

cmaaj

BEST EVIDENCE • BEST PRACTICE • BEST HEALTH

2019 Career/Classified Advertising Rate Card

CMAJ is sent to more Canadian physicians than any other medical publication in Canada (approx. 69,000 – guaranteeing 35% more reach than other medical publications).



Canada's leading medical journal since 1911



Published 12 times annually		
ISSUE	CLOSING DATE	DELIVERY TO CANADA POST
January	December 10	January 3
February	January 7	January 31
March	February 4	February 28
April	March 4	March 28
May	April 8	May 2
June	May 6	May 30
July	June 3	June 27
August	July 8	August 1
September	August 6	August 29
October	September 3	September 26
November	October 7	October 31
December	November 4	November 28

View digital sample of **CMAJ's print edition:**
<https://bit.ly/2T93XmZ>

Direct orders and enquiries to:

Laurie x8460 or Susan x8475
 Tel 613 731-8610 or 800 663-7336
 Email advertising@cma.ca

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





2019 Career/Classified Advertisement Rates (per insertion)

SIZES	1 TIME	3 TIMES	6 TIMES	12 TIMES	ADD COLOUR*
1 page	\$3820	\$3430	\$3245	\$3055	\$500
2/3 page	\$3290	\$2960	\$2795	\$2630	\$400
1/2 page	\$2785	\$2510	\$2360	\$2230	\$300
1/3 page	\$2020	\$1820	\$1715	\$1610	\$200
1/4 page	\$1780	\$1600	\$1515	\$1430	\$100

Ad Sizes

SIZES	WIDTH (IN)	DEPTH (IN)
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

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

Bleed size: 8 3/8" x 11 1/8"

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

PDF format is preferred.

Images must be grayscale or CMYK (no RGB).

Technical specifications: <https://bit.ly/2DG2Mab>

Email material to: advertising@cma.ca



CMA's career centre
for physicians

- 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 5000 unique visitors/month
- New job postings are tweeted and posted on cmaj.ca

www.drcareers.ca



2019 WORD ADVERTISEMENT RATES (PER INSERTION)

50 words or fewer	\$160
Each additional word	\$2
Box frame	\$25
Special display	\$450
2 1/4" x 2 1/4" (fewer than 80 words)	

CLASSIFICATIONS

Conferences	Locum Tenens Wanted	Positions Vacant
Continuing Professional Development	Miscellaneous	Positions Wanted
Fellowships	Office Space Available	Practices Available
Locum Tenens Available	Placement Agencies	Practices Wanted
		Real Estate
		Residencies
		Vacations

To ensure accuracy, ad text must be emailed.

cmaj.ca

a trusted site and resource of medical information for Canadian physicians

- Content published daily
- New online content uploaded daily
- 125,000 average monthly users
- 288,000 average monthly page views
- 72% of users access the site by desktop, 23% by mobile device and 5% by tablet
- More than 700,000 ad impressions available monthly

cmaj.ca Open Access and Gated Pages

- 1. Top Leaderboard:** 728 x 90 pixels, \$100 CPM Gated, \$80 CPM Open Access
 - 2. Big Box:** 300 x 250 pixels or 250 x 250 pixels, \$100 CPM Gated, \$80 CPM Open Access
 - 3. Lower Leaderboard:** 728 x 90 pixels, \$90 CPM Gated, \$60 CPM Open Access
- Monthly reporting through Google DFP

SPECIFICATIONS: PNG, JPEG, GIF (animation accepted), (Flash animation not accepted)
Resolution 72 dpi; maximum file size 250 MB
Creative delivery 3 working days prior to posting date

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...available at www.cma.ca

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