

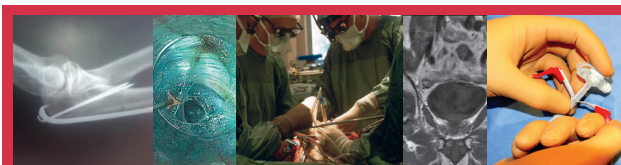
Canadian Journal of Surgery

2017 MEDIA KIT

PUBLISHED BY CMA PUBLICATIONS

Canadian Journal
of **Surgery** Journal canadien
de **chirurgie**

Vol. 59, No. 5, October/octobre 2016
cansurg.ca



No benefit to surgical fixation of flail chest injuries compared with modern comprehensive management

Conservative versus operative management in stable patients with penetrating abdominal trauma

Impact of blood transfusion on perioperative outcomes following gastric cancer resection: analysis of the ACS-NSQIP database

Efficacy of intraoperative cell salvage in decreasing perioperative blood transfusion rates in first-time cardiac surgery patients

SPONSORS

Canadian Association of General Surgeons
Canadian Society of Surgical Oncology
Canadian Association of Thoracic Surgeons
Department of Surgery, Dalhousie University
James IV Association of Surgeons
Department of Surgery, University of Calgary
Département de chirurgie, Université de Sherbrooke
Department of Surgery, McMaster University
Département de chirurgie, Université de Montréal
Department of Surgery, Western University

*Now in digital
format exclusively.*

Canada's only surgery journal publishes original articles and reviews, features on surgical technique, imaging, editorials and correspondence of interest to surgeons in all subspecialties. Established in 1957, CJS is edited by Dr. Edward Harvey and Dr. Vivian McAlister. CJS is published 6 times a year.

Canadian Journal
of **Surgery**

Journal canadien
de **chirurgie**

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION

Royal College of Physicians and Surgeons membership list and the CMA database of surgeons.

**Total circulation:
7818**

Each of the surgical societies and academic partners listed below ensures its member surgeons receive *CJS* by sponsoring the distribution of this journal.

- Canadian Association of General Surgeons
- Canadian Association of Thoracic Surgeons
- Royal College of Physicians and Surgeons of Canada

Issue and closing dates

ISSUE DATE	AD/MATERIAL DEADLINE
Feb 2017	Jan 17, 2017
Apr	Mar 14
June	May 17
Aug	July 11
Oct	Sept 12
Dec	Nov 14

Advertising

CJS is published in digital format only. Display and classified advertising is available in the digital version, with functionality to link out to external company or product websites. PAAB review is required for prescription drug advertising, and all advertising is subject to publisher approval.

CJS online

The full-text electronic version of *CJS* is available online at canjsurg.ca. Access is free to physicians and the public.

Average online monthly results (2016):

Unique visitors 3175
Page views 6900

Display advertising rates (4 colour)

SIZE	1X	6 X
Double-page spread	\$4505	\$4060
1 page	\$2575	\$2320
2/3 page	\$2035	\$1830
1/2 page v/h	\$1700	\$1495
1/3 page	\$1390	\$1235

Career/classified advertising rates

SIZE	1X	6 X	WORD ADVERTISEMENT	
1 page	\$1200	\$1000	40 words or fewer	\$120
2/3 page	\$900	\$850	Each additional word	\$1.20
1/2 page v/h	\$800	\$750	Box frame	\$25
1/3 page	\$650	\$600	Special display (2 1/4" x 2 1/4")	\$205
1/4 page	\$500	\$450		

Ad specs

Bootlug

Trim 7" x 1 5/8"
Bleed No Bleed
Live 7" x 1 5/8"

1/3 page vertical

Trim 2 5/8" x 10 7/8"
Bleed 2 7/8" x 11 1/8"
Live 2 1/4" x 9 1/2"

1/2 page horizontal

Trim 8 1/8" x 5 7/16"
Bleed 8 3/8" x 5 11/16"
Live 7" x 4 5/8"

1/2 page vertical

Trim 4 1/16" x 10 7/8"
Bleed 4 5/16" x 11 1/8"
Live 3 3/8" x 9 1/2"

2/3 page vertical

Trim 5 3/8" x 10 7/8"
Bleed 5 5/8" x 11 1/8"
Live 4 5/8" x 9 1/2"

Full Page

Trim 8 1/8" x 10 7/8"
Bleed 8 3/8" x 11 1/8"
Live 7" x 9 1/2"

Double-page Spread

Trim 16 1/4" x 10 7/8"
Bleed 16 1/2" x 11 1/8"
Live 7" x 9 1/2"
(on each full page)

Digital specifications for display advertising

Digital files are required and must meet the following specifications. All material is held for one year after publication.

Trimmed size of publication	8 1/8" x 10 7/8"
Bleed page	8 3/8" x 11 1/8"
Live area	7" x 9 1/2"

File formats accepted

- **Adobe Acrobat PDF** Distiller Settings are posted on the CMA Web site (see end of this section).
- **High resolution CMYK PDF** (no spot or pantone colour)

Media

- **EMAIL:**
displayadvertising@cma.ca
- **FTP**
(contact Coordinator, Display Advertising, for connection information)

Technical specifications, including digital specifications

- **Display Advertising**
cmaj.ca/pdfs/display-e.pdf
- **PDF Export Settings**
cmaj.ca/pdfs/export-e.pdf

Advertising sales

Blair Graham

Director, Media Sales
blair.graham@cma.ca

Tel: 416-850-1485
Cell: 416-560-0202

Trish Sullivan

Senior Advertising
Sales Representative
trish.sullivan@cma.ca

Tel: 905-333-3318
Cell: 905-330-8770

Career/classified advertising sales

Laurie McLeod x8460 or

Susan Ritchie x8475
advertising@cma.ca

Tel: 613-731-8610 or
800-663-7336

Contact information for display advertising material and billing

Coordinator, Display advertising
displayadvertising@cma.ca

Payment information

COMMISSION

Agency commission of 15% allowed to recognized agencies only.

CANADIAN CLIENTS

All invoices are payable to Joule Inc., a wholly owned subsidiary of the Canadian Medical Association. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices. The publisher reserves the right to charge interest at 1.5% per month (18% per annum) on accounts unpaid after 30 days.

CLIENTS OUTSIDE CANADA

Advertisements from outside Canada must be prepaid. Major credit cards, cheques, money orders and wire transfers accepted.