


Canadian IONM News



The Canadian Association of Neurophysiological Monitoring (CANM) is a national medical organization dedicated to providing education, training, and certification for those working in the field. CANM is emerging as the united voice of neurophysiological monitoring professionals in Canada. In order to continue to enhance the growth and awareness of CANM and neurophysiological monitoring, the association is proud to present our official publication titled *Canadian IONM News*. The publication is published by Andrew John Publishing Inc. (AJPI), a Canadian health sciences publishing company, specializing in association and society journals, newsletters and e-publications.

Published 3 times per year, *Canadian IONM News* is sent to more than 300 CANM members and professionals within the IOM field of health care here in Canada. Publishing material on such topics as advancements in technology, people within the profession, updates at CANM, and presentations from the CANM annual meeting, this new venture will help to increase the exposure of IOM and to continue the momentum and growth of the profession in this country. CANM is the uniting organization of IOM in Canada, and *Canadian IONM News* will be the official voice.

Each issue is published in two formats. The first is a “flip” version. A link to the flip version will be sent to the more than 300 readers; once opened, this journal format will give readers access to the full issue in an interactive format that will allow for searches and downloads. Moreover, each ad within the issue will be linked back to the advertiser’s website, thus ensuring more access to your company, products, and services. The second version will be a PDF that will be housed within the CANM website. Again, all ads will be linked back to the advertisers’ websites.

The cost for a full-page, four-colour ad is only \$590 per issue. If you book all three issues in 2015, you will receive a reduced rate of \$550 per issue, or \$1,650 total for the year. This is a very cost-effective marketing investment that will help provide greater exposure to your company, products, and services, and will facilitate the growth of the profession.



CANM

2015
ADVERTISING RATES

CANADIAN ASSOCIATION OF NEUROPHYSIOLOGICAL MONITORING

Contact Information

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Send Ad Materials To:
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Attn: Brenda Robinson
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2015 Advertising Rates

\$590.00 per issue (1 Time Rate)

\$550.00 per issue (book all three issues 2015)

2015 Advertising Closing Dates

	Advertising Material Due/ Ad Closing	Advertising Material due	Live on Website
Issue 1	Feb 9, 2015	Mar 2, 2015	Mar 9, 2015
Issue 2	July 13, 2015	Aug 3, 2015	Aug 10, 2015
Issue 3	Nov 9, 2015	Nov 30, 2015	Dec 7, 2015

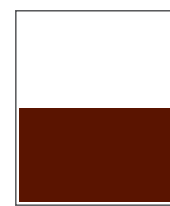
Ad Material Dimensions



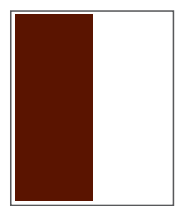
Full Page Bleed
8 3/8"x11"



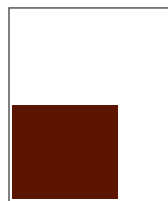
Full Page
8 1/8"x10 3/4"



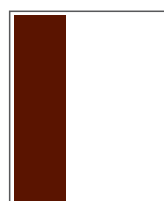
Half Page Horizontal
6 7/8"x4 5/8"



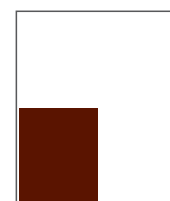
Half Page Vertical
3 5/16"x9 1/2"



Third Page Square
4 1/2"x4 1/2"



Third Page Vertical
2 1/8"x9 1/2"



Quarter Page
3 1/2"x4 1/4"

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Canadian IOM News Material Specifications:

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.