



CANADIAN
NEUROLOGICAL
SCIENCES
FEDERATION
FÉDÉRATION
DES SCIENCES
NEUROLOGIQUES
DU CANADA

The journal

Canadian Journal of Neurological Sciences

2011

ADVERTISING RATES

DISPLAY ADVERTISING

ADVERTISING RATES: Rates are based on total amount of space used within a 12 month period.					TIP-ON RATES Front Cover tip-on advertising: Advertiser supplies material on card stock and PI is printed run-of-book. Ad can be no larger than 40% of the front cover. Fees below not including PI charges. (PI run in book) 1 Time: \$3,000 2 Times: \$2800 3 Times: \$2600				
	1 Time	4 Times	8 Times	16 Times					
Full Page	\$1100	\$990	\$890	\$800					
Two-Thirds Page	\$840	\$760	\$690	\$620					
Half Page	\$675	\$610	\$550	\$500					
Third Page	\$575	\$520	\$470	\$425					
Quarter Page	\$450	\$410	\$375	N/A					
COVERS:					COLOUR:				
(Non-cancellable)					4 color process	\$1,100			
Inside Front or Back	\$1,300				5th add. spot	\$700			
Outside Back	\$1,500								
					JOURNAL AND CNSF WEB-SITE BANNER ADS Opportunity to advertise on one or both web-sites. Journal web-site receives an average of 12,000 visits per month and CNSF web-site receives an average of 6,000 visits per month. Ads are approximately 2.5 x 2.5 inches. 2 months on www.cjns.org: \$2,000 (includes all Journal web-site pages except e-CPD) 2 months on www.cnsfederation.org: \$1500 (includes all CNSF Member and non-member web-site pages except Congress and e-CPD) 2 months on both web-sites: \$3,250				

EMPLOYMENT OPPORTUNITY ADVERTISING

Online advertisements for employment opportunities may be placed on the CJNS website either alone, or in conjunction with the print Journal. Print *and* online advertisements will appear for either the same two months as the Journal (i.e., Jan-Feb, Mar-Apr, May-June, July-Aug, Sept-Oct, Nov-Dec) or any two months surrounding the publication date. *Online only* advertisements for employment may be placed at any time during the year, and will be kept online for two months from date of placement. These electronic advertisements will also be accessible through our Canadian Neurological Sciences Federation website. Rates are as follows:

ONLINE ONLY – NB: This is for employment opportunities for medical professionals only.

PRINT AND ONLINE – NB: This is for employment opportunities for medical professionals only.

ADVERTISING RATES (per insertion): Rates are based on total amount of space used within a two month period.			
	Size	1 Insertion	4 Insertions
1 Page	7 × 10"	\$1100	\$990
2/3 Page	4 1/2 × 10"	\$840	\$760
1/2 Vertical	3 3/8 × 10"	\$675	\$610
1/2 Horizontal	7 × 4 7/8"	\$675	\$610
1/3 Page	2 1/8 × 10"	\$575	\$520
1/4 Page	3 3/8 × 4 7/8"	\$450	\$410

ADVERTISING RATES (per insertion): Rates are based on total amount of space used within a two month period.			
	Size	1 Insertion	4 Insertions
1 Page	7 × 10"	\$1400	\$1260
2/3 Page	4 1/2 × 10"	\$1050	\$945
1/2 Vertical	3 3/8 × 10"	\$800	\$720
1/2 Horizontal	7 × 4 7/8"	\$800	\$720
1/3 Page	2 1/8 × 10"	\$700	\$630
1/4 Page	3 3/8 × 4 7/8"	\$550	\$495

The official Journal of: The Canadian Neurological Society, The Canadian Neurosurgical Society, The Canadian Society of Clinical Neurophysiologists, The Canadian Association of Child Neurology

**Prices Do Not Include G.S.T.

Advertising Rate Card
Effective January 1, 2011

Canadian Journal of Neurological Sciences

The Canadian Journal of Neurological Sciences is a peer-reviewed, widely circulated, internationally recognized journal, published 6 times per year by the Canadian Neurological Sciences Federation. (Jan, March, May, July, Sept, Nov).

The Journal's readership includes neurologists, neurosurgeons, neurophysiologists, basic neuroscientists and neuroradiologists throughout Canada, as well as physicians training in these specialties. The Journal is the only publication in Canada produced specifically for the neurological science community.

Advertisers gain a direct link to their marketplace at very cost effective rates.

By advertising in the Journal, you are reaching an audience that is active in their profession and informed about their area of expertise. Readership also includes those physicians who are regularly involved in teaching and in decision-making for hospital pharmaceutical and equipment purchases. If your product appeals to this group, then this is an advertising opportunity you cannot afford to miss.

MECHANICAL REQUIREMENTS: (in inches)

	Width	Depth
Trim Size	8 1/4	10 7/8
Bleed Page	8 1/2	11 1/8

Printing Process: Offset Binding Method: Perfect Binding
 Digital files submitted on CD as: (A) High resolution .PDF saved as "press optimized" with compression turned "off"; (B) .EPS with fonts and images embedded. Jetproof or matchprint required.

COPY AND CONTRACT REGULATIONS:

- Advertisers and advertising agencies assume liability for all content of advertising printed and also assume responsibility for any claims made against the publisher.
- Advertisers and advertising agencies agree that the publisher shall be under no liability for failure, for any cause to insert any advertisement.
- Advertisers and advertising agencies are jointly responsible for the payment of advertising published.
- All advertising material is subject to the approval of the publisher.
- Cancellations cannot be accepted after closing date.

AGENCY COMMISSION:

15% to recognized agencies, no cash discounts available.

CLOSING DATES:

First day of the month preceding the month of publication. No exceptions.

CIRCULATION: 1,600

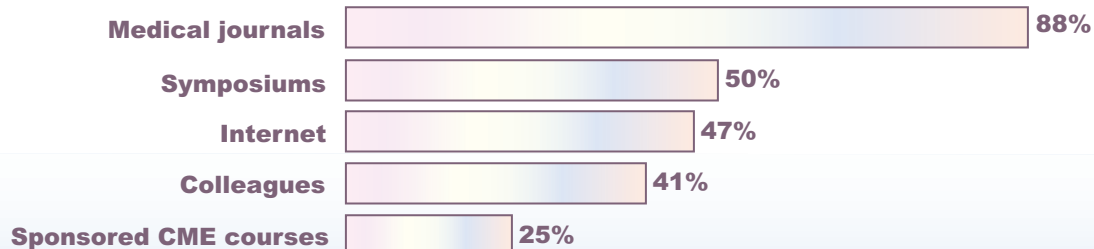
Published six times per year in the months of Jan, March, May, July, Sept, Nov

Editor: G. Bryan Young, MD

UNIT SIZES: (in inches)

	Width	Depth
1 Page	8 1/4	10 7/8
2/3 Page	4 1/2	10
1/2 Vertical	3 3/4	10
1/2 Horizontal	7	4 1/2
1/3 Page	2 3/4	10
1/4 Page	3 3/4	4 1/2

Information Sources for General Medical Knowledge - Top 5 Total Mentions



Source: Ipsos Medical Journal Readership Study, Canada, 2008

ADVERTISING REPRESENTATIVE: Send contract, insertion orders and production material to:

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