

Canadian Journal of Surgery

Digital Media Kit 2022

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.

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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
- Big box on desktop, mobile and tablet = 300 x 250

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

Standard rates

- Leaderboard 728 x 90 = \$90 CPM (net)
- Big box 300 x 250 = \$90 CPM (net)

Digital ad specifications

- PNG, JPEG, GIF (animation accepted)
- No flash
- Resolution 72 dpi
- Maximum file size 1 MB
- **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)

All ad material due 4 business days prior to posting

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

CJS email alerts

Banner and text ad opportunities and rates

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

Digital ad specifications

- PNG, JPEG, GIF (animation not recommended)
- No flash
- Resolution 72 dpi
- Maximum file size 1 MB
- 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)

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
- Consistently high unique email opening rates of over 44%.



eTOC Issue and Closing Dates

CJS eTOC Schedule 2022 | 6x per year

| eTOC Delivery Date/Issue | Ad/Material Closing Date |
|--------------------------|--------------------------|
| February 28 | February 22 |
| April 29 | April 25 |
| June 30 | June 23 |
| August 31 | August 25 |
| October 31 | October 25 |
| December 30 | December 22 |

Payment information

Canadian clients

All invoices are payable to **CMA Impact Inc.**

Clients outside Canada

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

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
- 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

Advertising Sales

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