

VASCULAR ACCESS

Journal of the Canadian Vascular Access Association

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.



www.cvaa.info

Contact Information

For Article Submissions:

Scott Bryant
 Managing Editor
scottbryant@andrewjohnpublishing.com

For Advertising Inquiries:

Brenda Robinson
 905-628-4309
brobinson@andrewjohnpublishing.com

Send Ad Materials To:

Andrew John Publishing Inc.
 Attn: Brenda Robinson
 115 King Street West, Suite 220
 Dundas, ON L9H 1V1
 905-628-4309 | 877-245-4080
 866-849-1266 FAX
info@andrewjohnpublishing.com

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2015 Vascular Access

	Editorial Material Due/Ad Closing	Ad Material Due	Mail
Issue 1	Jan 12, 2015	Feb 2, 2015	Feb 2015
Issue 2	May 25, 2015	Jun 8, 2015	Jun 2015
Issue 3	Sept 14, 2015	Sept 28, 2015	Oct 2015

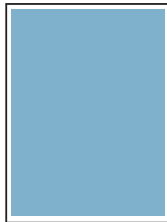
2015 CVAA Link e-newsletter

	Editorial Material Due/Ad Closing	Ad Material Due	Live
Issue 1	Mar 16, 2015	Apr 2, 2015	Apr 2015
Issue 2	Jul 15, 2015	Jul 29, 2015	Aug 2015
Issue 3	Oct 26, 2015	Nov 9, 2015	Nov 2015

2015 Vascular Access Advertising Rates

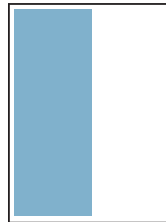
	1 Time	3 Times
Full Page Ad	\$1,675	\$1,525
Outside Back Cover	\$2,010	\$1,815
Inside Back Cover	\$1,940	\$1,720
Inside Front Cover	\$1,940	\$1,720
1/2 Page	\$925	\$825
Outsert (includes polybag)	To Be Quoted	To Be Quoted

Ad Dimensions (width x height)



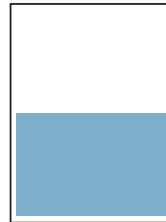
Full Page Ad

Trim: 8.125" x 10.75"
 Bleed: .125" all sides



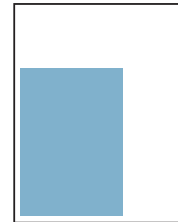
1/2 Vertical Ad

3.375" x 9.75"



1/2 Horizontal Ad

7.125" x 4.75"



1/2 Island Ad

4.675" x 7"

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.