

Canadian Journal of Surgery

2018 MEDIA KIT

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.



A CMA Company
Société de l'AMC

cma
GROUP

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 2018	Jan 16, 2018
Apr	Mar 6
June	May 15
Aug	July 17
Oct	Sept 11
Dec	Nov 13

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 (Year to date, November 2017):

Unique visitors 2600

Page views 6400

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)

Technical specifications, including digital specifications

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

Advertising sales information

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Career/classified advertising sales

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Susan Ritchie x8475
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Tel: 613-731-8610 or
800-663-7336

Payment information

COMMISSION

Agency commission of 15% allowed for recognized agencies only.

CANADIAN CLIENTS

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CLIENTS OUTSIDE CANADA

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