

A photograph of a surgeon in an operating room, wearing a blue surgical cap and mask, looking intently at a patient. The scene is illuminated by large, circular surgical lights, creating a focused and professional atmosphere. The background is slightly blurred, emphasizing the surgeon and the surgical environment.

Canadian Journal of Surgery

2024 Digital Media Kit

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 web 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)
- Resolution 72 dpi
- Maximum file size 1 MB
- No Flash or HTML5 (not supported)
- No third-party ad serving (click tags or pixel tracking)
- Customized URLs accepted
- All pharmaceutical advertising must comply with Health Canada DTC guidelines and be PAAB approved
- 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 (eTOC)

Banner 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)

Digital ad specifications

- PNG, JPEG, GIF
- Resolution 72 dpi
- Maximum file size 1 MB
- No flash
- No third-party ad serving (click tags or pixel tracking)
- Customized URLs accepted
- All pharmaceutical ads must comply with PAAB guidelines (www.paab.ca)

Circulation

- Canada's most comprehensive email product reaching over 8,500 Canadian surgeons
- Each email provides links to full text articles hosted on www.canjsurg.ca
- Total Average Opening Rate 58% (Sept. 2023)



eTOC Issue and Closing Dates

CJS eTOC Schedule 2024 | 6x per year

eTOC Delivery Date/Issue	Ad/Material Closing Date
February 29	February 23
April 30	April 24
June 28	June 24
August 30	August 26
October 31	October 25
December 31	December 18

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 number 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

- All pricing subject to sales tax where applicable.
- All invoices are payable in CDN funds.
- All invoices are payable to **CMA Impact Inc.**

Advertising Sales

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