

CMAJ — Medical knowledge that matters

CMAJ showcases innovative research and ideas aimed at improving health for people in Canada and globally. It publishes original clinical research, analyses and reviews, news, practice updates and thought-provoking editorials. CMAJ has an impact factor of 7.5 and its website receives over 25 million requests a year.

The complete contents of CMAJ — back to 1911 — are available at cmaj.ca.

New for 2010!

A combination of open access and subscription (gated) access on cmaj.ca

Regular online postings of new content ahead of print and supplemental 'e' only content.

- Authors benefit because their work is published sooner
- Readers benefit because research is accessible sooner
- Pharmaceutical advertisers now benefit because they can adapt branded print messaging to online promotion

Choice • Flexibility • Value

1. OPEN ACCESS PAGES

Research	Letters
News	Highlights
Editorials	Clinical Images

Accepting banner advertising. DTC regulations apply for pharmaceutical advertisers.

2. RESTRICTED (GATED) ACCESS PAGES (FOR 1 YEAR)

Review	Humanities
Analysis	Salon
Practice	Supplements
Commentary	

Accepting banner advertising. PAAB rules apply for pharmaceuticals.

Technical specifications

- GIF, JPEG. Animated GIFs accepted (*Flash* animation not accepted)
- Recommended banner size 728w x 90h (pixels)
- Recommended button size 120w x 240h (pixels)
- Resolution 72 dpi
- File size must not exceed 35K
- Creative must be received 3 working days prior to expected posting date

Production contact

Holly Bodger
(holly.bodger@cma.ca)

Advertising opportunities — All rates are quoted in net dollars

1. LEADERBOARD BANNER ADVERTISING (728 X 90)

Open access and restricted access rates
\$50 per thousand page impressions (CPM=\$50)

2. BUTTON ADVERTISING (120 X 240) 2 PER HOME PAGE

Open access only
\$40 per thousand page impressions (CPM=\$40)

3. ETOC

Leaderboard banner advertising on CMAJ's electronic table of contents delivery.
18 spots available, English only
\$750 per delivery

4. EARLY RELEASE NOTIFICATION

Leaderboard banner advertising on electronic delivery of articles before they appear in print
English only
\$500 per delivery

5. HIGHLIGHTS

Leaderboard banner advertising on current issue Highlights in English only
18 spots available
\$500 per delivery

RATE CARD • 2010

Advertising sales

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