The Canadian Vascular Access Association was formed in 1975 as an organization dedicated to uniting professionals in vascular access and infusion therapy. The objectives of the association include:

- establishing and promoting guidelines of vascular access and infusion therapy that enhance patient care and patient safety;
- promoting educational programs that contribute to the growth and development of the CVAA membership;
- providing a forum for the presentation and discussion of all matters related to vascular access and infusion therapy; and
- establishing cooperation and liaison with other groups, associations, institutions, and bodies in matters affecting the objectives of the association.

Vascular Access is an extension of the CVAA, and acts as the official communication vehicle, disseminating critical peer-reviewed, in-depth articles, three times annually. Research, education, evidence-based practice, new products, and technologies are all covered in Vascular Access.

An Important Marketing Investment
Reaching the membership of the CVAA means you not only reach the active user of your products and services, you also reach the people who help decide what products and services to use in their institution. By targeting this group in their official journal, you are helping to support their association and advance the information that reaches this membership. Moreover, you gain the exposure and influence your products and services need to grow within this market.

Added Value for Your Marketing Dollars
When you advertise in Vascular Access, your ad is automatically included in the electronic PDF version included on the CVAA website, as well as in the “flip” version that is emailed to all members! All ads that appear in the electronic formats are linked back to the advertisers’ website; this creates a very interactive marketing opportunity, with no added rate increase.

When you commit to an ad in all three issues of the journal, you will also receive complimentary logo ads in all issues of the CVAA Link e-newsletter. All logo ads will be linked back to the advertisers’ website.
2015 Vascular Access

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Material Due/Ad Closing</th>
<th>Ad Material Due</th>
<th>Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 1</td>
<td>Jan 12, 2015</td>
<td>Feb 2, 2015</td>
<td>Feb 2015</td>
</tr>
</tbody>
</table>

2015 CVAA Link e-newsletter

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Material Due/Ad Closing</th>
<th>Ad Material Due</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 1</td>
<td>Mar 16, 2015</td>
<td>Apr 2, 2015</td>
<td>Apr 2015</td>
</tr>
</tbody>
</table>

2015 Vascular Access Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>3 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>$1,675</td>
<td>$1,525</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,010</td>
<td>$1,815</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,940</td>
<td>$1,720</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,940</td>
<td>$1,720</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$925</td>
<td>$825</td>
</tr>
<tr>
<td>Outsert (includes polybag)</td>
<td>To Be Quoted</td>
<td>To Be Quoted</td>
</tr>
</tbody>
</table>

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 7.75”
- 1/2 Horizontal Ad: 7.125” x 4.75”
- 1/2 Island Ad: 4.675” x 7”

Ad 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.