



# 2021 Career/Classified Advertising Rate Card

**CMAJ reaches 75,000 physicians in print — more GP’s and specialists than any other medical publication.**

**Our high circulation guarantees superior reach of practicing physicians at all stages in their career.**

**CMAJ is valued benefit of membership to the Canadian Medical Association.**

**Reach French doctors in Canada, place your classified ad in the new JAMC today!**



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



## Exclusive offer only to CMA members

**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 29
March	February 1	February 26
April	March 8	April 5
May	April 5	April 30
June	May 3	May 28
July	June 7	July 2
August	July 5	July 30
September	August 3	August 27
October	September 7	October 1
November	October 4	October 29
December	November 1	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)**



## 2021 Career/Classified Advertisement Rates

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 over 1800 users/month
- New job postings are tweeted and posted on [cmaaj.ca](http://cmaaj.ca)

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

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

- **cmaaj.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

### cmaaj.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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