



2018 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).



Published 12 times annually	
ISSUE DATE	CLOSING DATE
January	January 3
February	January 22
March	February 20
April	March 19
May	April 16
June	May 22
July	June 18
August	July 23
September	August 20
October	September 17
November	October 22
December	November 19

View digital sample of CMAJ's print edition:
<http://viewer.zmags.com/publication/a8e29e6a#/a8e29e6a/62>

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



A CMA Company
 Société de l'AMC





2018 Career/Classified Advertisement Rates (per insertion)

Black and White

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

*\$250 per colour logo

*1-colour rates available upon request

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"

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

Technical specifications: www.cmaj.ca/pdfs/classified-e.pdf

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 6000 unique visitors/month
- New job postings are tweeted and posted on cmaj.ca

www.drcareers.ca



2018 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	Miscellaneous	Practices Available
Continuing Education	Office Space Available	Practices Wanted
Fellowships	Placement Agencies	Real Estate
Locum Tenens Available	Positions Vacant	Residencies
Locum Tenens Wanted	Positions Wanted	Vacations

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



showcases the complete editorial contents of CMAJ

- Content published daily
- cmaj.ca averages up to 100,000 unique visitors per month
- Up to 250,000 page views each month
- Delivers over 600,000 advertising impressions per month
- Averages over 25% return visitors each month

cmaj.ca Open Access and Gated Pages

1. **Top Leaderboard:** 728 x 90 pixels, \$80 CPM
2. **Big Box:** 300 x 250 pixels or 250 x 250 pixels, \$80 CPM
3. **Lower Leaderboard:** 728 x 90 pixels, \$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

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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