

Canadian Hearing Products Review

2017

A CANADIAN HEARING REPORT PUBLICATION

Over the years, the hearing industry and hearing health professionals have relied on the annual Canadian Hearing Products Review. This comprehensive guide to new products and services available to audiologists and hearing instrument practitioners in Canada has proven to be a valued resource.

In order to keep the publication fresh and relevant to the reader and the industry, we will be making some modifications that will help improve the readability, usefulness and will also allow for a more cost-effective advertising opportunity.

***Product Listings:** Canadian Hearing Products Review is divided product categories. Sections will be divided using their own title page, and ads can be purchased on the backs of these pages.*

***Corporate Profiles:** These profiles will be a double page spread and will include a company overview (philosophy, research, charitable work, etc.) on the left hand side of the spread, with an ad on the right hand side. These profiles will provide the advertisers with the opportunity to better inform the readers about the direction of the company.*

Canadian Hearing Products Review will help provide hearing health professionals with a clear and useful understanding of the products available in Canada, and the companies that provide these products.



Published by
ANDREW JOHN
PUBLISHING INC.

2017 Canadian Hearing Products Review

INSTRUCTIONS FOR SUBMITTING FREE PRODUCT LISTINGS

DEADLINE FOR SUBMITTING YOUR FREE PRODUCT LISTINGS IS DECEMBER 14, 2016

Canadian Hearing Products Review will enable companies to run descriptions of their products (100 words max) at no cost. Products will be listed in one of the following categories: Assistive Devices, Batteries and Ear Molds, Hearing Instruments, Hearing Instrument Accessories, Testing and Outfitting, and Misc.

PRODUCT LISTING SPECIFICATIONS

All product listings must be submitted electronically.

- Clearly label every word file and image* with product name and organize products into subcategories (i.e., Assistive devices or Batteries) to ensure that we can correctly place your product.

- Photos must be high resolution, minimum 300 dpi when placed in the publication at 100%; we prefer .tiff files but will accept high resolution .jpegs. Note: photos taken off the Internet are not suitable for print.

- Each listing will be allotted 1/6 page maximum (3.375" wide x 3" tall); that space includes any photos, logos, text description of product and contact information.

- Listings must not exceed 100 words; any material exceeding this maximum will not be considered for publication.

* Note: point form or bulleted descriptions significantly reduce allowable word count. "do not embed images in your word .docs, please send as separate .pdf or .jpg files

RATES

Corporate Profile	\$3520 Price includes full-page profile and full-page four colour ad.
Full-page four colour ad	\$2750
Half page	\$1897.50
Inserts	Please call for pricing.
Product listings	Complimentary (limit of 12 products)

Please submit all product listings and ad material to:

Andrew John Publishing Inc. Attn: editor.chr@andrewjohnpublishing.com
40 Bloomsbury Way, Lower Ground Floor, London, United Kingdom,
WC1A 2SE | Ph: +44-203-769-1765



Published by
ANDREW JOHN
PUBLISHING INC.

www.andrewjohnpublishing.com