

ADVERTISING RATES

The Canadian Journal of Midwifery Research and Practice (CJMRP) is the official peer-reviewed publication of the Canadian Association of Midwives. The CJMRP is the only national journal in Canada providing a forum for the publication of materials of relevance to midwives and the practice of midwifery including research, abstracts, case reports, clinical management strategies and news and information articles. The CJMRP is circulated to midwives and institutions, both in Canada and abroad.

AUDIENCE

Registered midwives, student midwives, professors, health care professionals, hospital and university libraries, and other interested agencies.

CIRCULATION

1,300 (including all registered midwives in Canada)

PRINTING SCHEDULE

Spring 2012 - deadline Dec 15, 2011
Summer 2012 - deadline Mar 15, 2012
Fall 2012 - deadline August 15, 2012
Contact cjmrp@canadianmidwives.org
for artwork deadline dates.

ARTWORK

REQUIREMENTS

Digital camera-ready artwork required. Trim size is 8.5" x 11". Artwork must be 300 dpi minimum. Colour ads are CMYK process. Full bleeds on cover ads only.

Format: EPS, JPG, PDF, CDR, TIFF.

CONTACT

All advertising materials should be forwarded to the attention of:
Canadian Association of Midwives
59 Riverview,
Montreal, Quebec, H8R 3R9

Phone: 514-807-3668

Fax: 514-738-0370

Email: cjmrp@canadianmidwives.org

RATES

2012

The CJMRP welcomes advertisements that are relevant to midwifery practice, midwifery education, professional development or health care delivery, products and services. All advertising and classified material is subject to the approval of the editors.

BLACK ONLY	One Time
Full Page	\$600
1/2 Page	\$425
1/4 Page	\$250
Business card	\$100

Inside Front Cover	\$800
Inside Back Cover	\$800
Outside Back Cover	\$1000

Full process colour: add \$400
Colour on smaller ads at reduced rates, dependent on availability.

Second Consecutive Ad - 10% discount
Third Consecutive Ad - 20% discount

CLASSIFIEDS

\$50.00 per issue. Maximum size of 100 words. Design is included in this price.

INSERTS

Finished inserts are accepted. Please contact Managing Editor for further information.

All rates are quoted in Canadian dollars.

Please note, in an effort to provide the maximum scientific content to subscribers, the total amount of advertisement space in the CJMRP is limited. Please book early to guarantee placement.