

Canadian Hearing Report

Revue canadienne d'audition

CHR has provided hearing health professionals with the most current information on trends, technology, and the latest thinking in hearing health for over 10 years, and we have only just begun!

» Editor-In-Chief

Ted Has taught audiology at two universities (Auburn in Alabama & Western in Ontario) and HIP at two colleges in Ontario (George Brown in Toronto & Conestoga in Kitchener). Straddling both streams can lend for some stretching, but it has enabled Ted to write, edit, and lecture on what hearing professionals want to know; namely, difficult concepts presented in ways that make them easier to digest, comprehend and understand.

» Direction

Building on Ted's idea of difficult concepts and making them easy to understand, *CHR* will continue to publish articles by leading authorities in hearing health sciences. We also welcome industry input and articles on new technologies and developments!

» For 2016, book a full page in all 6 issues and receive a banner ad on CHR-Search.com for all of 2016 at NO CHARGE! A savings of \$7000!

Canadian Hearing Report | Canadian Hearing Products Review | CHR e-news | CHR-Search.com

CHR-Search.com

For over 10 years audiologists, HIPs, hearing health students, and industry representatives have depended on the articles published in Canada's only national hearing health sciences journal.

As the publisher of *Canadian Hearing Report*, Andrew John Publishing Inc., is pleased to provide this, fully searchable website based on the articles and content from Canadian Hearing Report. Users can simply type in a search request and any articles that have previously appeared in the journal with that subject will be found.

Users no longer have to sort through past issues looking for articles. Researchers, clinicians, and students can now find information quickly and efficiently; and if the topic was not covered in the journal, the user can easily access Google search to aid them in their pursuit.

Although primarily a search tool for *Canadian Hearing Report*, we will also add more news releases, articles, and content that will keep the hearing profession up-to-date.

We hope you find this service useful!

2016 CHR-Search.com Advertising Rates

Top Leader Board Banner Ad	\$750/month	\$4200/6 months	\$7000/year
Lower Leader Board Banner Ad	\$500/month	\$2500/6months	\$4000/year

CHR-Search.com Advertising Specifications

pixels, jpg, 72 dpi, file size 125kb or less

Top Leader Board Banner ad	900 W x 250 H
Lower Leader Board Banner ad	490 W x 125 H

Canadian Hearing Products Review 2016

A CANADIAN HEARING REPORT PUBLICATION

The annual product review has become a fixture in the hearing industry and serves an extremely valuable purpose. The *Canadian Hearing Products Review* allows industry to present new and updated products and services in a well organized and beautifully designed package. Hearing health professionals utilize this directory to help them source out new information on what the industry has to offer, in an easy to use format. Our readers value this directory as an important resource and all listings are provided complimentary to the industry.

Canadian Hearing Products Review is combined with Issue 1 of *Canadian Hearing Report*.

Canadian Hearing Report

As Canada's leading national hearing health publication, *CHR* provides professionals with information about the ever-changing developments within the hearing industry, focusing on the people, companies, and products that help supply our readers with the tools they need to provide Canadians with the best in hearing health.

Canadian Hearing Report is the only magazine of its kind in Canada that unites several different hearing health professional groups under one umbrella of market information. It has long been felt by the industry that these groups of professionals are segmented and difficult to reach consistently and cost effectively.

Canadian Hearing Report offers the industry the opportunity to target and reach the leading buyers and sellers of hearing aids, testing equipment, moulds, batteries, and hearing instrument accessories.

CHR Circulation Info

Print Version

- 157 members of Canadian Hearing Instrument Practitioner Society
- 1000 national hearing clinics (request list)
- 100 members of the Ontario Association of Speech-Language Pathologists and Audiologists

Electronic Version

- Flipbook version sent to all members of Association of Hearing Instrument Practitioners of Ontario
- Flipbook version sent to all members to Educators of the Deaf and Hard of Hearing
- Flipbook sent to all subscribers of Canadian Hearing Report

CHR 2016 Advertising Dates

	Ed Mat Due/Ad Closing	Ad Material Due Date	Mail
Issue 1 & Products Review	Dec 14, 2015	Jan 25, 2016	Feb 2016
Issue 2	Mar 1, 2016	Mar 21, 2016	Apr 2016
Issue 3	May 2, 2016	May 16, 2016	Jun 2016
Issue 4	July 11, 2016	Jul 27, 2016	Aug 2016
Issue 5	Sept 12, 2016	Sept 26, 2016	Oct 2016
Issue 6	Nov 1, 2016	Nov 14, 2016	Dec 2016

CHR 2016 Advertising Rates

	Full colour		Black & White
	1 time	6 times	1 time
Covers	\$3225.00	\$2887.50	
Full Page	\$2750.00	\$2392.50	\$1749.00
1/2 Page	\$1897.50	\$1672.00	\$1045.00
1/3 Page	\$1265.00	\$1221.00	\$698.50
1/4 Page	\$605.00	\$583.00	\$522.50
1/8 Page	\$379.50	\$352.00	\$231.00
Double Page Spread (Corporate Profile)	\$3520.00		

2016 CHR Corporate Profiles

CHR Corporate Profiles will highlight and feature companies within the hearing industry throughout the 2016 Canadian Hearing Products Review. 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 the opportunity to better inform the readers about the direction of the company.

Corporate Profiles will publish in the 2016 Canadian Hearing Products Review. Combined, the corporate profiles, and the product listings will help provide the hearing health professionals with a clear and useful understanding of the products available in Canada, and the companies that provide these products.

2016 Corporate Profile Advertising Rate

2016 Corporate Profiles Ad Closing Date December 14, 2015

Full Colour Double Page Spread (Corporate Profile) \$3520



CHR e-news

Electronic media has become an important part of a companies media mix and *CHR e-news* provides an excellent opportunity for industry to reach the hearing professional in an exciting format.

CHR e-news is delivered bi-monthly, in-between issues of the printed journal, to over 1000 subscribers. Issues highlight up coming authors and topics in the journal and focus on advances in industry and new products being launched into the market. This is a great opportunity for companies to publish press releases, or more commercially oriented articles about their company and products/services. *CHR e-news* will also help promote news and information from organizations across Canada and internationally.

Subscriptions to *CHR e-news* are FREE!

Benefits

- Company logo with link to your website
- Banner ad randomly rotating on all pages
- Drive traffic to your website
- Prominent position on e-news for press release

CHR e-news 2016 Sponsor rates

Sponsorship Pricing	\$750 per issue	\$3600 for 6 issues
---------------------	-----------------	---------------------

CHR e-news 2016 Advertising Closing Dates

	Editorial Material Due/ Ad Closing	Ad Material Due	E-Mail
Issue 1	Jan 8, 2016	Jan 15, 2016	Jan 22, 2016
Issue 2	Mar 7, 2016	Mar 14, 2016	Mar 21, 2016
Issue 3	May 6, 2015	May 13, 2016	May 20, 2016
Issue 4	Jul 8, 2016	Jul 15, 2016	Jul 22, 2016
Issue 5	Sept 6, 2016	Sept 12, 2016	Sept 19, 2016
Issue 6	Nov 7, 2016	Nov 14, 2016	Nov 21, 2016

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

Please contact the *Canadian Hearing Report* advertising sales representative for more details

Canadian Hearing Report

Revue canadienne d'audition

Contact Information

For Article Submission:

Scott Bryant

Managing Editor

scottbryant@andrewjohnpublishing.com

For Advertising Inquiries:

Brenda Robinson

SALES AND CIRCULATION COORDINATOR

905-628-4309

brobinson@andrewjohnpublishing.com

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

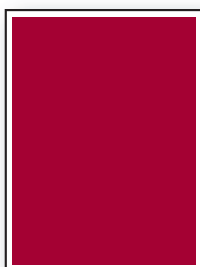
If this journal is of interest to you, you may want to enquire about our other hearing health journals

Signal

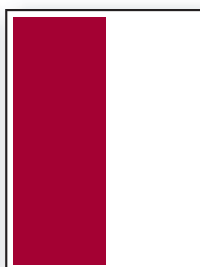
Vibes

CHR-Search.com

CHR Ad Dimensions (Width x Height):



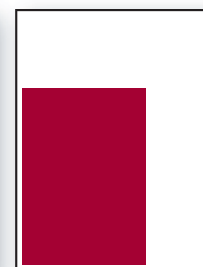
Full Page Ad
Trim: 8.125" x 10.75"
Bleed: .125" all sides



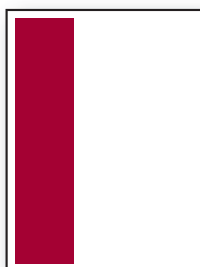
1/2 Vertical Ad
3.375" x 9.75"



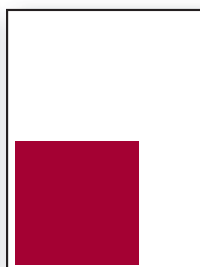
1/2 Horizontal Ad
7.125" x 4.75"



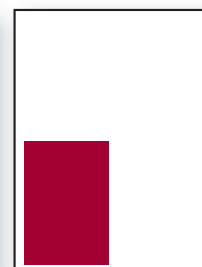
1/2 Island Ad
4.675" x 7"



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"

Ad Submission

Electronic files only. Laser proof must accompany files.

Ads should be in Adobe Photoshop, Illustrator, QuarkXPress or InDesign.

Provide all fonts and support files (e.g., scans) and a printed proof.

Ads should be supplied to correct size (see above), 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 300 dpi 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.

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.



Published by
**ANDREW JOHN
PUBLISHING INC.**

www.andrewjohnpublishing.com