

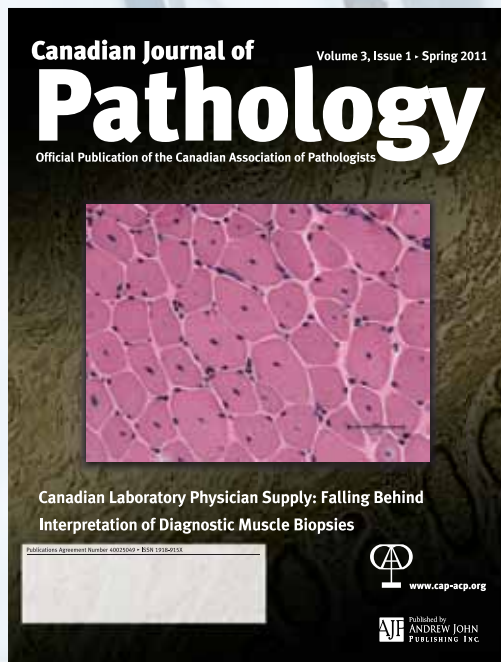
Canadian Journal of

Pathology

2012

Advertising Rates

Reach Canada's
leading Pathologists
utilizing their
official journal, the
*Canadian Journal
of Pathology.*



Official Journal of the
Canadian Association of
Pathologists



ANDREW JOHN
PUBLISHING INC.

www.andrewjohnpublishing.com

Canadian Journal of Pathology

Circulation

The Canadian Journal of Pathology is published 4 times per year and is distributed to all members of the Canadian Association of Pathologists, as well as a peripheral group of professionals with an interest in Pathology.



An Official Publication of the Canadian Association of Pathologists (CAP)

A Reach Worth Exploring

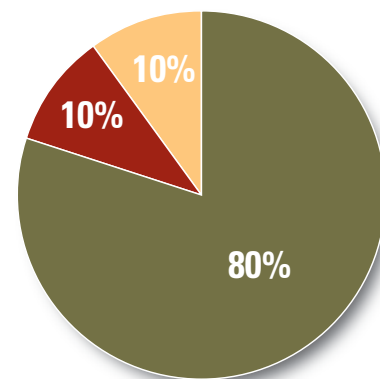
The Canadian Association of Pathologists is composed of laboratory physicians and scientists. The mission of the CAP-ACP is to provide national leadership in Pathology and Laboratory Medicine through the promotion of excellence in practice, education and research, and through the fostering of integrity and high standards of ethical behaviour.

Now you can reach Canada's leading Pathologists utilizing their official journal, the Canadian Journal of Pathology.

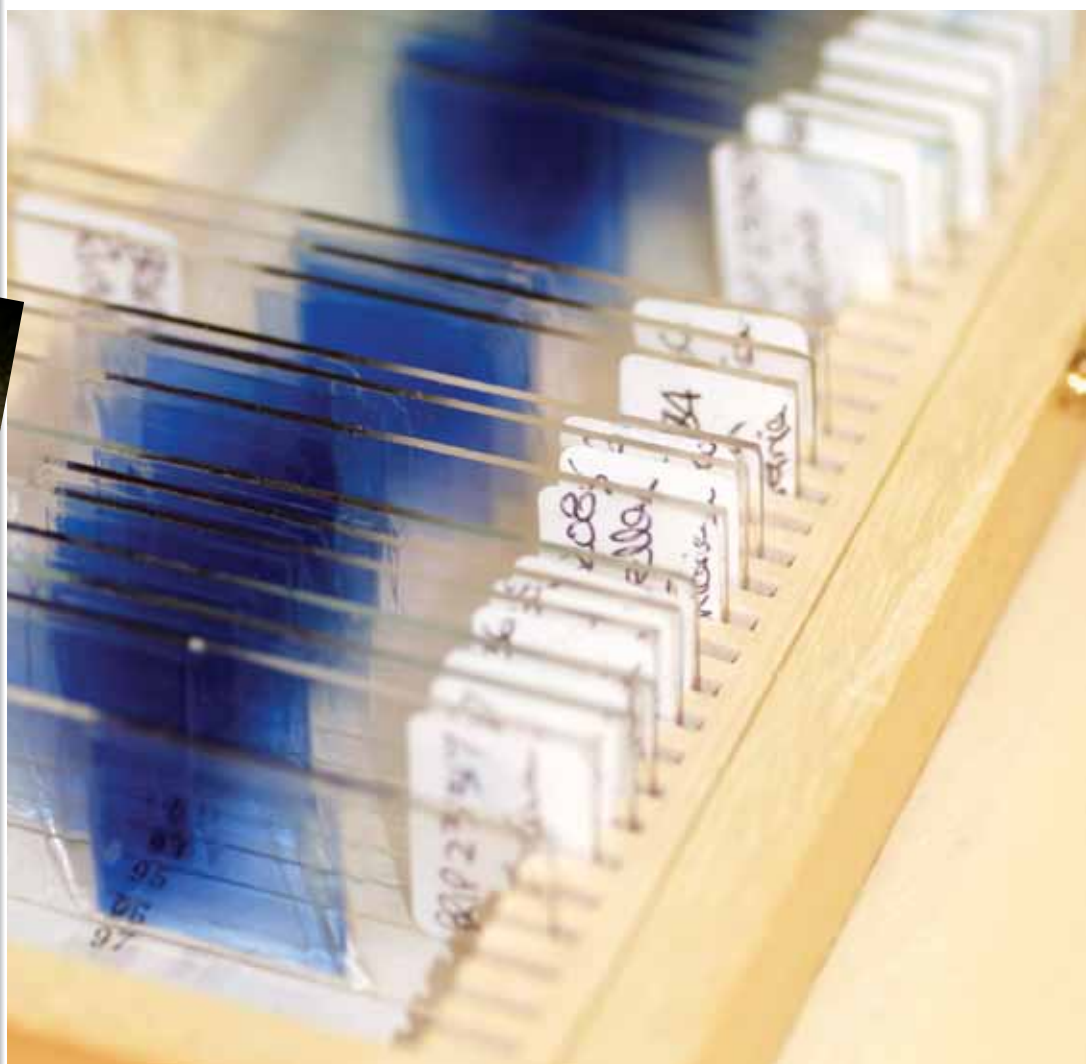
Peer-reviewed clinical and scientific articles are the cornerstone of this important journal that is distributed to every member of the CAP-ACP!

Demographics/Circulation

Total – 1,300



- 80% – CAP-ACP members
- 10% – Non-member Pathologists
- 10% – Institutions



2012 Advertising Dates

| | Closing Date | Ad Material Due Date | Mail Date |
|---------|---------------|----------------------|-----------|
| Issue 1 | Dec 19, 2011 | Jan 2, 2012 | Jan 2012 |
| Issue 2 | Mar 19, 2012 | Apr 2, 2012 | Apr 2012 |
| Issue 3 | June 18, 2012 | July 2, 2012 | July 2012 |
| Issue 4 | Oct 29, 2012 | Nov 2, 2012 | Nov 2012 |

2012 Gross Advertising Rates

| | Full Colour | | Black & White |
|-------------------------------|--|------------|---------------|
| | 1 Time | 4 Times | 1 Time |
| Covers | \$1,900.00 | \$1,700.00 | |
| Full Page | \$1,650.00 | \$1,500.00 | \$1,250.00 |
| 1/2 Page | \$1,000.00 | \$900.00 | \$750.00 |
| 1/3 Page | \$600.00 | \$540.00 | \$525.00 |
| 1/4 Page | \$525.00 | \$500.00 | \$490.00 |
| Prescribing Information Pages | \$675.00 each for the first 3 pages \$405.00 for each page thereafter | | |

Ad Submission

Electronic files only. Laser proof must accompany files.

Ads should be in Adobe Photoshop, Illustrator, or QuarkXPress or InDesign. Provide all fonts and support files (e.g., scans) and a printed proof.

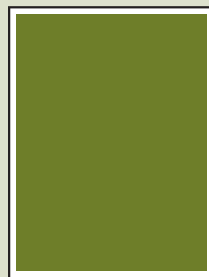
Ads should be supplied to correct size (see right), include additional .125" bleed on full page ads.

Use the PDF/X1 setting Adobe Acrobat 6.0 +up. Images in files should be CMYK, no compression applied and 300dpi resolution in final size. Text only ads should be 900-1200 dpi.

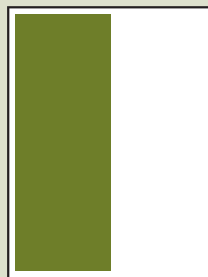
Email, Internet or FTP transfer, FTP instructions available on request.

Ad production/design, if required, is available, and is billed in addition to advertising rates.

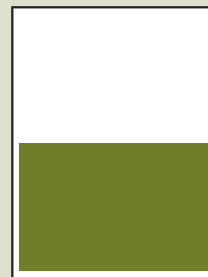
Ad Dimensions (Width x Height):



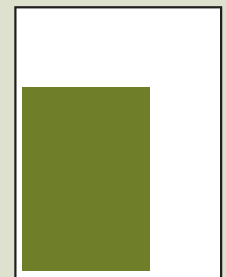
Full Page Ad
Trim: 8.125" x 10.75"
Bleed: .125" all sides



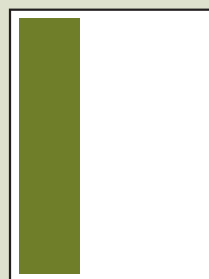
1/2 Vertical Ad
3.375" x 9.75"



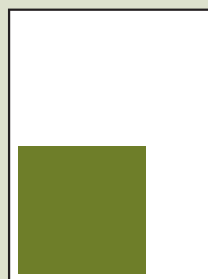
1/2 Horizontal Ad
7.125" x 4.75"



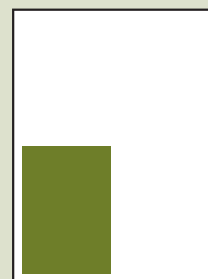
1/2 Island Ad
4.675" x 7"



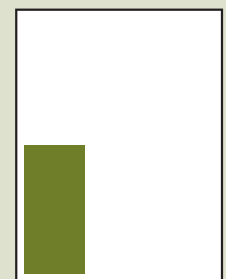
1/3 Vertical Ad
2.25" x 9.75"



1/3 Square Ad
4.675" x 4.75"



1/4 Vertical Ad
3.375" x 4.75"



1/6 Vertical Ad
2.25" x 4.75"



Contact Information

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866-849-1266 FAX

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All ads appearing in the printed version of the Canadian Journal of Pathology are included at no cost in the pdf version posted on the Canadian Association of Pathologists website www.cap-acp.org/journal.cfm

Classified Ads Specifications

Please fax this form along with a printed proof of your ad to 866-849-1266 in order to have your order processed.

Ad Sizes/Rates:

All classified ads are black and white

Rates subject to change without notice. **PREPAYMENT REQUIRED.**

Rates are subject to applicable taxes.



Please run my Display Classified Ad

Rates

[ad may contain picture(s) or logo(s)]

1/4 Vertical page (3.5" wide x 4.25" high)

\$490.00

1/2 Vertical page (3.375" wide x 9.5" high)

\$750.00

1/2 Horizontal page (6.875" wide x 4.625" high)

\$750.00

Full page (8.125" wide x 10.75" high")

\$1,250.00

Canadian Journal of

Pathology

Ads must be typed and submitted in an electronic format either by mail or email to the address below.

No ads will be published unless full payment and faxed, printed proof is included with order.

Ad to appear in:

Issue 1 (Jan) Issue 2 (Apr) Issue 3 (July) Issue 4 (Nov)

CONTACT INFO:

NAME: _____ TITLE: _____

ORGANIZATION: _____ AGENCY NAME: _____

ADDRESS: _____

CITY/TOWN: _____ POSTAL CODE: _____

PHONE: _____ FAX: _____

EMAIL: _____

Advertising Terms

Andrew John Publishing Inc. (AJPI) is not responsible for any errors in electronic files supplied by the client. Similarly, AJPI accepts no responsibility for poor reproductions as a result of client-supplied materials. The advertiser and the advertising agency assume full liability for all advertising submitted, printed, or published. Ads not received on deadline may not be run. If not published, advertisers will be charged a 50% space-holding fee.



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