

Rate Card 2019 & 2020

CANADIAN JOURNAL OF RURAL MEDICINE



CJRM offers a unique perspective on rural medical care while complementing existing primary care journals. Under the direction of Scientific Editor Dr. Peter Hutten-Czapski, CJRM publishes research, practical information for rural practitioners, commentary on issues affecting rural physicians and debate on rural health policy. Established in 1996, CJRM is the official publication of the Society of Rural Physicians of Canada and is published 4 times per year (Winter, Spring, Summer and Fall).

July 31, 2019

ADVERTISING

PAAB review is required for prescription drug advertising, and all advertising is subject to publisher's approval.

ADVERTISING RATES (black-and-white)

Size	1 x	4 x
1 page	\$1224	\$1163
2/3 page	\$1170	\$1112
1/2 page	\$996	\$946
1/3 page	\$762	\$724
1/4 page	\$636	\$604

ADVERTISING RATES (colour)

Full Page Colour Ad*: \$1400 Placement by editor.

Preferred positions*: Full page 4-colour only.

Inside front cover \$3336

Inside back cover \$2928

Outside back cover \$3684

Centerfold Double page Ad Call for details.

For other guaranteed positions for black-and-white ads, add 25% of the earned rates.

Bootlug positions*: Table of contents \$1560 per insertion (bootlug rate includes colour)

**New in 2019 - Discount of 5% for 4x in the CJRM.*

DISPLAY ADVERTISING SALES

Jenna Keindel

383 - Hwy 148

Shawville, Quebec

J0X 2Y0

Phone 1-819-647-7054

Fax 819-647-2485

Jennak@srpc.ca

CAREER/CLASSIFIED/RECRUITMENT

Size	1 x	4 x
1 page	\$1020	\$970
2/3 page	\$975	\$895
1/2 page	\$830	\$795
1/3 page	\$635	\$600
1/4 page	\$530	\$500

Colour: Process colours: cyan, magenta, yellow and black, placement by editor.

Career/Classified** (word advertisement rate)

\$120 for the first 40 words or fewer, each additional word \$1.20 (black-and-white text only)

***New in 2019 - Discount of 10% for posting Career/Classified, both online (srpc.ca/classified-ads) and in the CJRM.*

ISSUE AND CLOSING DATES 2019 & 2020

<u>Issue</u>	<u>Ad/material closing</u>
Winter, January	December 01, 2018-19
Spring, April	March 01, 2019-20
Summer, July	June 01, 2019-20
Fall, October	September 01, 2019-20

DIGITAL SPECIFICATIONS FOR DISPLAY ADVERTISING

TRIM: 8 1/8" x 10 7/8"

LIVE AREA: 7" x 9 1/2"

BLEED: 8 3/8" x 11 1/8"

FILE FORMATS ACCEPTED: Adobe Acrobat PDF/X-1a

FONTS must be embedded, postscript screen and printer fonts, or converted to outlines.

SOURCE FILES must be included for all images.

MEDIA

Email: Jennak@srpc.ca

TECHNICAL SPECIFICATIONS

File formats accepted

Adobe Acrobat PDF - CMYK - No spot colour.

High resolution images of at least 300dpi

Fonts **MUST** be embedded, or postscript screen and printer fonts, or converted to outlines.

Source files **MUST** be included for all images.

PRODUCTION ENQUIRIES

DISPLAY ADVERTISING MATERIAL AND BILLING CAREER/CLASSIFIED ADVERTISING SALES DISPLAY ADVERTISING SALES

Jenna Keindel
383 Hwy 148
Shawville, Quebec
Phone 1-819-647-7054
fax 819-647-2485
Jennak@srpc.ca

PAYMENT INFORMATION

CANADIAN CLIENTS

Rates are subject to tax; all invoices are payable to SRPC.

Major credit cards, cheques, money orders and wire transfers accepted.

The SRPC reserves the right to make changes to the rate card and is subject to change without notice.

CLIENTS OUTSIDE CANADA

Advertisements from outside Canada must be prepaid.

Major credit cards, cheques, money orders and wire transfers accepted.

PRINT ADVERTISING SIZES (LIVE AREA)

Advertisement	Width (in)	Depth (in)
1 page	7	9 1/2
2/3 page vertical	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 vertical	2 1/4	9 1/2
1/4 page	3 3/8	4 5/8
Bootlug	7	1 5/8