

# Jamc

AU CENTRE DU SAVOIR MÉDICAL

## 2021 MEDIA KIT

- Launching in 2021 in both print and digital formats, *JAMC* will be the first ever fully French version of *CMAJ*. *JAMC* will contain translated content from the Editorial, Practice, Review, Guideline and Analysis sections, as well as many COVID articles.

ASSOCIATION  
MÉDICALE  
CANADIENNE



CANADIAN  
MEDICAL  
ASSOCIATION

# Jamc

AU CENTRE DU SAVOIR MÉDICAL

**Canada's leading general medical journal published since 1911 now launching a French edition.**

**Serving Canadian Francophone physicians with more options to read, learn, and engage.**

- JAMC print frequency — 6 x per year
- jamc.ca — updated weekly
- jamc email alerts — sent monthly

**Continued investment in our products promote the highest readership among Canadian physicians.**

- Indexed by PubMed and PubMed Central
- Regularly featured in Canadian and international media
- High Impact Factor — an indication of quality and relevancy
- An international forum that offers physicians and researchers exposure to a worldwide audience



## Four colour advertising rates

SIZE	1X	6 X	12 X	B/W Fair balance
1 page	\$4,460	\$4,250	\$3,880	\$1,165
2/3 page	\$3,675	\$3,500	\$3,190	\$1,100
1/2 page V/H	\$3,200	\$3,050	\$2,780	\$815
1/3 page V/H	\$2,800	\$2,670	\$2,425	\$715
DPS	\$7,800	\$7,485	\$7,150	

## Preferred positions

### 4-colour only

Inside front cover	\$5,500
Inside back cover	\$4,465
Outside back cover	\$5,800

Inside front cover gatefold (3 pages), front cover tip-on and bellyband quotations available on request

### Bootlug positions

Table of Contents #1	\$ 2,950	(4 X 1)
Table of Contents #2	\$ 3,600	(7 X 1 5/8)

### Supplied advertising inserts

2 pages	\$5,350	Full circulation
4 pages	\$10,700	Full circulation
2 pages	\$4,225	Per GP, Specialist or Regional split

**Requirements:** Full page and/or fractional page inserts are acceptable. Single-leaf inserts: 80lb maximum is allowable. Multiple-page inserts: 70lb maximum is allowable, to be supplied folded. All inserts to be supplied untrimmed.

Other types of insert stock subject to publisher's approval. Perforating, embossing and die-cutting permitted, provided they do not alter outside dimensions of insert.

Issue date	Ad/material deadline
February 2021	Jan 13/21
April	March 17
June	May 12
August	July 14
October	Sept 15
December	Nov 10

**JAMC produces a digital edition flipbook version of each print issue. All run of book scheduled print advertising is included in our digital edition of JAMC.**

## Ad sizes and examples

### Bootlug

Trim 7" x 1 5/8"  
 Bleed No Bleed  
 Live 7" x 1 5/8"

### 1/3 page horizontal

Trim 8 1/8" x 3 5/8"  
 Bleed 8 3/8" x 3 7/8"  
 Live 7" x 3"

### 1/3 page vertical

Trim 2 5/8" x 10 7/8"  
 Bleed 2 7/8" x 11 1/8"  
 Live 2 1/4" x 9 1/2"

### 1/2 page horizontal

Trim 8 1/8" x 5 7/16"  
 Bleed 8 3/8" x 5 11/16"  
 Live 7" x 4 5/8"

### 1/2 page vertical

Trim 4 1/16" x 10 7/8"  
 Bleed 4 5/16" x 11 1/8"  
 Live 3 3/8" x 9 1/2"

### 2/3 page vertical

Trim 5 3/8" x 10 7/8"  
 Bleed 5 5/8" x 11 1/8"  
 Live 4 5/8" x 9 1/2"

### Full Page

Trim 8 1/8" x 10 7/8"  
 Bleed 8 3/8" x 11 1/8"  
 Live 7" x 9 1/2"

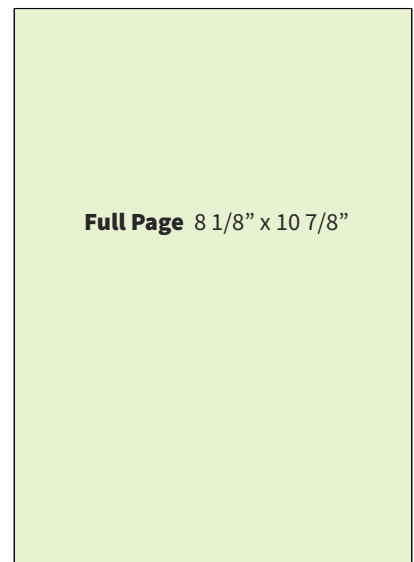
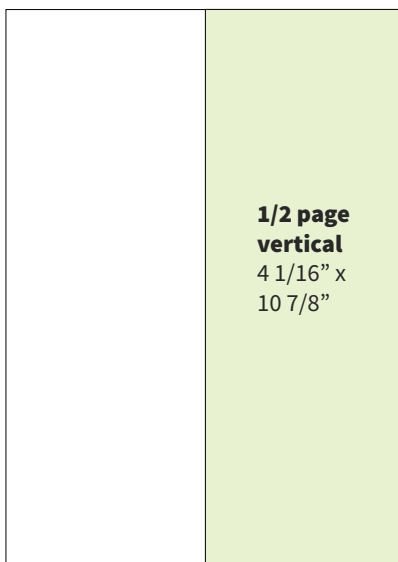
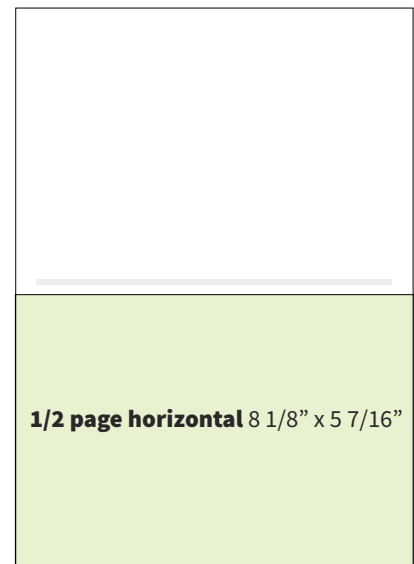
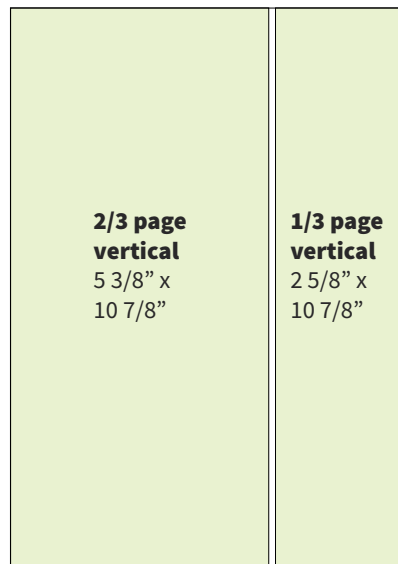
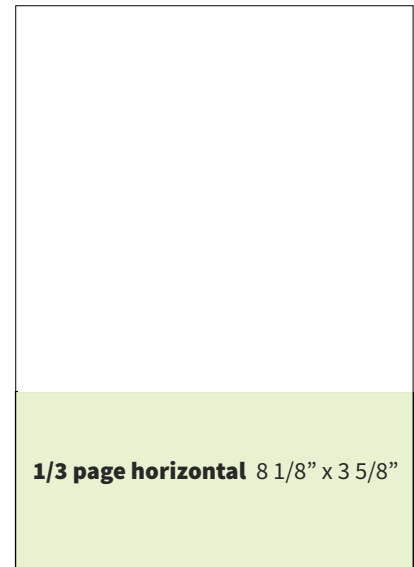
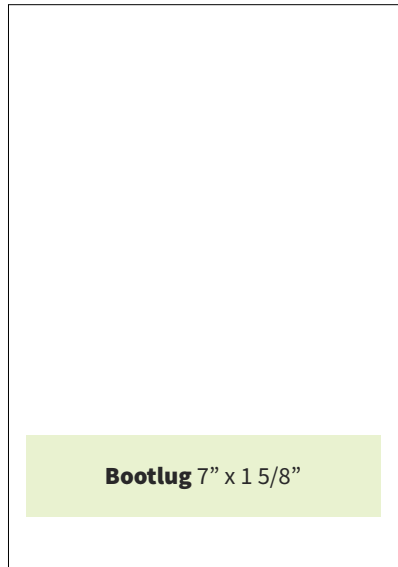
### Double-page Spread

Trim 16 1/4" x 10 7/8"  
 Bleed 16 1/2" x 11 1/8"  
 Live 7" x 9 1/2"  
 (on each full page)

### Binding: Saddle-stitch

**4-Colour PDF:** CMYK  
 (No RGB or PMS spot colour)

Ad specifications for special formats available on request.



# Advertising Information JAMC email alerts

## JAMC eTOC

Complete “electronic table of contents” delivered 12x per year.

## Banner and text ad opportunities and rates (in net \$)

- Top leaderboard 728 x 90 = \$1,050
- Lower leaderboard 728 x 90 = \$1,050
- Big box 300 x 250 = \$900
- Text link with logo = \$1,200

## 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 advertising must be PAAB approved



## eTOC Issue and Closing Dates (JAMC eTOC Schedule 2021 | 12x per year)

ETOC DELIVERY DATE/ISSUE	AD/MATERIAL CLOSING DATE
January 29	January 25
February 26	February 22
March 31	March 24
April 30	April 26
May 31	May 25
June 30	June 24
July 30	July 26
August 31	August 25
September 30	September 24
October 29	October 25
November 30	November 24
December 31	December 22



## Technical specifications

### Display Advertising:

[www.cmaj.ca/pdfs/display-e.pdf](http://www.cmaj.ca/pdfs/display-e.pdf)

### PDF Export Settings:

[www.cmaj.ca/pdfs/export-e.pdf](http://www.cmaj.ca/pdfs/export-e.pdf)

## Material submission

- All pharmaceutical advertising must be PAAB approved
- Insert and shipping enquiries, display advertising material and billing:  
[trish.sullivan@cma.ca](mailto:trish.sullivan@cma.ca) and  
[deborah.woodman@cma.ca](mailto:deborah.woodman@cma.ca)



## Payment information

### Commission

Agency commission of 15% to recognized agencies only.

### Payment

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.

## Advertising Sales

### Trish Sullivan

Sr. Advertising Sales Representative  
[trish.sullivan@cma.ca](mailto:trish.sullivan@cma.ca)  
Cell: 905-330-8770

### Sales coordinator

### Deb Woodman

[deborah.woodman@cma.ca](mailto:deborah.woodman@cma.ca)

### Publisher

### Holly Bodger

[Holly.bodger@cma.ca](mailto:Holly.bodger@cma.ca)

## Cancellation

Cancellation requests will not be accepted past the advertising deadline.



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