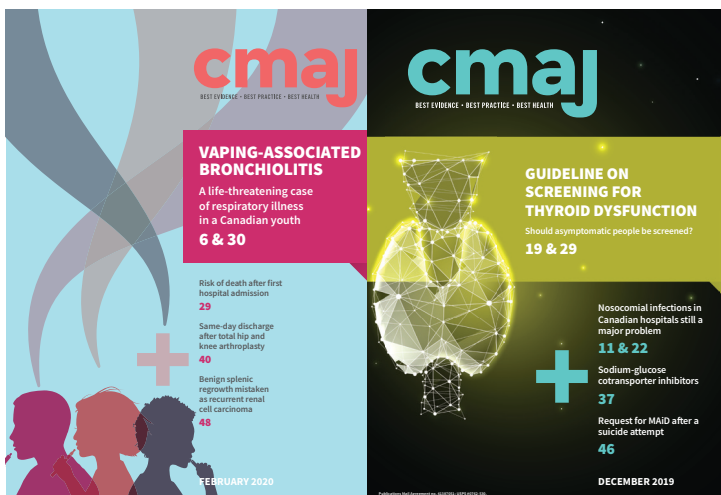




# 2020 Career/Classified Advertising Rate Card

**CMAJ is sent to more Canadian physicians than any other medical publication in Canada (approx. 75,000 – guaranteeing 35% more reach than other medical publications).**



**Canada's leading medical journal since 1911**



## New offer exclusive to CMA members commencing with the April 2020 issue

**CMA members will receive a 50% discount** on print word advertisements placed under the Locum Tenens Wanted, Positions Vacant and Practices Available classifications.

A valid CMA membership number is required to obtain this significant discount.

\*Career/classified display advertisements and classified word advertisements under other classifications are not included in this promotion.

### Published 12 times annually

ISSUE	CLOSING DATE	DELIVERY TO CANADA POST
January	December 9	January 3
February	January 6	January 31
March	February 3	February 28
April	March 9	April 3
May	April 6	May 1
June	May 4	May 29
July	June 8	July 3
August	July 6	July 31
September	August 4	August 28
October	September 8	October 2
November	October 5	October 30
December	November 2	November 27

View digital sample of **CMAJ's print edition:**

<https://bit.ly/2qDkvcE>

Recommended browser to view the digital edition is Chrome.

### Direct orders and enquiries to:

**Tel 613 731-8610 or 800 663-7336**

**Susan x8475 (cell 613 816-6594)**

**Laurie x8460 (cell 613 816-6598)**

**Email [advertising@cma.ca](mailto:advertising@cma.ca)**





BEST EVIDENCE • BEST PRACTICE • BEST HEALTH

## 2020 Career/Classified Advertisement Rates

**New:** Colour is now included in career/classified display advertisements at no additional charge

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

## 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](mailto: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 1800 users/month
- New job postings are tweeted and posted on cmaj.ca

[www.drcareers.ca](http://www.drcareers.ca)



## 2020 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

- As of March 1, 2020, cmaj.ca provides free access to credible peer-reviewed health information to all physicians, policy makers, patients and members of the public
- 150,500 average monthly users
- 300,000 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

**1. Top Leaderboard:** 728 x 90, \$90 CPM (net)

**2. Big Box:** 300 x 250, \$90 CPM

**3. Lower Leaderboard:** 728 x 90, \$70 CPM

Monthly reporting through Google DFP

**SPECIFICATIONS:** PNG, JPEG, GIF (animation accepted), (Flash animation not accepted)

Resolution 72 dpi; maximum file size 250 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.

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