

Advertising Rates And Specifications - 2020



Society Affiliation: Canadian Pharmacists Association

Readership profile: Canadian pharmacists and other healthcare specialists involved in the pharmacy profession

Editor: **Ross T. Tsuyuki, PharmD, MSc, FCSHP, FACC**

Established in 1868, the *Canadian Pharmacists Journal (CPJRPC)* is the oldest continuously published periodical in Canada. Its mission is to support pharmacists in optimizing patient care by linking knowledge to practice. Its vision is to become the leading journal for the application of research and knowledge into pharmacy practice.

Since 1907 the Canadian Pharmacists Association (CPhA) has charted the course through many developments in pharmacy, and continues to be the voice of pharmacists in Canada. Their mission is to advocate for pharmacists and support its members to advance the profession and enhance patient outcomes. They see the pharmacist as the health care professional whose practice, based on unique knowledge and skills, optimizes medication use and enhance patient outcomes.

Journal Information

Print

Circulation: 17,400

Frequency: 6 times per year

Online

journals.sagepub.com/home/cph

Advertising Rates & Information

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
January	26-Nov-19	03-Dec-19	12-Dec-19
March	28-Jan-20	04-Feb-20	14-Feb-20
May	30-Mar-20	06-Apr-20	16-Apr-20
July	01-Jun-20	08-Jun-20	18-Jun-20
September	03-Aug-20	11-Aug-20	20-Aug-20
November	29-Sep-20	06-Oct-20	16-Oct-20

Print advertising rates -Canada

Black and white rates

Frequency	1x	3x	6x	12x	24x
1 page	\$6,103	\$5,933	\$5,160	\$4,903	\$4,414
½ page	\$4,841	\$4,748	\$4,130	\$3,924	\$3,533
¼ page	\$2,905	\$2,848	\$2,477	\$2,354	\$2,117

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: Full page 4-Color charge (in addition to B&W rate above) \$1,565

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

Event sponsorship:

Canadian Pharmacists Conference 2020



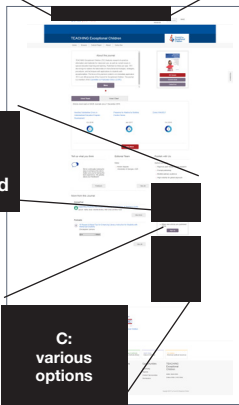
CANADIAN
PHARMACISTS
ASSOCIATION

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Digital Advertising

A: 728x90 Leaderboard



B:
300x250
Banner Ad

C:
various
options

Website Banner Advertising:

Interact with your audience online with a banner ad placed on a journal's website.

- **A: 728x90 Leaderboard** (pictured) top of page ad position for immediate exposure
- **B: 300x250 Banner Ad** (pictured) middle right of page to engage the most invested users
- **C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper** Lower middle, right of page

High Impact Banner Solutions:

Enhance your digital advertising with these rich media options

- **Video, Scrolling, and Expandable Options**
- **Interstitial Banner Ad**
- **Sticky Banner**

Other Digital Solutions:

- **Email Marketing:** eTocs and OnlineFirst Alert Sponsorships
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **Microsites:** custom package to host your content and SAGE content in one place
- **Sponsored Digital Editions:** options include single article, full issue, or custom article compilations

See our Digital Advertising Ratecard or visit <https://us.sagepub.com/en-us/nam/sage-digital-advertising> for more information.

Policy and Guidelines

Trim size: 8.125 x 10.875

Binding: Saddle Stitched

Ad dimensions listed in inches.

All live copy should be no closer than 1/4" from the trim.

All advertising is subject to CPA approval.

	Non-Bleed	Bleed
Full page	7.625x10.375	8.375x11.125
1/2 page vertical	3.5 x 10.375	
1/2 page horizontal	7.5 x 5	
1/4 page vertical	3.5 x 5	

REQUIREMENTS FOR ELECTRONIC DELIVERY

General Instructions

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for colour or grayscale images and **900-1200 dpi** for line art (1-bit) images. All colour files must be created and submitted to publisher in **CMYK** colour mode. Publisher will convert ads submitted in RGB but is not responsible for colour reproduction on these ads. 2-colour ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions

Colour Ads An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of colour. Any omissions or colour deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

B&W Ads A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. If e-mailing artwork, then send the proof in a separate package in the mail.

CPH INSERTS

Tipped-in Inserts:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

DIGITAL ADVERTISING DISCLAIMER:

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE's approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

Contact Details

FOR DISPLAY AND CLASSIFIED ADVERTISING

Holly Dietz
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E-mail: holly.dietz@sagepub.com

FOR ARTWORK DELIVERY

SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle / Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com