2017 Career/Classified Advertising Rate Card

- Largest circulation of any medical publication in Canada at 69,500
- Outranks all other measured medical publications in total physician readership year after year: #1 for 13 consecutive years

CMAJ's digital edition at:
http://viewer.zmags.com/publication/045a2b26#/045a2b26/68

Direct orders and enquiries to:
Laurie x8460 or Susan x8475
Tel 613 731-8610 or 800 663-7336
Email advertising@cma.ca

Cancellations: Deadline is 22 days before publication date. Ads cannot be revised or cancelled after this date.

Canada’s leading medical journal since 1911

Proven results
“CMAJ is always the first place we post physician ads. The submission process is easy and flexible and the staff are always helpful and accommodating. Our advertisements always receive the right exposure and the response rate is very good. We will continue to work with CMAJ as it ensures we get the best possible customer service.”

~Jennifer Andersen, Staffing and Administrative Coordinator
Department of Medicine, Queen’s University
Payment

Canadian clients: All invoices are payable to Joule Inc., a wholly owned subsidiary of the Canadian Medical Association. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices. The publisher 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.

Career/Classified Advertising Policy

Advertisements must comply with the Ontario Human Rights Code, which prohibits discriminatory employment advertising. Joule Inc. reserves the right to decline, withdraw or modify advertisements in its sole discretion. All career/classified advertising information is strictly confidential, used only to administer your advertisement and maintained in a CRM system accessible to a very limited number of employees. Further information about our privacy policy is available at www.cma.ca

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2017 Career/Classified Advertisement Rates
(per insertion)

Black and White

<table>
<thead>
<tr>
<th>SIZES</th>
<th>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
<th>ADD COLOUR*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$3820</td>
<td>$3430</td>
<td>$3245</td>
<td>$3055</td>
<td>$1,200</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3290</td>
<td>$2960</td>
<td>$2795</td>
<td>$2630</td>
<td>$1,035</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2785</td>
<td>$2510</td>
<td>$2360</td>
<td>$2230</td>
<td>$830</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2020</td>
<td>$1820</td>
<td>$1715</td>
<td>$1610</td>
<td>$635</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1780</td>
<td>$1600</td>
<td>$1515</td>
<td>$1430</td>
<td>$560</td>
</tr>
</tbody>
</table>

*$250 per colour logo
*1-colour rates available upon request

Ad Sizes

<table>
<thead>
<tr>
<th>SIZES</th>
<th>WIDTH (IN)</th>
<th>DEPTH (IN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>7</td>
<td>9 1/2</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 5/8</td>
<td>9 1/2</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3 3/8</td>
<td>9 1/2</td>
</tr>
<tr>
<td>1/2 page</td>
<td>7</td>
<td>4 5/8</td>
</tr>
<tr>
<td>1/3 page</td>
<td>4 5/8</td>
<td>4 5/8</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2 1/4</td>
<td>9 1/2</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 3/8</td>
<td>4 5/8</td>
</tr>
</tbody>
</table>

Trimmed size of print publication: 8 1/8” x 10 7/8”

Material required: Digital data is required for all display advertisements. PDF format is preferred.

Technical specifications: www.cma.ca/pdfs/classified-e.pdf
Email material to: advertising@cma.ca

2017 WORD ADVERTISEMENT RATES
(PER INSERTION)

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 words or fewer</td>
<td>$160</td>
</tr>
<tr>
<td>Each additional word</td>
<td>$2</td>
</tr>
<tr>
<td>Box frame</td>
<td>$25</td>
</tr>
<tr>
<td>Special display</td>
<td>$450</td>
</tr>
<tr>
<td>2 1/4” x 2 1/4” (fewer than 80 words)</td>
<td></td>
</tr>
</tbody>
</table>

CLASSIFICATIONS

Conferences
Continuing Education
Fellowships
Locum Tenens

Wanted
Office Space
Placement
Available
Agencies
Vacations

To ensure accuracy, ads will not be accepted by telephone.

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cmaj.ca showcases the complete editorial contents of CMAJ

- Content published daily
- cmaj.ca averages up to 100,000 unique visitors per month
- Up to 265,000 page views each month
- Delivers over 600,000 advertising impressions per month
- Averages over 25% return visitors each month

cmaj.ca Open Access Pages

1. Leaderboard: 728 x 90 pixels (horizontal), $80 CPM
2. Tower: 160 x 600 (vertical), $80 CPM
3. Bottom Leaderboard: 728 x 90 pixels (horizontal), $60 CPM

Monthly reporting through Google Analytics

SPECIFICATIONS:

- GIF, JPEG, animated GIFs accepted (Flash animation not accepted)
- Resolution 72 dpi; file size not to exceed 100 KB
- Creative delivery 3 working days prior to posting date

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• Online advertisements: $300 for a 30-day posting
• 25% discount when you publish a print ad in CMAJ
• 25% discount to CMA members
• Discounted rates available for multiple postings (ads can be scheduled to be consecutively re-posted)
• Averages 6000 unique visitors/month
• New job postings are tweeted and posted on cmaj.ca

www.drcareers.ca