

2022 Career/Classified Advertising Rate Card

CMAJ reaches 73,000 physicians in print — more GPs 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 by advertising in *JAMC*, the first ever fully French version of CMAJ.

Ask your sales representative for more information.



Canada's leading medical journal since 1911



Published 12 times annually

Issue	Closing date
January	December 6
February	January 4
March	January 31
April	March 7
May	April 4
June	May 2
July	June 6
August	July 4
September	August 8
October	September 6
November	October 3
December	November 7

Issues are normally mailed out by the beginning of the issue month

View digital sample of **CMAJ's print edition:**
<https://tinyurl.com/39x9bm7w>

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



2022 Career/Classified Advertisement Rates

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

*rates are per insertion

Sizes	1 Time	3 Times	6 Times	12 Times
1 page	\$3550	\$3190	\$3020	\$2840
2/3 page	\$3060	\$2750	\$2600	\$2445
1/2 page	\$2590	\$2335	\$2195	\$2075
1/3 page	\$1880	\$1690	\$1595	\$1495
1/4 page	\$1655	\$1490	\$1410	\$1330

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 for final print display advertisements. Word documents and high-resolution JPEG logo files (if applicable) are required for Drcareers postings, word advertisements, and display advertisements in need of layout.

Images must be grayscale or CMYK (no RGB or PMS spot colour).

Technical specifications: <https://bit.ly/2DG2Mab>

Email material to: 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
- Discounted rates available for multiple postings (ads can be scheduled to be consecutively re-posted)
- Averages over 1975 users/month
- New job postings are tweeted and posted on cmaaj.ca

www.drcareers.ca



2022 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	Positions Vacant
Continuing Professional Development	Wanted	Positions Wanted
Fellowships	Miscellaneous	Practices Available
Locum Tenens Available	Office Space Available	Practices Wanted
	Placement Agencies	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
- 460,000 average monthly page views
- 54% of users access the site by desktop, 44% by mobile device and 2% 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

Specifications: PNG, JPEG, GIF (animation accepted), (Flash animation not accepted)

Resolution 72 dpi; maximum file size 1 MB

Creative delivery 4 working days prior to posting date

Payment

Canadian clients: All invoices are payable to CMA Impact 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 Impact Inc. reserves the right to decline, withdraw or modify advertisements in its sole discretion.

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