

Canadian Journal of General

Internal Medicine

2012

Advertising Rates

The *Canadian Journal of General Internal Medicine (CJGIM)* is the official publication of the Canadian Society of Internal Medicine.

Areas of interest include:

Cardiology, Nephrology, Diabetes, Endocrinology, Oncology, Respiratory, Neurology, Rheumatology, Infectious Diseases, Critical Care, Palliative Care and Geriatrics.



Official Publication of the
Canadian Society of
Internal Medicine

AJP ANDREW JOHN
PUBLISHING INC.

www.andrewjohnpublishing.com

The Canadian Society of Internal Medicine, in partnership with Andrew John Publishing, recently completed a readership study of the official society journal, the Canadian Journal of General Internal Medicine. The purpose of the survey was twofold. First, both groups wanted to ensure that they style, format and content of the journal are what the readership want. The readership was also asked to suggest additional areas of interest for future articles. The second purpose was to get a better idea of the types of cases with which the readership is most active.

A Reach Worth Exploring

Demographics/Circulation Total - 3000

The Canadian Journal of General Internal Medicine (CJGIM) is the official publication of the Canadian Society of Internal Medicine (CSIM), and as such, represents a very important publication in the area of internal medicine in Canada. The journal has a well respected editorial board and provides the latest information to this important target group. With a mix of clinical and scientific articles, CJGIM provides the highest level of content to a very important Internal Medicine market.

The journal is circulated to all members of the CSIM as well as specialists with an interest in Internal Medicine (Nephrologists, Infectious Disease, Endocrinologists, Cardiologists, etc). By utilizing the Canadian Journal of General Internal Medicine in your marketing plan, you effectively and efficiently reach this preeminent group of physicians specializing in internal medicine and its subspecialties.



2012 Advertising Dates

	Closing Date	Ad Material Due Date	Mail Date
Issue 1	Feb 3, 2012	Feb 24, 2012	Mar 2012
Issue 2	May 14, 2012	May 28, 2012	June 2012
Issue 3 - Conference	Aug 13, 2012	Aug 27, 2012	Sept 2012
Issue 4	Oct 29, 2012	Nov 19, 2012	Dec 2012

2012 Advertising Rates

	Black & White	Colour	Colour
	1 Time	1 Time	4 Times
Covers		\$2,240	\$2,000
Full Page	\$970	\$2,000	\$1,800
1/2 Page	\$700	\$1,750	\$1,600
1/3 Page	\$600	\$1,625	\$1,500
1/4 Page	\$475	\$750	\$675
1/8 Page	\$260	\$430	\$380
Prescribing Information Pages	\$925 per page for the first 3 pages \$600 for each page thereafter		

Inserts, Reprints, Split Covers, Belly Bands, Literature Direct and other special sales.

Please contact advertising sales representative for more details.

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.

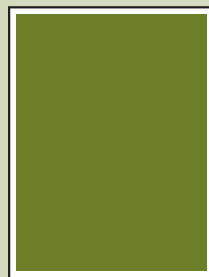
Ads should be supplied to correct size (see right), include additional .125" bleed on full page ads.

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.

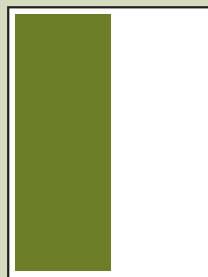
Email, Internet or FTP transfer, FTP instructions available on request.

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

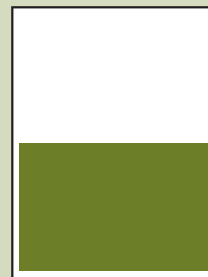
Ad Dimensions (Width x Height):



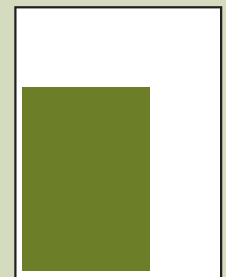
Full Page Ad
Trim: 8.125" x 10.75"
Bleed: .125" all sides



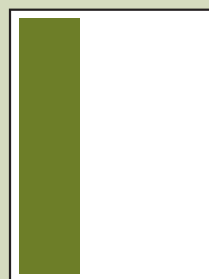
1/2 Vertical Ad
3.375" x 9.75"



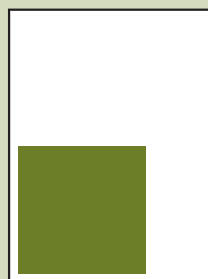
1/2 Horizontal Ad
7.125" x 4.75"



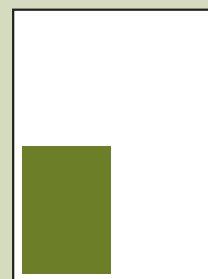
1/2 Island Ad
4.675" x 7"



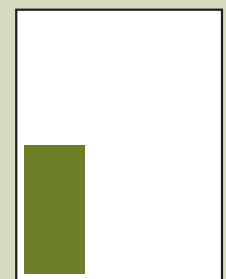
1/3 Vertical Ad
2.25" x 9.75"



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

For Article Submission:

Canadian Society of Internal Medicine
csim@royalcollege.ca

For Advertising Inquiries:

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Brenda Robinson

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Send ad materials to:

Andrew John Publishing Inc.
115 King Street West,
Suite 220,
Dundas, ON L9H 1V1
(905) 628-4309 | 877.245.4080
866-849-1266 FAX
brobinson@andrewjohnpublishing.com

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

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

1/8 page (3.5" wide x 2" high, business card size)

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

1/2 page (3.5" wide x 6.5" high")

Rates

\$255.00

\$460.00

\$675.00

Canadian Journal of General

Internal Medicine

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 are included with order.

Ad to appear in:

Issue 1 (Mar) Issue 2 (June) Issue 3 (Sept) Issue 4 (Dec)

CONTACT INFO:

NAME:	TITLE:
ORGANIZATION:	AGENCY NAME:
ADDRESS:	
CITY/TOWN:	POSTAL CODE:
PHONE:	FAX:
EMAIL:	

Advertising Terms

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