"), in reader order and are *not* in spreads. The decision whether any or all pages will be viewed or printed, in what order and on what paper is the reader's, and beyond the control of the BCLMA. The newsletter is produced and provided to readers in full colour. It is the responsibility of advertisers to ensure their material will be readable on screen in a variety of resolutions, and in colour or B&W output. Due to the production method, BCLMA cannot accept responsibility for colour fidelity upon output. All partial-page ads have editorial adjacent.

Digital ad material only: Ads may be in colour or B&W, but **must** be composite PDF (compatible with Acrobat Reader Acrobat Reader 5 [PDF v 1.4] or higher, PDF/X (.pdf) or 133 dpi TIFF (.tif, .tiff) format.

Material-supply methods: Files are accepted by e-mail or via YouSendIt.com (free FTP-like transfer) at the contact info on this page. Files are accepted on CD or USB flash drives. Files can be compressed using Stuffit or a Zip-It compatible program, but it's usually not necessary. All fonts and images **must** be embedded in the PDF file.

Instructions: Insertion instructions **must** be provided using the supplied Insertion Order Sheet (type in it directly, print to PDF and e-mail it **OR** print it, fill it in, fax it). All ads should be supplied at 100%.

Film: Publication is 100% digital. Film-supplied ads cannot be accepted.

Proofs: Proofs are not supplied, however advertisers will receive a copy of the publication in which the ad appears. Agencies may be added to the distribution list if an appropriate e-mail address is provided for that purpose with the insertion instructions.

INSERTION ORDER SHEET #11 FOR BCLMA 'TOPICS' NEWSLETTER

Adobe Reader or Acrobat 9 and less: Use Typewriter Tool to enter text.
Adobe Acrobat or Reader X [v.10] and above: Tools:Content:Add or Edit Text Box

INFO ABOUT THE ADVERTISER (Billing address)

Corporate name:	
Address:	
City/Province:	Postal Code:
Phone:	Fax:
Contact person:	Contact e-mail:
Contact's title:	

INFO ABOUT THE AD AGENCY (If one is used)

Corporate name:	
Address:	
City/Province:	Postal Code:
Phone:	Fax:
Contact person:	Contact e-mail:
Contact's title:	

INFO ABOUT THE AD INSTRUCTIONS (Topics is quarterly)

Each issue until further notice, or Spring Summer Fall Winter of this year: _____

Ad size (instructions apply to all that are checked):
 1 page 1/2 page horizontal 1/2 page vertical (Island; surcharge applies)
 1/3 vertical 1/3 square 1/6 horizontal 1/6 vertical

Ad headline or other visual identifier: _____

Preferred page for ad position (surcharge applies): _____

AGREEMENT

The advertiser and/or agency is authorized to publish the entire contents of the ad and its subject matter. In consideration of the publisher's acceptance of the ad for publication, the advertiser and/or agency, jointly and severally, indemnify and save the publisher harmless from and against any loss or expense resulting from claims or suits based upon the content of ads. This includes, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. This includes costs associated with defending against such claims, and judgements. Neither the advertiser nor its agency may cancel insertion orders for advertising after acceptance of this insertion order by the publisher. All terms and conditions of advertising listed on Topic's Rate Sheet are accepted.

Signature of authorized person: _____

Please print name and title: _____

Date: _____

Representing: Advertiser named above, or Ad Agency named above

INSERTION ORDER ACCEPTANCE ON BEHALF OF TOPICS:

Signature of authorized person: _____

Please print name: _____

Date: _____

Effective: Nov 16, 2011; any previous version of this document is invalid

Mail, e-mail or fax to:

BC Legal Management Association (BCLMA)
c/o Lorraine Burchynsky, Boughton Law Corporation
PO Box 49290, 700-595 Burrard St., Vancouver, V7X 1S8
Ph: 604.647.4162 (direct)

E-MAIL TO: LBurchynsky@Boughton.ca or FAX TO: 604-683-5317, attention Lorriane Burchynsky