Now in its second year of publication in both print and digital formats, JAMC is the first ever fully French version of CMAJ. JAMC contains a selection of translated CMAJ articles including content from the Editorial, Practice, Review, Guideline and Analysis sections, as well as many COVID articles.
Canada’s leading general medical journal published since 1911 now providing French content to over 21,000 physicians.

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

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>B/W Fair balance</th>
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</thead>
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<tr>
<td>1 page</td>
<td>$4,595</td>
<td>$4,375</td>
<td>$4,000</td>
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<td>$3,140</td>
<td>$2,865</td>
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<td>$2,750</td>
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<td>DPS</td>
<td>$8,035</td>
<td>$7,710</td>
<td>$7,365</td>
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</tbody>
</table>

Preferred positions

4-colour only
- Inside front cover: $5,500
- Inside back cover: $5,285
- Outside back cover: $5,800
- Supplied horizontal tip-on: $11,970
- 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

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.

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"
- 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 7/8"
- 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.
**JAMC eTOC**
Complete “electronic table of contents” delivered 12x per year.

**Banner and text ad opportunities and rates**
- Top leaderboard 728 x 90 = $1,080 (net)
- Lower leaderboard 728 x 90 = $1,080 (net)
- Big box 300 x 250 = $1,080 (net)
- Text link with logo = $1,080 (net)

**eTOC Issue and Closing Dates**

<table>
<thead>
<tr>
<th>eTOC Delivery Date/Issue</th>
<th>Ad/Material Closing Date</th>
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</thead>
<tbody>
<tr>
<td>January 31</td>
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<tr>
<td>February 28</td>
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<td>March 31</td>
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<tr>
<td>November 30</td>
<td>November 24</td>
</tr>
<tr>
<td>December 30</td>
<td>December 22</td>
</tr>
</tbody>
</table>

**Digital ad specifications**
- PNG, JPEG, GIF (animation not recommended)
- No flash
- Resolution 72 dpi
- Maximum file size 1 MB
- No third-party ad serving (click tags or pixel tracking)
- Impression tags and customized URLs accepted
- All pharmaceutical advertising must be PAAB approved

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**Faire participer les patients aux soins et à la recherche**
Hôpital et prise en charge du diabète

**Méthodologie de recherche par méthode phono-**

**COVID-19 et mobilisation des patients**

**D’une rhinosinusite aux soins intensifs**
Material submission

- All pharmaceutical advertising must be PAAB approved
- Insert and shipping enquiries, display advertising material and billing: trish.sullivan@cmaj.ca and deborah.woodman@cmaj.ca

Payment information

**Commission**
Agency commission of 15% to recognized agencies only.

**Payment**
All invoices are payable to CMA Impact Inc. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices.

**Cancellation**
Cancellation requests will not be accepted past the advertising deadline.

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### Advertising Sales

**Trish Sullivan**
Sr. Advertising Sales Representative
trish.sullivan@cmaj.ca
Cell: 905-330-8770

### Sales Coordinator

**Deb Woodman**
deborah.woodman@cmaj.ca

### Publisher

**Holly Bodger**
Holly.bodger@cmaj.ca

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