

Career/Classified Advertising 2010 Rate Card for Print Publication

- CMAJ has the largest circulation of any medical journal in Canada – 72,000 – and reaches more than 85% of Canadian physicians.
- CMAJ is Canada's leading medical journal for family physicians and specialists.

Online Features

Added Value

Ask about CMA's new online career site –

drcareers – at cma.ca/drcareers

Print advertisers receive a **25% discount**
on online career postings.

Direct orders and enquiries to:

Beverley Kirkpatrick or Deborah Rodd

Canadian Medical Association Journal
1867 Alta Vista Dr., Ottawa ON K1G 5W8

Tel 613 731-9331, 800 663-7336 ext. 2127 or 2314

Fax 613 565-7488, email advertising@cma.ca

Issue and closing dates - 2010

Issue	Closing (noon)	Issue	Closing (noon)
January 12/10.....	December 14/09	July 13	June 14
February 9	January 11/10	August 10	July 12
February 23	January 25	September 7	August 9
March 9	February 8	September 21	August 23
March 23	February 22	October 5	September 3
April 6	March 8	October 19	September 20
April 20	March 22	November 9	October 8
May 18	April 19	November 23	October 25
June 15	May 17	December 14	November 15

Material required: Digital data is required for all display advertisements.

PDF format is preferred. Technical specifications are located at:

www.cma.ca/cmaj/specs/classified-e.pdf

Email material to: advertising@cma.ca

Issue Dates: CMAJ is published 18 times yearly by the Canadian Medical Association.

Closing Dates: Four weeks before publication date (see chart for specific dates).

Cancellations: Deadline is 21 days before publication date. Ads cannot be revised or cancelled after this date.

Reply Box Service: Confidential reply box numbers are available. The identity of advertisers is held in strict confidence.

Payment:

Canadian clients: All invoices are payable to the Canadian Medical Association. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices. The Canadian Medical Association reserves the right to charge interest at 1.5% per month (18% per annum) on accounts unpaid after 30 days.

Clients outside Canada: Advertisements from outside Canada must be prepaid. Major credit cards, cheques, money orders and wire transfers accepted.

Commission: 15% commission on display ads to recognized agencies only.

Rates for Display Advertisements (per insertion)

Black and White

SIZES	1 time	6 times	12 times
1 page	\$3490	\$2970	\$2795
2/3 page	3010	2560	2410
1/2 page hor/ver	2550	2165	2040
1/3 page	1850	1575	1480
1/4 page	1625	1385	1300
1/6 page	1405	1195	1125
1/8 page	1210	1025	970

Add Colour

SIZES	4 colour	1 colour	Page border colour
1 page	\$1200	\$685	\$175
2/3 page	1035	590	165
1/2 page	830	475	150
1/3 page	635	365	125
1/4 page	560	320	100
1/6 page	480	275	90
1/8 page	370	210	75

Ad Sizes

SIZES	Width	Depth
1 page	7"	9 1/2"
2/3 page	4 5/8	9 1/2
1/2 page vertical	3 3/8	9 1/2
1/2 page horizontal	7	4 5/8
1/3 page square	4 5/8	4 5/8
1/3 page vertical	2 1/4	9 1/2
1/4 page	3 3/8	4 5/8
1/6 page	2 1/4	4 5/8
1/8 page	3 3/8	2 1/4

Trimmed size of print publication 8 1/8" x 10 7/8"

Sizes other than the above are not accepted.

Rates for Word Advertisements (per insertion)

50 words or fewer	\$150	Each additional word	\$1.75
Box frame	\$25	Reply box number	\$20
Special display – 2 1/4" x 2 1/4" (fewer than 80 words)			\$400