CANADIAN JOURNAL OF RESPIRATORY THERAPY

CJRT - JCTR JOURNAL CANADIEN DE THÉRAPIE RESPIRATOIRE

Official Journal of:



About the Journal

The Canadian Journal of Respiratory Therapy (CJRT) is a quarterly, peer-reviewed publication. The Journal publishes articles that describe effective interventions that increase access to and quality of clinical respiratory health interventions, including the organization and delivery of care in hospitals, the community, and throughout the continuum of care by health care providers. The goal is to generate evidence and discussion to support more effective and equitable access to respiratory therapy and care for patients in Canada and around the world. While many contributors are respiratory therapists, the Journal welcomes submissions from all related health professionals and researchers.



Circulation and Online Statistics

Published 4 times per year

CIRCULATION	
	RECIPIENTS PER ISSUE
DIGITAL EDITION	4,400

Circulation numbers are the publisher's own data and may vary slightly from issue to issue. For exact circulation numbers for specific issues, please contact your Account Representative.

ONLINE STATISTICS	
	AVERAGE MONTHLY
UNIQUE VISITORS	590*
PAGE VIEWS	3,700*

^{*} Source: Google Analytics (July 2014 – June 2015)

Direct enquiries and insertion orders to:

Diana Greiss, Pulsus Group Inc

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Tel: 905.829.4770 x 145 • Fax: 905.829.4799

Email: d.greiss@pulsus.com



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2016 Advertising Rates

DISPLAY AD RATES						
BLACK AND WHITE						
	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	
1x	\$1,320	\$1,180	\$1,025	\$810	\$585	
2 x	\$1,265	\$1,150	\$1,000	\$795	\$575	
4x	\$1,100	\$1,065	\$925	\$740	\$535	
4-COLOUR RATES (PER AD EXTRA)						
	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	
	\$880	\$880	\$440	\$440	\$440	
PREFERRED POSITIONS (COVERS INCLUDE 4-COLOUR PROCESS AND BLEED)						
Outside Back Cover \$2,800					\$2,800	
Inside Front Cover \$2,530					\$2,530	
Inside Back Cover \$2,36					\$2,365	
Opposite 1st TOC 25% upcharge of earned B8			arned B&W			
Other 15% upcharge of earned B&V				arned B&W		
Calendar of Events – Banner (Colour) \$1			\$1,875			
Calendar of Events – Banner (B&W)					\$995	

Preferred positions offered on a 4 issue contract basis

COMMISSION AND DISCOUNTS: Recognized agency commission 15%. Production charges are noncommissionable. A cash discount of 2% of the net billing is allowed if payment is made within 10 days from the date of invoice. All billings are due and payable 30 days from the date of invoice. Both the advertiser and its agency are jointly and severally liable for the payment of the invoice.

Cancellations cannot be accepted after closing date.

PAAB APPROVAL: All drug advertisements, including prescribing information, must be cleared by the Pharmaceutical Advertising Advisory Board.

MECHANICAL SPECIFICATIONS: www.pulsus.com/mechspecs.pdf

Pulsus Group journals are "Canadian periodicals" as defined by section 19 of the Income Tax Act. The deduction of advertising costs for advertising in these publications is, therefore, not restricted.

All prices quoted are gross; exclusive of applicable taxes

CLOSING DATES			
ISSUE DATE	SPACE CLOSING	MATERIAL DUE	PROJECTED RELEASE DATE
Winter	December 18	January 4	January 29
Spring	March 25	April 1	April 29
Summer	June 24	July 1	July 29
Autumn	September 23	September 30	October 28

DIGITAL AD RATES				
BANNERS	GOLD	SILVER	BRONZE	DIGITAL EDITION SPONSOR
RATE	\$1,575/ month	\$1,050/ month	\$850/ month	\$1,500/ issue
DIMENSIONS (width x height)	728 x 90 pixels	160 x 600 pixels	160 x 600 pixels	728 x 90 pixels
DESCRIPTION	Leaderboard (top position)	Skyscraper (right hand side)	Skyscraper (left hand side)	Leaderboard (top and bottom)

- Banner ads due 5 days prior to the first of the month or 5 days prior to digital edition release
- Banner ad linked to URL of your choice
- Flash advertisements are not permitted
- \bullet Animated GIFs are permitted for online banners, not for digital edition (static only)
- Supported file formats: PNG, GIF or JPEG
- \bullet Static file not to exceed 40 KB; Animated GIFs not to exceed 200 KB
- Digital edition sent to society members and subscribers
- · All banner ads include sponsorship recognition in digital edition

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