

# Canadian Journal of Surgery



## DIGITAL MEDIA KIT 2021

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. Chad Ball. *CJS* publishes 6 issues per year.

ASSOCIATION  
MÉDICALE  
CANADIENNE



CANADIAN  
MEDICAL  
ASSOCIATION

# Advertising Information

## canjsurg.ca

### Banner ad opportunities and rates

All online banner advertising rates are based on a cost-per-thousand (CPM) against ad impressions

#### Acceptable IAB ad sizes in pixels

- Leaderboard on desktop = 728 x 90
- Leaderboard on mobile = 320 x 50
- Leaderboard on tablet = 468 x 60

All canjsurg.ca ad placements will be placed on mobile site at no additional charge if creative is received in both formats.

### Standard rates

- Top Leaderboard / Open access = \$90 CPM

### Digital ad specifications

- PNG, JPEG, GIF (animation accepted)
- No flash
- Resolution 72 dpi
- Maximum file size 250 KB
- No third-party ad serving (click tags or pixel tracking)
- Impression tags and customized URLs accepted
- All pharmaceutical ads must comply with PAAB guidelines ([www.paab.ca](http://www.paab.ca))
- All ad material due 4 business days prior to posting

All CJS content is available, free of charge, online as well on PubMed Central. Physicians can earn Royal College MOC credits by completing various CJS activities.

## cjs email alerts

### Banner and text ad opportunities and rates (in net \$)

- Top leaderboard 728 x 90 = \$1,650
- Lower leaderboard 728 x 90 = \$1,200
- Big box 300 x 250 = \$1,500
- Text link with logo = \$1,200

### Digital ad specifications

- PNG, JPEG, GIF (animation not recommended)
- No flash
- Resolution 72 dpi
- Maximum file size 250 KB
- No third-party ad serving (click tags or pixel tracking)
- Impression tags and customized URLs accepted
- All pharmaceutical ads must comply with PAAB guidelines ([www.paab.ca](http://www.paab.ca))

### Circulation

- Canada's most comprehensive email product reaching Canadian surgeons.
- Our email alert reaches over 9,000 surgical members of the RCPSC.
- Each email provides links to full text articles hosted on [www.canjsurg.ca](http://www.canjsurg.ca)
- Consistently high unique email opening rates of over 48%.



## eTOC Issue and Closing Dates

### CJS eTOC Schedule 2021

6x per year

ETOC DELIVERY DATE/ISSUE	AD/MATERIAL CLOSING DATE
February 26, 2021 (Jan-Feb)	February 22, 2021
April 30 (March-April)	April 26
June 30 (May-June)	June 24
August 31 (July-Aug)	August 25
October 29 (Sept-Oct)	October 25
December 31 (Nov-Dec)	December 22

### NEW Podcast sponsorship

- An audio introduction to our CJS podcasts
- All content is medical
- Growing in popularity and listenership

### Audience and traffic:

- All Cold Steel CJS podcasts can be accessed on our open access pages on the site at [www.canjsurg.ca/podcasts](http://www.canjsurg.ca/podcasts)
- Average no. of plays is tracked for each podcast
- The number of plays builds over time
- Ask your representative for up-to-date information on total plays, and information on sponsor messages

### Payment information

#### COMMISSION

Agency commission of 15% allowed to recognized agencies only.

#### CANADIAN CLIENTS

All invoices are payable to CMA Joule Inc.

#### CLIENTS OUTSIDE CANADA

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

### Advertising sales

#### Trish Sullivan

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#### Publisher

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### Sales coordinator

#### Deb Woodman

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