

cmaaj

2021

Digital Media Kit

cmaaj.ca – a trusted site and resource of medical information for Canadian physicians

- New online content uploaded daily
- Enhanced search feature by topic, date, author, title, keyword...
- Third party hosting by HighWire Press—the world's largest collection of full text, peer-reviewed content
- An accredited provider of Mainpro + ® certified self-learning credits

CMAJ Weekly email alerts

- A comprehensive, exclusive e-database of Canadian physicians
- 50 online issues per year delivered to physicians' email inboxes every Monday
- All editorial content links to our web site www.cmaj.ca
- Unsurpassed reach

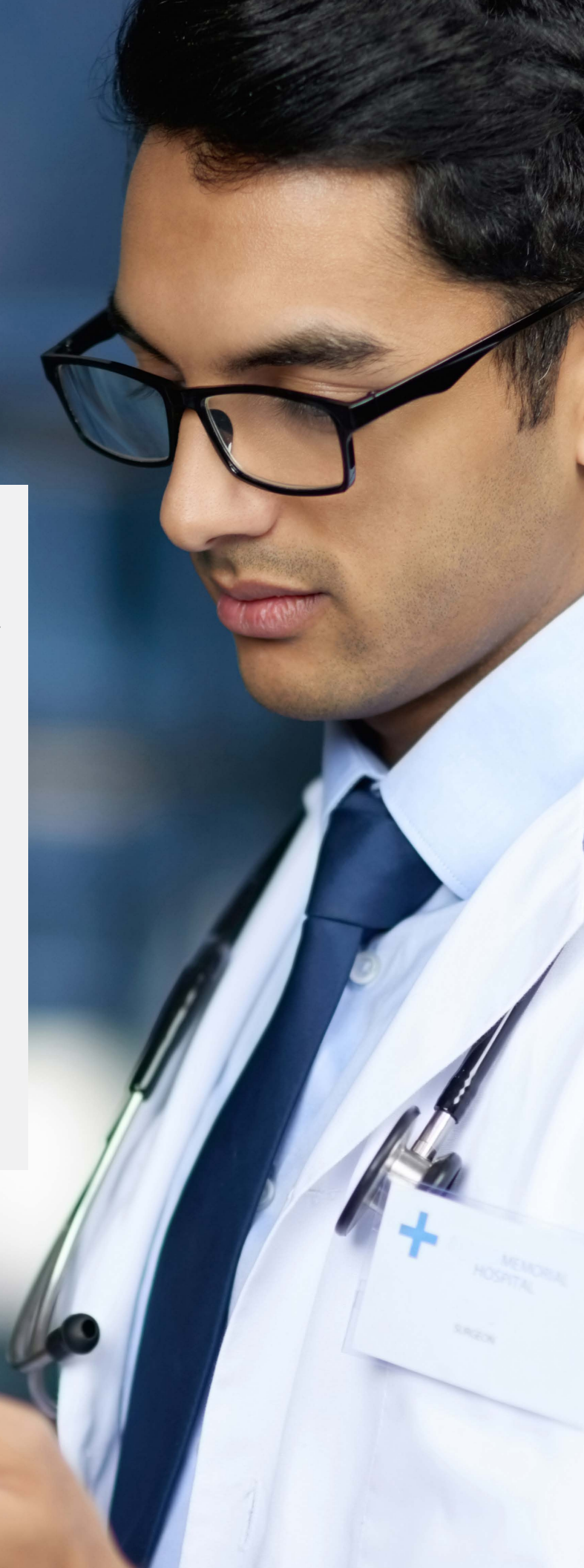
Podcast sponsorship

- An audio introduction to our *CMAJ* podcasts
- All podcasts are paired with a *CMAJ* article
- All content is medical
- Growing in popularity and listenership
- Over 2,000 average plays per podcast

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION





Audience and traffic:

- In 2020 cmaj.ca removed the paywall and now provides free access to credible peer reviewed health information to **all** physicians, policy makers, patients and members of the public. With this change, double digit growth in usage is reported.
- All have unlimited access to original clinical research, commentaries, analyses, reviews of clinical topics, health news, clinical practice updates, editorials, podcasts, blogs and more.
- Unmatched physician traffic:
 - 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
- Geo targeting by province now available (+20%)



Banner advertising information and rates

All web advertising rates are based on a cost-per-thousand (CPM) against ad impressions

Standard rates

- Top Leaderboard & Big Box ad sizes
Open access = \$90 CPM (net)
- Lower Leaderboard ad sizes
Open Access = \$70 CPM (net)

Acceptable IAB ad sizes in pixels

- Leaderboard on desktop = 728 x 90
- Leaderboard on mobile = 320 x 50
- Leaderboard on tablet = 468 x 60
- Big box on desktop, mobile and tablet = 300 x 250

***All cmaj.ca ad placements will be placed on mobile site at no additional charge if creative is received in both formats.**

Digital ad specifications

- PNG, JPEG, GIF (animation accepted)
- No flash
- Resolution 72 dpi
- Maximum file size 250 KB
- **No third-party ad serving (click tags or pixel tracking)**
- Impression tags and customized URLs accepted
- All pharmaceutical advertising must comply with PAAB guidelines or ASC guidelines and be DTC compliant
- All ad material due 4 business days prior to posting

cmaj email alerts

Audience and traffic:

- Canada's most effective email product reaching Canadian physicians
- Our **weekly CMAJ** 'electronic table of contents' (eTOC) newsletter reaches Canadian physicians and additional opt-in subscribers
- Each email provides link to full text articles hosted on cmaj.ca
- Consistently high email opening rates of over 50% on total and 30% on unique

Banner and text ad opportunities and rates

- Top leaderboard 728 x 90 = \$4,000 per week (net)
- Lower leaderboard 728 x 90 = \$3,500 per week (net)
- Big box 300 x 250 = \$3,500 per week (net)
- Text link with logo = \$2,500 per week (net)



Digital ad specifications

- PNG, JPEG, GIF (animation not recommended)
- No flash
- Resolution 72 dpi
- Maximum file size 250 KB
- **No third-party ad serving (click tags or pixel tracking)**
- Impression tags and customized URLs accepted
- All pharmaceutical ads must comply with PAAB guidelines. (www.paab.ca)
- See CMAJ 2021 eTOC schedule for space and material deadlines on following page



CMAJ eTOC schedule 2021 | 50 weekly emails

	WEEKLY eTOC DELIVERY DATE	AD/MATERIAL CLOSING DATE
1	4-Jan	22-Dec 2020
2	11-Jan	05-Jan
3	18-Jan	12-Jan
4	25-Jan	19-Jan
5	01-Feb	26-Jan
6	08-Feb	02-Feb
7	16-Feb	10-Feb
8	22-Feb	16-Feb
9	01-Mar	23-Feb
10	08-Mar	02-Mar
11	15-Mar	09-Mar
12	22-Mar	16-Mar
13	29-Mar	26-Mar
14	06-Apr	31-Mar
15	12-Apr	06-Apr
16	19-Apr	13-Apr
17	26-Apr	20-Apr
18	03-May	27-Apr
19	10-May	04-May
20	17-May	11-May
21	25-May	19-May
22	31-May	25-May
23	07-Jun	01-Jun
24	14-Jun	08-Jun
25	21-Jun	15-Jun

	WEEKLY eTOC DELIVERY DATE	AD/MATERIAL CLOSING DATE
26	28-Jun	22-Jun
27	12-Jul	06-Jul
28	19-Jul	13-Jul
29	26-Jul	20-Jul
30	03-Aug	28-Jul
31	09-Aug	03-Aug
32	16-Aug	10-Aug
33	23-Aug	17-Aug
34	30-Aug	24-Aug
35	07-Sep	01-Sep
36	13-Sep	07-Sep
37	20-Sep	14-Sep
38	27-Sep	21-Sep
39	04-Oct	28-Sep
40	12-Oct	06-Oct
41	18-Oct	12-Oct
42	25-Oct	19-Oct
43	01-Nov	26-Oct
44	08-Nov	02-Nov
45	15-Nov	09-Nov
46	22-Nov	16-Nov
47	29-Nov	23-Nov
48	06-Dec	30-Nov
49	13-Dec	07-Dec
50	20-Dec	14-Dec

cmaj podcasts

Audience and traffic:

- All podcasts can be accessed on our open access pages on the site at www.cmaj.ca/podcasts
- Average monthly plays are tracked for each podcast
- Podcasts are hosted permanently on cmaj.ca and number of plays builds over time
- Ask your representative for up-to-date information on monthly plays, sponsor messages and package rates

Contact information

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