

# Jamc

JOURNAL DE L'ASSOCIATION MÉDICALE CANADIENNE

## 2022 Media Kit

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.

ASSOCIATION  
MÉDICALE  
CANADIENNE



CANADIAN  
MEDICAL  
ASSOCIATION

# Jamc

JOURNAL DE L'ASSOCIATION MÉDICALE CANADIENNE

**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

Size	1x	6x	12x	B/W Fair balance
1 page	\$4,595	\$4,375	\$4,000	\$1,165
2/3 page	\$3,785	\$3,605	\$3,290	\$1,100
1/2 page V/H	\$3,295	\$3,140	\$2,865	\$815
1/3 page V/H	\$2,885	\$2,750	\$2,500	\$715
DPS	\$8,035	\$7,710	\$7,365	

## 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.

Issue date	Ad/material deadline
February 2022	Jan 12/22
April	March 16
June	May 11
August	July 13
October	Sept 14
December	Nov 16

**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"

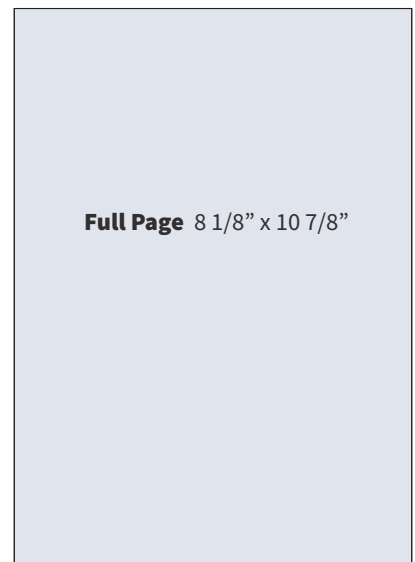
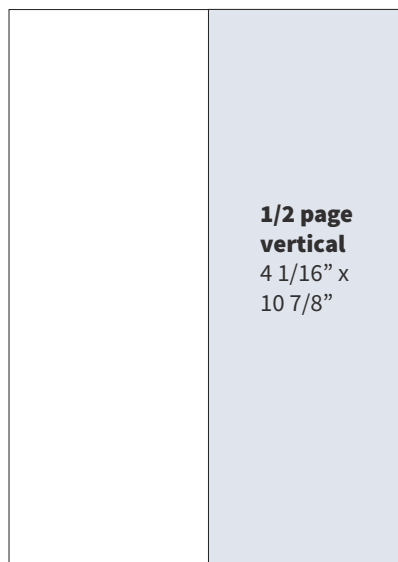
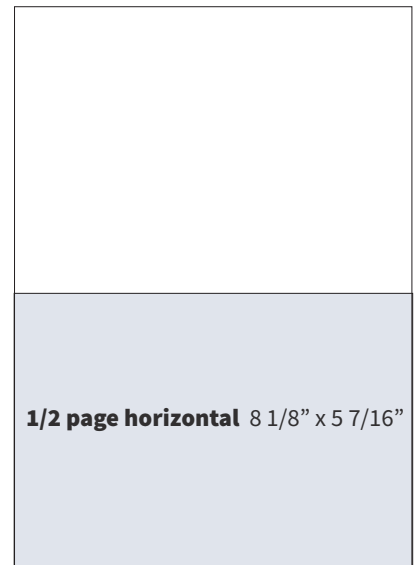
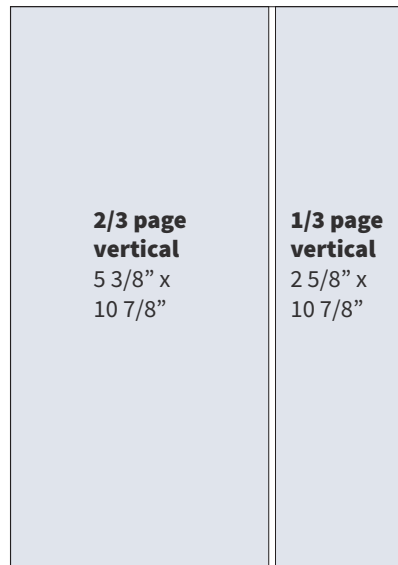
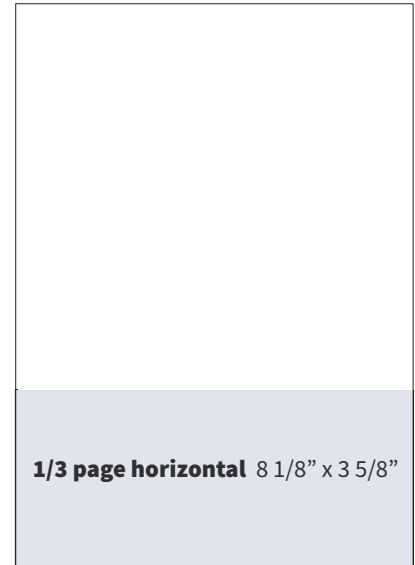
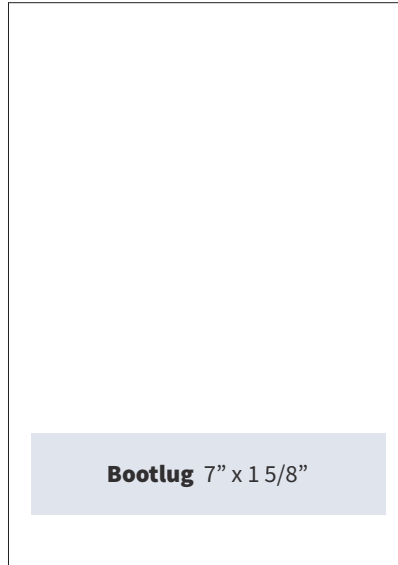
### Double-page Spread

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.





# Jamc email alerts

## 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 (JAMC eTOC Schedule 2022 | 12x per year)

eTOC Delivery Date/Issue	Ad/Material Closing Date
January 31	January 25
February 28	February 22
March 31	March 24
April 29	April 25
May 31	May 25
June 30	June 23
July 29	July 25
August 31	August 25
September 30	September 26
October 31	October 25
November 30	November 24
December 30	December 22

## 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



## Career/classified advertising rates

Size	1 page	1/2 page V/H	1/3 page V/H
	\$1,250	\$700	\$500

**jamc@cmaj.ca**

Tel: 613-731-8610 • 800-663-7336

Susan x8475 (Cell: 613-816-6594)

Laurie x8460 (Cell: 613-816-6598)

### 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.

### 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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