

2012 ADVERTISING RATES

THE CANADIAN JOURNAL OF MEDICAL SONOGRAPHY



TARGETED AND IMPORTANT AUDIENCE

The Canadian Society of Diagnostic Medical Sonographers (CSDMS) includes in its membership ultrasound professionals from all specialty areas of Diagnostic Medical Ultrasound, as well as technical representatives, physicians, educators and students. The purpose of the CSDMS is to foster excellence in patient care and professional interaction and to promote the highest level of professional standards of practice for Sonographers in Canada.

The Canadian Journal of Medical Sonography, is the official publication of the CSDMS and reaches all 3,200 dedicated members. The journal is the official voice of this important profession in Canada, and provides members with the latest clinical and scientific information, as well as updates on products and services available to the profession.

YOU NEED TO REACH THIS MARKET

All diagnostic ultrasound professionals operate diagnostic equipment, assess patients, analyze and interpret diagnostic data and provide information to the physician to assist in diagnosis, clinical intervention and patient management.

Of special importance, this targeted audience is also instrumental in the decision making process for supplies and equipment at their hospitals and clinics. By utilizing the Canadian Journal of Medical Sonography in your marketing plan, you effectively and efficiently reach the ultrasound decision makers and Canada's leading Sonographers.

COMPLIMENT YOUR ADVERTISEMENT WITH A BANNER AD AND LINK ON INTERFACE!

E-interface is the CSDMS's electronic newsletter that is emailed to all members. For only \$950.00 total, you can have a banner ad with a link to your website, on all three issues of this e-blast. More than 3,200 members receive e-interface and benefit from the updates on membership, society events, government issues and much more. E-interface will be emailed in March, July and October 2012.

Official publication of the
Canadian Society of Diagnostic Medical Sonographers



Published by
AJP ANDREW JOHN
PUBLISHING INC.
www.andrewjohnpublishing.com

THE CANADIAN JOURNAL OF MEDICAL SONOGRAPHY

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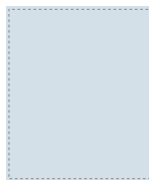
2012 ADVERTISING COLOUR RATES (gross)	
Cover	\$1575.00
Premium Position	\$1425.00
Full Page	\$1200.00
Half Page	\$750.00
Third Page	\$675.00
Quarter Page	\$600.00

2012 BLACK & WHITE CLASSIFIED ADVERTISING RATES (gross)	
Full	\$925.00
Half Page	\$525.00
Third Page	\$475.00
Quarter Page	\$400.00

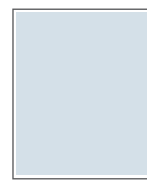
Canadian Journal of Medical Sonography Closing Dates

	Advertising Closing	Ad Material Closing	Mail
Issue 1	Dec 16, 2011	Jan 6, 2012	Jan 2012
CSDMS Conference Program	Mar 19, 2012	Apr 2, 2012	Apr 2012
Issue 2	June 18, 2012	July 3, 2012	July 2012
Issue 3	Aug 17, 2012	Aug 31, 2012	Sept 2012

Ad Material Dimensions



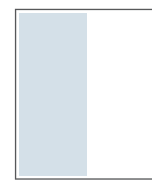
Full Page Bleed
 8 3/8" x 11"



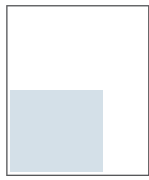
Full Page
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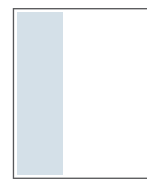
Half Page Horizontal
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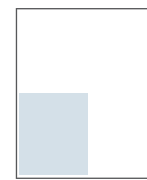
Half Page Vertical
 3 5/16" x 9 1/2"



Third Page Square
 4 1/2" x 4 1/2"



Third Page Vertical
 2 1/8" x 9 1/2"



Quarter Page
 3 1/2" x 4 1/4"

Canadian Journal of Medical Sonography Material Specifications

Electronic files only. Colour proof to accompany files. Ads should be in Adobe Photoshop, Illustrator, QuarkXPress or InDesign. Provide all fonts and support files (e.g scans). Ads should be supplied to correct size, include additional .125" bleed on full page ads. Email, internet or ftp transfer. FTP instructions available upon request. Ad production/design, if required, is available and is billed in addition to advertising rates.

e-Interface Material Specifications

Banner ads and logos should be .jpg or .gif

Banner advertising dimensions
 Width 650px
 Length 200px

Logo dimensions (apprx)
 300px x 300px