



Scientific Editor

Gilles Paradis, MD, MSc, FRCPC, FACPM, FAHA

Assistant Editor

Karen Craven

Publisher

Canadian Public Health Association

The *Canadian Journal of Public Health* is the only Canadian scientific journal focussed exclusively on public health issues in Canada and around the world.

The *Canadian Journal of Public Health* is a professional journal which carries a wide variety of in-depth articles on all aspects of public health, including epidemiology, nutrition, family health, environmental health, sexually transmitted diseases, gerontology, behavioural medicine, rural health, health promotion and public health policy. The editorial content is peer reviewed, and the editorial board is made up of public health experts from around the world.

Public health care professionals have a great influence on the lives of their clients and patients and are opinion leaders within their communities. In these days of constrained hospital budgets and the need to keep health care expenditures under control, the role of the public health care professional becomes even more important.

Reach this large, extremely important and influential audience with your marketing message through the pages of the official professional publication – the *Canadian Journal of Public Health*.

Circulation

The *Canadian Journal of Public Health* circulates to a multi-disciplinary readership, including but not limited to:

- Public health physicians and nurses, Medical Officers of Health, Dentists
- Academic researchers in health promotion and disease prevention
- Biostatisticians, Epidemiologists
- Health professionals in: Infant/Maternal health, Reproductive health, Child health, Nutrition, Cancer, Tobacco/Smoking, Physical activity, Environmental health, and many more public health areas.
- Libraries, Public health units, University departments, Government departments, Public health laboratories
- Non-governmental organizations, such as Heart and Stroke Foundation, Ontario Cancer Foundation, Canadian Nurses Association
- Policy- and decision-makers at all levels of government

CANADIAN JOURNAL OF PUBLIC HEALTH

Rate Card #29

January 2012

Circulation

1,513 (based on September/October 2011 edition)

Frequency

Published 6 times per year –

- < January/February
- < July/August
- < March/April
- < September/October
- < May/June
- < November/December

Advertising Rates (per insertion)

	1x	3x	6x	12x
1 page	\$1016	\$895	\$826	\$768
2/3 page	\$849	\$809	\$762	\$722
1/2 page	\$618	\$560	\$520	\$476
1/3 page	\$456	\$410	\$393	\$370
1/4 page	\$341	\$323	\$283	\$266

Covers (non cancellable)

- < Inside Front \$1,184
- < Inside Back \$1,155
- < Outside Back \$1,311

Colour

- < Standard \$370
- < Matched \$433
- < Four Colour Process \$1011
- < Bleed(s) No charge

Inserts, Outserts, Polybagging

Rates and technical information available upon request.

Contact

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Preferred Positions

- Centrespread 25% premium on space.
- Other guaranteed positions, add 20% of the earned b&w rate.

Agency Commission

15% to recognized agencies only.

Closing Dates

Issue	Reservation	Material Due
January/February	November 15	December 1
March/April	January 15	February 1
May/June	March 15	April 1
July/August	May 15	June 1
September/October	July 15	August 1
November/December	September 15	October 1

Unit Sizes

1 page	7.25" x 9.25"
2/3 page	4.5" x 9.25"
1/2 page (vert.)	3.5" x 9.25"
1/2 page (hor.)	7.25" x 4.5"
1/3 page (vert.)	2.25" x 9.25"
1/3 page (hor.)	4.25" x 5"
1/4 page	3.5" x 4.5"

Mechanical Requirements

Live area	7.25" x 9.25"
Trim size	8.5" x 11"
Bleed size	9" x 11.5"
No. of columns	2
Printing process	Heatset web offset
Binding method	Saddle-stitched
Halftone screen frequency	133 lpi

Digital Specifications

The Journal is produced using QuarkXpress 8 (PC). Digital data is required for all advertising. Digital file formats accepted are:

- **PDF:** press ready, 300 dpi, CMYK or greyscale)
- **PDF/X-1a**
- **EPS:** CMYK or greyscale, all fonts must be converted to outlines. Supply any linked images.
- **TIF or JPG:** composite 300 dpi image at 100% size. Maximum quality format for jpg.

Colour matching is not guaranteed for Pantone-to-CMYK conversion for artwork supplied using PMS colours.

Transfer Media

- CD, DVD
- E-mail (maximum file size: 5MB)
- FTP (connection information available upon request)

Copy and Contract Regulations

- All advertising material is subject to approval of the publisher.
- Advertisers and advertising agencies assume liability for all content of advertising printed and also assume responsibility for any claims arising therefrom made against the publisher.
- Advertisers and their advertising agency agree that the publisher shall be under no liability for any error made in the publication of the advertisement.
- Advertiser and advertising agency agree that the publisher shall be under no liability for failure for any cause to insert any advertisement.
- Advertisers and their advertising agency are jointly and severally responsible for payment of advertising published.
- All pharmaceutical advertising must be PAAB approved. Advertisements for any products or services known to be harmful to health or from manufacturers of or companies closely associated with such products will not be accepted.
- Advertisements deemed to be deceptive, offensive or fraudulent will be refused. No advertisement should be presented in a format or style that conceals its commercial intent. We reserve the right to add a disclaimer to those for which this intent is unclear.
- The prompt delivery of advertising material following the specifications as published is the responsibility of the advertiser and/or the advertising agency. Cancellations will not be accepted after closing date. If material is not submitted by the required deadline, *Canadian Journal of Public Health* retains the right to refuse the advertisement and charge the client.
- The appearance of advertising in the Journal does not constitute a guarantee or endorsement of the quality or value of such product or of claims made for it by its manufacturer.
- Payment is due net 30 days, and interest of 2% per month on overdue accounts will be charged.

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