FEMALE PHYSICIANS IN CANADA CONSISTENTLY EARN LESS THAN MALE PHYSICIANS

The pay gap exists within every medical specialty and also among specialties.
2021 Career/Classified Advertisement Rates

Colour is now included in career/classified display advertisements at no additional charge.

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

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).
Email material to: advertising@cma.ca

2021 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
- Continuing Professional Development Fellowships
- Locum Tenens Available
- Positions Vacant
- Positions Wanted
- Practices Available
- 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

- cmaj.ca provides free access to credible peer-reviewed health information to all physicians, policy makers, patients and members of the public
- 300,000 average monthly users
- 450,000 average monthly page views
- 55% of users access the site by desktop, 42% by mobile device and 3% by tablet
- More than 800,000 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 CMA Joule Inc. 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.
CMA Joule Inc. reserves the right to decline, withdraw or modify advertisements in its sole discretion.

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

www.cmaj.ca

donor careers
CMA’s career centre for physicians

- Online advertisements: $300 for a 30-day posting
- 25% discount when you publish a print ad in CMAB
- 25% discount to CMA members
- Discounted rates available for multiple postings (ads can be scheduled to be consecutively re-posted)
- Averages over 1800 users/month
- New job postings are tweeted and posted on cmaj.ca

www.drcareers.ca