

CJRM RATE CARD



The 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, the CJRM publishes research, practical information for rural practitioners, commentary on issues affecting rural physicians, and debate on rural health policy.

Established in 1996, the 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).

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

Marketing Advertising

Size	1 x	4 x
1 page	\$1400	\$1339
1/2 page	\$1146	\$1096
1/4 page	\$786	\$754

Preferred Positions (extra)

- Inside front cover \$1000
- Inside back cover \$800
- Outside back cover \$1000

Placement by editor.

Career/Classified/Recruitment Advertising

Size	1 x	4 x
1 page	\$1020	\$970
1/2 page	\$830	\$795
1/4 page	\$530	\$500

- Career/Classified (word advertisement rate)** \$120 for the first 40 words or fewer, each additional word
- \$1.20 (black and white/text only)
- **10% discount for posting career/classified, both online (srpc.ca/classified-ads) and in the CJRM.

Issue and Closing Dates

Issue – Publication

vol29n1 - Winter, Feb 2024
vol29n2 - Spring, May 2024
vol29n3 - Summer, Aug 2024
vol29n4 - Fall, Nov 2024
vol30n1 - Winter, Feb 2025

Ad/material closing

January 15, 2024
April 15, 2024
July 15, 2024
October 14, 2024
January 13, 2025



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Specifications for Display

- Flush cut ads: artwork size 8.5 inches in width x 11 inches in height & leave extra bleed margin of 4 mm with cut marks.
- Standard size: artwork size 7 inches in width x 10 inches in height without bleed.
- Material: high resolution PDF (above 300DPI)/EPS/TIFF/CDR file.
- SOURCE FILES must be included for all images.

Print Advertising Sizes (Live Area)

Dimensions (inches)	Width	Height
1 page	7	10
1/2 page horizontal	7	5
1/4 page vertical	3.375	5

Payment Information

- Rates are subject to tax; all invoices are payable to SRPC.
- Payment by cheque or e-transfer is appreciated, major credit cards are also accepted.
- International Advertisements are welcome but must be prepaid.
- The SRPC reserves the right to change the rate card and is subject to change without notice.

Contact for Advertising and Sales:



Jenna Keindel
Administrative Officer
Tel. 1-819-647-7054 or
1-877-276-1949
Email. jennak@srpc.ca

CJRM

RATE CARD

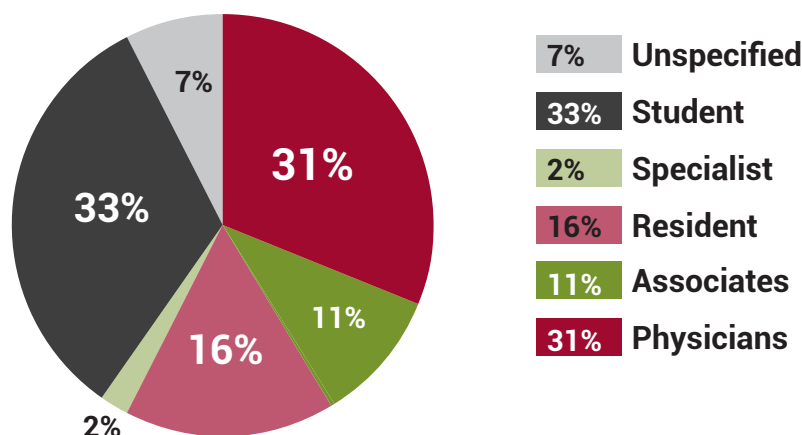


Canadian Journal
of
**Rural
Medicine**

Journal canadien
de la
**médecine
rurale**

The Canadian Journal of Rural Medicine (CJRM) is published quarterly and distributed by email to 5900+ physicians, residents, students, and allied health professionals who have a passion for rural and remote medicine. Our readers span across Canada, with a handful abroad. Our online archives are open access for all to read. Conscious of the environment, we will mail the print issues to those who have paid subscriptions.

The email journal has an average open rate of 63% and 8% click rate



Associates = IMGs (not in practice), Academia, Nurses, Paramedics, EMTs, Midwives, PAs, and all other allied healthcare professionals.

Alberta	13%
British Columbia	18%
International	3%
Manitoba	4%
New Brunswick	1%
Newfoundland and Labrador	4%
Northwest Territories	1%
Nova Scotia	4%
Nunavut	1%

Ontario	38%
Prince Edward Island	1%
Quebec	3%
Saskatchewan	5%
Unknown	3%
Yukon	1%

6707
Readers
Across
Canada