

2022 CJRM RATE CARD

November 30, 2021



CANADIAN JOURNAL OF RURAL MEDICINE (CJRM)

The CJRM offers a unique perspective on rural medical care while complementing existing primary care journals. Under the direction of Scientific Editor Dr. Peter Hutten-Czapski, The CJRM publishes research, practical information for rural practitioners, commentary on issues affecting rural physicians and debate on rural health policy. Established in 1996, the CJRM is the official publication of the Society of Rural Physicians of Canada and is published 4 times per year (winter, spring, summer and fall).

PAAB review is required for prescription drug advertising, and all advertising is subject to the publisher's approval.

ADVERTISING RATES (Colour)

Size	1 x	4 x
1 page	\$1400	\$1339
2/3 page	\$1293	\$1288
1/2 page	\$1146	\$1096
1/3 page	\$912	\$874
1/4 page	\$786	\$754

Placement by editor.

Preferred Positions (Extra):

Inside front cover **\$1000**

Inside back cover **\$800**

Outside back cover **\$1200**

Centerfold (2 full page ads) **\$1000**

Bootlug positions: Table of contents **\$1000**

*5% discount if reserving space in 4 issues.

DISPLAY ADVERTISING SALES

Jenna Keindel
383 - Hwy 148
Shawville, Quebec J0X 2Y0
Phone 1-819-647-7054 or 1-877-276-1949
Fax 819-647-2485
jennak@srpc.ca

CAREER/CLASSIFIED/RECRUITMENT

Size	1 x	4 x
1 page	\$1020	\$970
2/3 page	\$975	\$895
1/2 page	\$830	\$795
1/3 page	\$635	\$600
1/4 page	\$530	\$500

Colour: Process colours: cyan, magenta, yellow and black, placement by the editor.

Career/Classified (word advertisement rate)**

\$120 for the first 40 words or fewer, each additional word \$1.20 (black and white/text only)

****10% Discount for posting Career/Classified, both online (srpc.ca/classified-ads) and in the CJRM.**

ISSUE AND CLOSING DATES 2022

Issue	Ad/material closing
vol27n1 - Winter, Jan 2022	December 10, 2021
vol27n2 - Spring, April 2022	March 11, 2022
vol27n3 - Summer, July 2022	June 10, 2022
vol27n4 - Fall, October 2022	September 9, 2022
vol28n1 - Winter, Jan 2023	December 09, 2022

SPECIFICATIONS FOR DISPLAY

TRIM: 8.5"x 11" **LIVE AREA:** 7"x 10"

BLEED: 5mm

FILE FORMATS ACCEPTED: Adobe Acrobat PDF/X-1a

FONTS must be embedded, postscript screen and printer fonts, or converted to outlines. All colours should be in CMYK

SOURCE FILES must be included for all images.

MEDIA

Email: jennak@srpc.ca

TECHNICAL SPECIFICATIONS

File formats accepted

Adobe Acrobat PDF - CMYK - No spot colour.

High resolution images of at least 300dpi

Fonts **MUST** be embedded, or postscript screen and printer fonts, or converted to outlines.

Source files **MUST** be included for all images.

PRODUCTION ENQUIRIES

Display advertising material
and billing career/classified
advertising sales display
advertising sales

Jenna Keindel

383 - Hwy 148

Shawville, Quebec J0X 2Y0

Phone 1-819-647-7054 or 1-877-276-1949

Fax 819-647-2485

jennak@srpc.ca

PAYMENT INTORMATION

CANADIAN CLIENTS

Rates are subject to tax; all invoices are payable to SRPC.

Major credit cards, cheques, money orders and wire transfers are accepted.

The SRPC reserves the right to change the rate card and is subject to change without notice.

CLIENTS OUTSIDE CANADA

Advertisements from outside Canada are welcome but must be prepaid.

Major credit cards, cheques, money orders and wire transfers accepted.

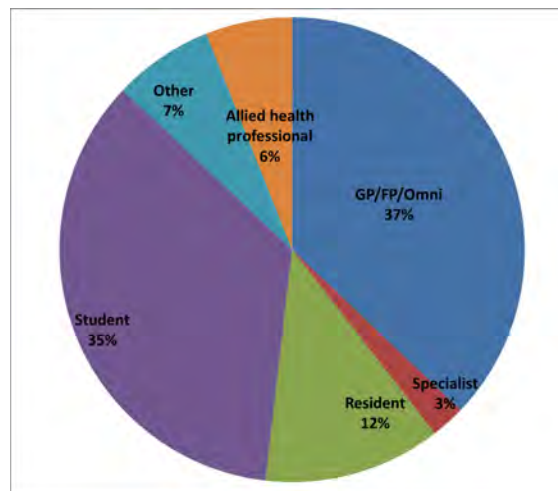
PRINT ADVERTISING SIZES (LIVE AREA)

Advertisement	Width (in)	Hight (in)
1 page	7"	10"
2/3 page vertical	4.625"	10"
1/2 page vertical	3.375"	10"
1/2 page horizontal	7"	5"
1/3 page vertical	2.25"	10"
1/4 page horizontal	3.375"	5"
Bootlug	7"	2"
Centerfold (2 pages side/side)	14"	10"

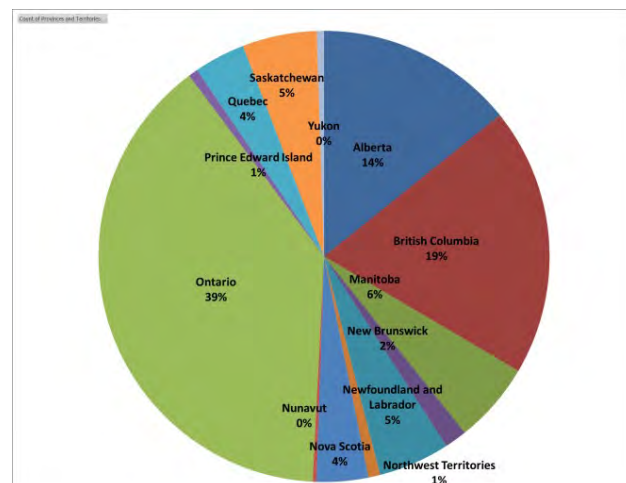
The Canadian Journal of Rural Medicine (CJRM) is published quarterly and distributed by email to 5200+ physicians, residents, students, and allied health professionals who have a passion for rural and remote medicine. Our readers span across Canada, with a handful abroad. Our online archives are open access for all to read. Conscious of the environment, we will mail the print issues to those who have paid subscriptions.

The email journal had an average open rate of 50.5% and a 9.25 % click rate.

Occupational Breakdown	#	%
GP/FP/Omni	2066	37%
Specialist	132	3%
Resident	687	12%
Student	1959	35%
Other	387	7%
Allied health professional	335	6%
Total	5566	100%



Demographics by practice	#	%
Alberta	792	14%
British Columbia	1071	19%
Manitoba	323	6%
New Brunswick	89	2%
Newfoundland and Labrador	285	5%
Northwest Territories	47	1%
Nova Scotia	206	4%
Nunavut	15	<1%
Ontario	2170	39%
Prince Edward Island	38	1%
Quebec	204	4%
Saskatchewan	297	5%
Yukon	29	<1%
Total	5566	100%



CJRM and Web Advertising



Order Form For Ad Insertion

Advertiser Information

Advertiser _____

Bill to _____

Contact Person _____

Tel. _____

Fax _____

E-mail _____

Billing Address _____

City/Town _____ Prov _____

Postal Code _____

Signature _____

Rate

Color

Black & White Four-color

Artwork

Artwork Enclosed
 Artwork will be sent by _____ Date _____

Payment

Invoice will be sent by email and is payable by cheque or by credit card once issue has been published.
(Payment due within 21 days of billing.)

Terms

- Advertisers are bound by all conditions outlined on the CJRM rate card.
- Billing follows immediately. Payment in full is due 21 days from the invoice date.
- Publisher reserves the right to withhold any advertising for any account with an outstanding invoice beyond 60 days.
- This order constitutes a contractual agreement.
- Verbal orders do not constitute a contractual agreement.
- This contract constitutes acknowledgment of your order.

E-mail or fax insertion order form to:

SRPC

c/o Jenna Keindel

po box 893, 383 - Hwy 148

Shawville Quebec

J0X 2Y0

(p) 819-647-7054

(f) 819-647-2485

E-mail: jennak@srpc.ca

SRPC Member

Yes No

Advertising

Career/Classified**

Online**

Issue* Year _____

Winter Summer
 Spring Fall

Page Size

Full Page

2/3 Page

1/2 Page

1/3 Page

1/4 Page

Inside front cover

Inside back cover

Outside back cover

ADDITIONAL ADVERTISING

SRPC NEWSLETTER SPONSORSHIP

Our bi-monthly SRPC Newsletters are distributed to over 5600+ contacts. Ask how you can be part of our next newsletter.

SRPC WEB ADS

The SRPC Classified page is available all year long when you need to post an ad on a whim.

Office use only

Winter: Invoice # _____ Date: _____

Spring: Invoice # _____ Date: _____

Summer: Invoice # _____ Date: _____

Fall: Invoice # _____ Date: _____

Notes: