



# TLOMA

The Law Office Management Association

MEDIA KIT



## TLOMA.COM

Avg. 11,000+ sessions per month  
4,600 monthly users  
43,000 monthly page views



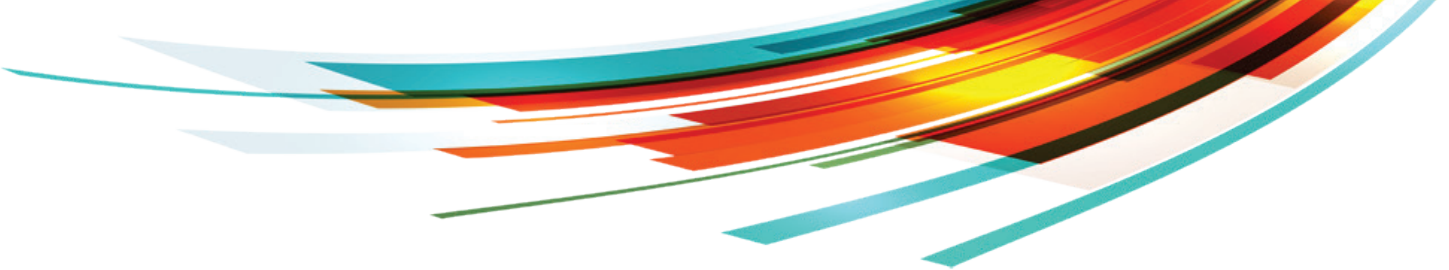
## TLOMATODAY FREQUENCY

Ten times per year



## TLOMATODAY CIRCULATION

Near **239 law firms throughout Canada** are key decision makers and leaders in law firms responsible for managing the business – facilities, administration, finance, human resources, information technology, marketing, consultants and lawyers responsible for managing their law office without support – as well as over 500 legal product and service providers.



THERE'S  
NO PLACE  
LIKE  
TLOMA

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**TLOMA.com** and **TLOMAToday** support legal professionals in meeting the challenges of managing a law firm through timely articles, tips, events, careers, news and best practices on a wide variety of issues. **TLOMAToday** is an e-publication that is delivered ten times per year via email to near 239 law firms throughout Canada, as well as to our Business Partners, and is also posted on **TLOMA.com** where members can access articles and view advertising for years to come.

I THINK THIS IS THE BEGINNING  
OF A BEAUTIFUL FRIENDSHIP

**TLOMA.com** and **TLOMAToday** are the places to connect with the **key decision makers** at more than **239 law firms** throughout Canada. Nowhere else can you reach the key contacts for information technology, marketing, finance, human resources and facilities all in one place. More than just a captive audience, this **group of key influencers** and decision makers truly want to discover what your business can do for their firm.

Through **TLOMA** you make the **right** connections.

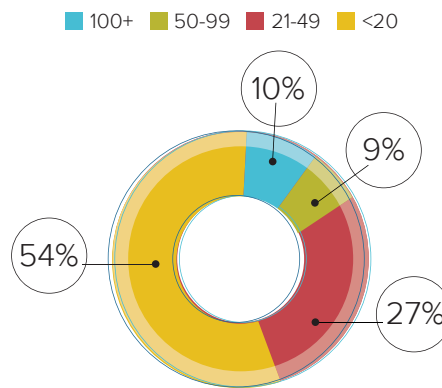
# 81%

of members agree or strongly agree that “Being a member of **TLOMA** allows me to find outside service providers that can address my firm’s needs.”

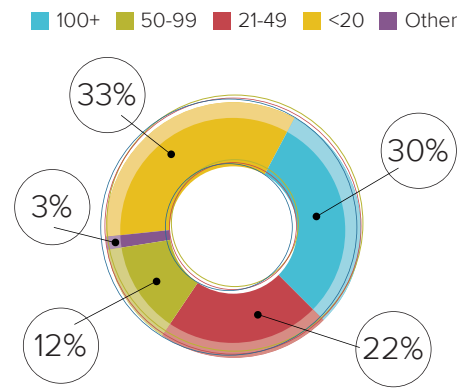
# I SEE LEGAL PEOPLE

**TLOMA** members are a highly sought after group of influencers and key decision makers in the legal marketplace.

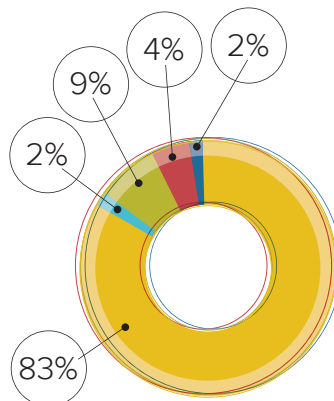
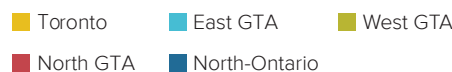
## NUMBER OF FIRMS REPRESENTED (NUMBER OF LAWYERS IN FIRM)



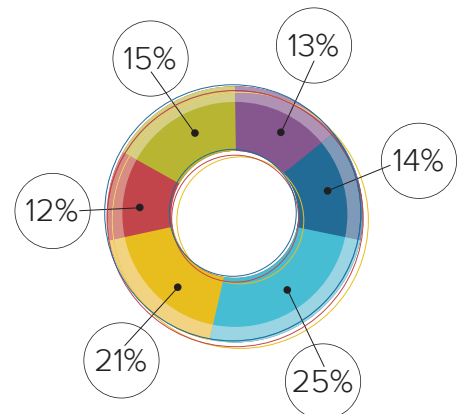
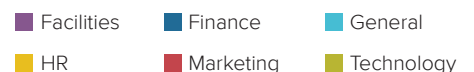
## TOTAL MEMBERS BY SIZE OF FIRM



## MEMBER BY GEOGRAPHIC REGION



## MEMBER BY SIG



**SIG (Special Interest Group)** as defined by member preference of what information the **TLOMA** member would like to receive. Members are duplicated across categories. Data is as of December 31, 2017.



## OUR MEMBERS' GREATEST CHALLENGES

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We surveyed our membership about their most significant professional challenges, currently and over the next two years, and the following are **emerging market opportunities** for Business Partners to pursue:

- Changes/Trend in the Legal Industry
- Employment Law-Specific Changes
- Performances Managements/Reviews
- Team Building While Working Remotely
- Mental Health & Wellness
- Coaching, Mentoring and Employee Development
- Succession Planning
- Virtual Law Firms
- Training & Development
- Work-Life Balance
- Time Management
- Conflict Management
- Multi-Generational Workforce
- Lawyer Engagement
- Workplace Investigations

# 73%

of our members believe **TLOMAToday** is a valuable and/or extremely valuable resource.

# THEY'RE HERE!

Get your message in front of this exclusive audience through the combined power of **TLOMA.com** and **TLOMAToday**. With **direct access** to over **4,400 highly targeted unique users** per month on **TLOMA.com** and over **239 law firms** throughout Canada, your business is at the forefront of the legal industry.

**There are opportunities to be part of TLOMA.com and TLOMAToday to meet every budget and marketing strategy.**

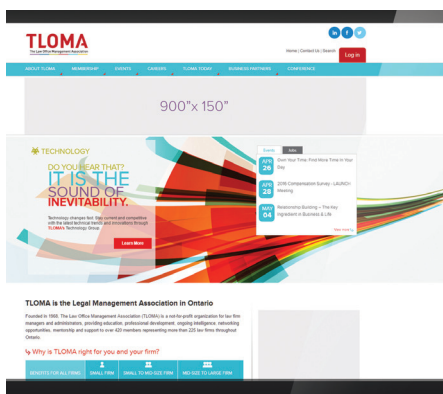


# THE GOLDEN TICKET

## FRONT PAGE AD CAMPAIGN

For the company that wants to gain top-of-mind awareness and dominate **TLOMA.com** and the latest issue of **TLOMAToday**, your best option is “The Golden Ticket” Ad Campaign. With this opportunity you will receive:

- A large leaderboard ad or a half-page ad on the home page of **TLOMA.com** for one month
- A premium leaderboard ad at the top of that month’s **TLOMAToday** email newsletter, delivered to over 900 recipients
- The premium leaderboard ad at the top of the **TLOMAToday** issue page for that month
- All ads will link to your website or special offer



900 X 150 PIXELS  
TLOMA.COM  
HOME PAGE  
LARGE  
LEADERBOARD AD

OR

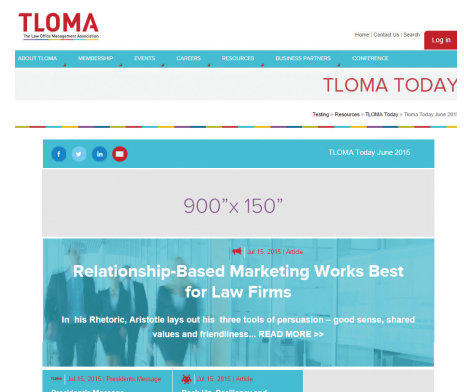
300 X 600 PIXELS  
TLOMA.COM  
HOME PAGE  
HALF-PAGE AD



+  
600 X 100 PIXELS  
TLOMATODAY EMAIL LEADERBOARD  
AD



+  
900 X 150 PIXELS  
TLOMATODAY  
LANDING PAGE AD



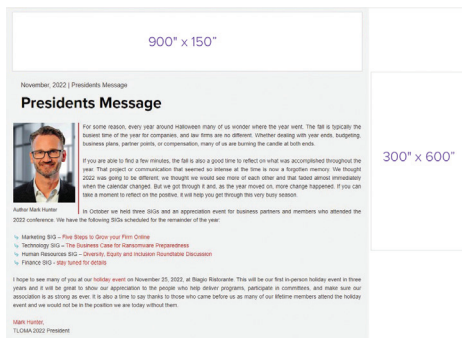
+  
900 X 150 PIXELS  
TLOMATODAY ISSUE PAGE  
LARGE LEADERBOARD AD

# THE 9 TO 5

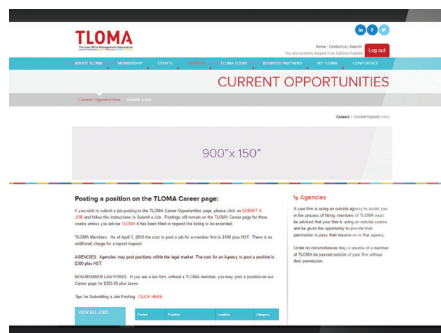
## CAREER + ARTICLE AD CAMPAIGN

For the company that wants to make a lasting impression, we recommend our “9 to 5” Career + Article Advertising Package. This includes your ad prominently displayed as a **leaderboard or half-page ad** in the Career portion of **TLOMA.com**, for **one month**, as well as within an article in **TLOMAToday**. Your ad will be seen for years to come as members continue to access these articles as resources. Companies can choose to purchase both top and side ads and dominate the page or be placed with another advertiser - all efforts will be made to keep competing advertisers separate. **All ads will link to your website or special offer.** This package includes:

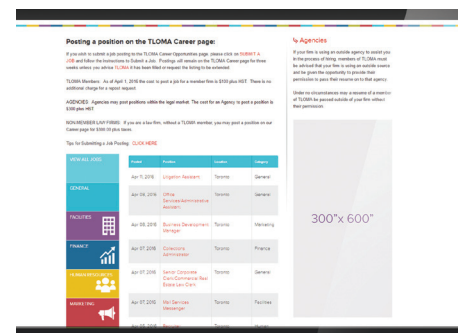
- A large leaderboard ad or half-page ad on the frequently visited **TLOMA.com** Career Page for one month, as well as each job opportunity
- And a large leaderboard ad or half-page ad in a **TLOMAToday** article (always remains with article)



900 X 150 PIXELS  
TLOMATODAY ARTICLE LARGE  
LEADERBOARD AD



900 X 150 PIXELS  
TLOMA CURRENT OPPORTUNITIES  
LARGE LEADERBOARD AD



300 X 600 PIXELS  
TLOMA CURRENT OPPORTUNITIES  
HALF-PAGE AD

OR

300 X 600 PIXELS  
TLOMATODAY ARTICLE  
HALF-PAGE AD

OR

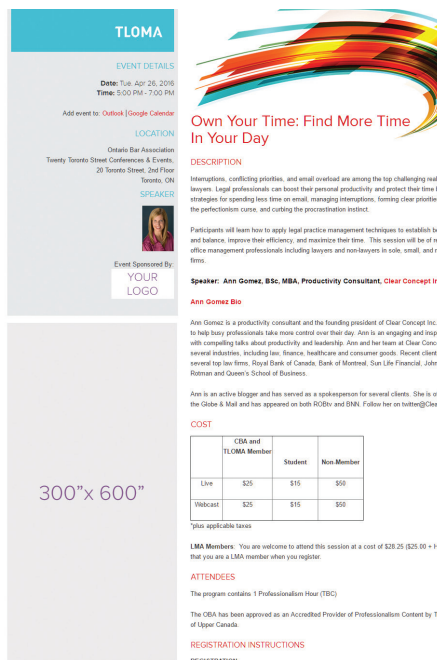
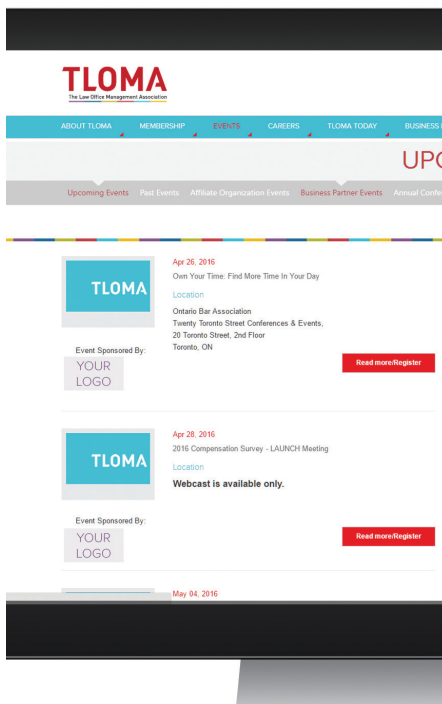


# RED CARPET EVENT

## EVENT SPONSORSHIP

**TLOMA** proudly presents the “Red Carpet” event sponsorship. With this opportunity you will receive:

- An exclusive email promoting your event sponsorship that includes a branded leaderboard ad, plus two reminder emails
- Your logo on the Upcoming Events page, plus a half-page ad on the event registration page
- A large, full-page ad will also be featured in **TLOMAToday** to promote the event
- You will also receive a mention at the event and an opportunity to post signage
- BP Member Spotlight in TLOMAToday Newsletter



SPONSORSHIP LOGO  
TLOMA EVENTS PAGE

300 X 600 PIXELS  
TLOMA EVENTS  
HALF-PAGE AD



Event Promotional Ad  
(provided by TLOMA):

300 X 300 PIXELS  
TLOMATODAY ISSUE PAGE  
THUMBNAIL AD

# THE BIG SHORT

## MINI AD CAMPAIGN

For the company that just needs a small ad with a **big impact**, our “quick hit” ads are featured on **TLOMA.com’s** highly trafficked pages – Careers and Events listings and **TLOMAToday** landing page. Companies can book a **single ad or two or three stacked ads** if you have more than one offer to promote. All efforts will be made to keep competing advertisers separate.

For this opportunity, you can choose from two different durations and prices:

- A mini ad on **TLOMA.com’s** Current Opportunities Page or Upcoming Events Page for one month OR
- A mini ad on **TLOMAToday’s** landing page (always stays with that issue)
- All ads will link to your website or special offer

**LEGAL STAFFING AGENCIES:** Legal Staffing Agencies may post positions within the legal market. The cost for a job listing Agency to post positions is \$200 plus GST.  
**BUSINESS PARTNERS:** Business Partners that are current sponsors of our Conference or Events may post offers within the legal market. The cost for a Business Partner to post a position is \$300 plus GST.  
 TLOMA does not warrant the validity of any of the information contained in the posting, including the company and the position. It is the responsibility of each applicant to review and research each employment opportunity prior to applying and accepting a position.  
 For Submitting a Job Posting, [CLICK HERE](#)

ALL JOBS	Project	Position	Location	Category
GENERAL	Mar 05, 2016	Financial Analyst	Toronto	Finance
	Mar 05, 2016	Paralegal / Legal Assistant	Toronto	Legal Assistant
POLICIES	Mar 02, 2016	Real Estate Legal Assistant	Toronto	Legal Assistant
	Mar 02, 2016	Financial Analyst	Toronto	Finance
FINANCE	Mar 02, 2016	Storage Administrator	Toronto	Finance
	Mar 02, 2016	Senior Collections Clerk	Toronto, Hamilton or Calgary	Finance
HUMAN RESOURCES	Mar 01, 2016	Legal Assistant	Toronto	Legal Assistant
	Feb 28, 2016	Human Resources / Customer Services Law Clerk	Toronto	Law Clerk
ACCOUNTING	Feb 28, 2016	Tax Return Assistant	Toronto	Legal Assistant
	Feb 28, 2016	Legal Assistant, IP (Trademarks)	Toronto	Legal Assistant
LAW CLERKS	Feb 26, 2016	Law Clerk / Secured Lending	Toronto	Law Clerk
	Feb 26, 2016	Corporate Clerk Assistant	Markham	Legal Assistant
LEGAL ASSISTANT	Feb 27, 2016	Office Manager / Administrative Assistant	Toronto	General
	Feb 27, 2016	Legal Document Editor	OTL	Technology
	Feb 27, 2016	Document Services Provider	Toronto	Legal Assistant
	Feb 27, 2016	Legal Assistant, Labour and Employment	Toronto	Legal Assistant
Feb 26, 2016	Legal Assistant, Litigation	Toronto	Legal Assistant	
Feb 26, 2016	Legal Practitioner	Calgary	General	
Feb 26, 2016	Legal Assistant	Markham	Legal Assistant	

300 x 600  
 300 x 250  
 300 x 250  
 300 x 250  
 300 x 250

Mar 01, 2016  
 Electronic Claim Payment Options  
 Location: Ontario - Clear Payment Options  
 Ontario - Clear Payment Options  
 77 King Street West, Suite 400  
 Toronto, Ontario  
 Toronto, Ontario

Mar 22, 2016  
 March 22nd - Spring - A TLOMA Networking Event  
 Location: Oakville  
 Oakville  
 First Canadian Place  
 27 Adelaide St. West  
 (Between Bay & Dundas)  
 Toronto, ON

Apr 05, 2016  
 Showcasing The Potential To Grow To Success A Productive and Successful 2016  
 Adaptation within Your Firm  
 Location: Ontario  
 Ontario  
 Davies Todd Phillips & Whiting LLP  
 165 Wellington Street West, 40th Floor  
 Toronto, Ontario

300 X 250 PIXELS  
 TLOMA EVENTS PAGE  
 MINI AD

TLOMA Today - March, 2018

In this Issue

- President's Message
- TLOMA 2018 Conference & Trade Show - Have you saved the date?
- Strategic Initiatives for the Year of 2018
- What's New: Accounting / LLP Changes and the Implications for Law Firms
- Operations and Analytics: Positioning Analytics in a Data-Driven Legal Industry
- Evolution in our Careers
- Business Partner Highlights
- Board of Directors - March 2018

TLOMA Today - February, 2018

In this Issue

- President's Message
- Welcome to 2018 in the Street
- The 7 Things Clients Really Want to Know Before They Hire a Lawyer
- The 2018 Legal Industry Outlook
- Ontario's Contribution to the Conference
- Business Partner Highlights
- Board of Directors - February 2018

300 X 250 PIXELS  
 TLOMATODAY LANDING PAGE  
 MINI AD



## WHY ADVERTISE WITH **TLOMA** ?

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**TLOMA** advertisers enjoy the following benefits:

- Reaches the inboxes of highly-coveted law firm key-decision makers in over 239 law firms throughout Canada
- **TLOMA.com** reaches over 42,500 users per year and generates over 11,000 website sessions on average per month
- **TLOMA** members represent key stakeholders from finance, marketing, human resources, facilities, information technology, consultants and lawyers who have the responsibility of managing their firm without the benefit of a management person or team
- Over 80% of members look to **TLOMA** to source outside service providers to address their firm's needs
- Provides a way to showcase new products, services and special offers with those responsible for making final purchase decisions on behalf of their firm
- With a monthly issue release, it helps your company stay top-of-mind now and into the future. With the new searchable **TLOMAToday** database for members, ads that are placed in articles will be served up to members for years to come
- Enables your company a place to not only advertise to legal decision makers, but also inform them through relevant, thoughtful and timely articles



## EDITORIAL AND ADVERTISING DEADLINES

In an effort to help you plan your marketing and advertising, below is our schedule of advertising and distribution deadlines.

Issue	Advertising / Editorial Deadline	Publication / Distribution Date for the Newsletter
December 2023	November 16, 2023	December 1, 2023
January 2024	December 8, 2023	January 5, 2024
February 2024	January 17, 2024	February 1, 2024
March 2024	February 14, 2024	March 1, 2024
April 2024	March 20, 2024	April 2, 2024
May 2024	April 17, 2024	May 1, 2024
June 2024	May 16, 2024	June 3, 2024
September 2024	August 21, 2024	September 4, 2024
October 2024	September 18, 2024	October 1, 2024
November 2024	October 16, 2024	November 1, 2024
December 2024	November 20, 2024	December 2, 2024

We welcome Business Partners to submit articles and advertising for TLOMAToday to [kgerhardt@tloma.com](mailto:kgerhardt@tloma.com). For more information on guidelines for submitting an article, [click here](#).

# REGULAR FEATURES

In each issue of **TLOMAToday**, we provide our members with the following editorial pieces:

- The President’s Message – Thoughts and insights from our leadership
- Movers and Shakers – New members, moves and retirees
- Member Spotlight
- Business Partner Spotlight

## E-MAIL



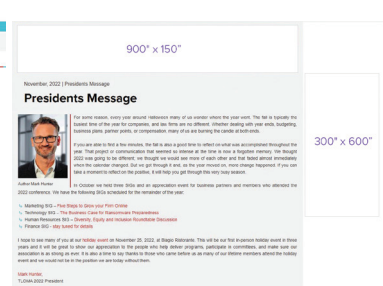
## LANDING



## ISSUE



## ARTICLE



# RATE CARD



Size	Pixels per inch	1X	3x	6x
The Golden Ticket	Email - 600 x 100 pixels (issue)	<b>\$475</b>	<b>\$370</b>	<b>\$285</b>
	TLOMAToday Landing Page - 900 x 150 pixels (one month)			
	TLOMA Home Page and TLOMToday Issue Page - 900 x 150 (one month)			
The 9 to 5	Current Opportunities Page - 900 x 150 pixels or 300 x 600 pixels (one month)	<b>\$475</b>	<b>\$370</b>	<b>\$285</b>
	TLOMAToday Article - 900 x 150 pixels or 300 x 600 pixels (in perpetuity)			
Red Carpet Event	Email - 600 x 100 pixels (all event notifications)	<b>\$895</b>		
	TLOMA Event Page Ads - 300 x 600 pixels, plus your Logo (with event)			
	Your Name and Logo in Event Promo Ads (supplied by TLOMA)			
	BP Member Spotlight in TLOMAToday Newsletter			

- 20% guaranteed position premium
- Ads must run within 12 months of first insertion to receive frequency discounts
- Rates do not include HST
- Rates are subject to change without notice
- Cancellations of ads will not be granted after editorial deadlines
- Advertisers must pay their balance prior to submission via cheque or credit card

# RATE CARD



Size	Pixels per inch	1X	3x	6x
The Big Short	Current Opportunities 300 x 250 pixels (one spot for one month)	<b>\$210</b>		
	TLOMA Upcoming Events 300 x 250 pixels (one spot for one month)	<b>\$210</b>		
	TLOMAToday Landing page 300 x 250 pixels (one spot in perpetuity)	<b>\$420</b>		
Professional Development Event	Email- 600 x 100 pixels (all event notifications)	<b>\$1575</b>		
	TLOMA Event Page Ads - 300 x 600 pixels, plus your Logo (with event)			
	Your Name and Logo in Event Promo Ads (supplied by TLOMA)			
	BP Member Spotlight in TLOMAToday Newsletter			
	Exclusive to 1 Sponsor (includes opening remarks or introduction of the speaker)			
	2 Sponsor Representatives may attend			

- 20% guaranteed position premium
- Ads must run within 12 months of first insertion to receive frequency discounts
- Rates do not include HST
- Rates are subject to change without notice
- Cancellations of ads will not be granted after editorial deadlines
- Advertisers must pay their balance prior to submission via cheque or credit card

# RATE CARD



Size	Pixels per inch	1X	3x	6x
TLOMA Networking Event	<p>Email- 600 x 100 pixels (all event notifications)</p> <p>TLOMA Event Page Ads - 300 x 600 pixels, plus your Logo (with event)</p> <p>Your Name and Logo in Event Promo Ads (supplied by TLOMA)</p> <p>BP Member Spotlight in TLOMAToday Newsletter</p> <p>Exclusive to 1 Sponsor (includes Sponsor opening remarks)</p> <p>3 Sponsor Representatives may attend</p>	<b>\$3650</b>		
TLOMA Cocktail Event	<p>Email- 600 x 100 pixels (all event notifications)</p> <p>TLOMA Event Page Ads - 300 x 600 pixels, plus your Logo (with event)</p> <p>Your Name and Logo in Event Promo Ads (supplied by TLOMA)</p> <p>BP Member Spotlight in TLOMAToday Newsletter</p> <p>Exclusive to 1 Sponsor</p> <p>2-3 Sponsor Representatives may attend</p>	<b>\$4725</b>		

- 20% guaranteed position premium
- Ads must run within 12 months of first insertion to receive frequency discounts
- Rates do not include HST
- Rates are subject to change without notice
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- Advertisers must pay their balance prior to submission via cheque or credit card





# TLOMA

The Law Office Management Association

MEDIA KIT

## Creative

- Please submit all artwork to [advertise@tloma.com](mailto:advertise@tloma.com)
- All ads will link to Advertiser's website or special offer, please specify exact URL for link
- Advertisers to supply final creative in GIF and animated GIF, or JPG formats
- Colour format: RGB
- Files must not exceed 150k
- All advertising subject to approval of publisher

**Questions? Call 416 410 1979 ext 2 or email [advertise@tloma.com](mailto:advertise@tloma.com)**

# TLOMA

The Law Office Management Association

PO Box 1029, TD Centre, Toronto, ON M5K 1P2  
p. 416 410 1979 [info@tloma.com](mailto:info@tloma.com)

[www.TLOMA.com](http://www.TLOMA.com)