

2015 ADVERTISING
RATES

THE CANADIAN JOURNAL OF **MEDICAL SONOGRAPHY**



TARGETED AND IMPORTANT AUDIENCE

Sonography Canada includes in its membership ultrasound professionals from all specialty areas of Diagnostic Medical Ultrasound, as well as technical representatives, physicians, educators and students. The purpose of the Sonography Canada is to foster excellence in patient care and professional interaction and to promote the highest level of professional standards of practice for Sonographers in Canada.

The Canadian Journal of Medical Sonography, is the official publication of Sonography Canada and reaches all 5,000 dedicated members. The journal is the official voice of this important profession in Canada, and provides members with the latest clinical and scientific information, as well as updates on products and services available to the profession.

YOU NEED TO REACH THIS MARKET

All diagnostic ultrasound professionals operate diagnostic equipment, assess patients, analyze and interpret diagnostic data and provide information to the physician to assist in diagnosis, clinical intervention and patient management.

Of special importance, this targeted audience is also instrumental in the decision making process for supplies and equipment at their hospitals and clinics. By utilizing the Canadian Journal of Medical Sonography in your marketing plan, you effectively and efficiently reach the ultrasound decision makers and Canada's leading Sonographers.

Official publication of the
Canadian Society of Diagnostic Medical Sonographers



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THE CANADIAN JOURNAL OF MEDICAL SONOGRAPHY

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Canadian Society of Diagnostic Medical Sonographers

Sonography Canada  **Échographie Canada**
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2015 ADVERTISING COLOUR RATES (gross)	
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Third Page	\$695
Quarter Page	\$615

2015 BLACK & WHITE CLASSIFIED ADVERTISING RATES (gross)	
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2015 CSDMS CONFERENCE GUIDE RATES AND MATERIAL SPECS

Full Page	\$720
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Quarter Page	\$565

AD SIZES WITH .125" BLEEDS

FULL PAGE • 9.25"h x 4.375"w
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1/4 PAGE • 2.50"h x 4.375"w

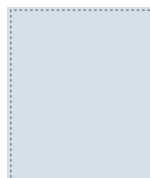
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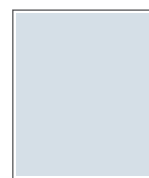
Canadian Journal of Medical Sonography Closing Dates

	Advertising Closing	Ad Material Closing	Printer	Mail
Issue 1	Feb 9, 2015	Mar 2, 2015	Mar 9, 2015	Mar 23, 2015
CSDMS Pre Conference Program	Feb 2, 2015			Feb 27, 2015
Issue 2	May 4, 2015	May 25, 2015	Jun 1, 2015	Jun 15, 2015
CSDMS Conference Program	Mar 9, 2015	Mar 30, 2015	Apr 6, 2015	Apr 20, 2015
Issue 3	Aug 3, 2015	Aug 24, 2015	Sept 1, 2015	Sept 14, 2015
Issue 4	Nov 9, 2015	Nov 23, 2015	Nov 30, 2015	Dec 14, 2015

Ad Material Dimensions



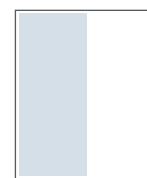
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8 3/8"x11"



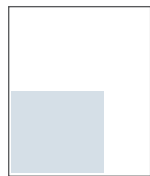
Full Page
8 1/8"x10 3/4"



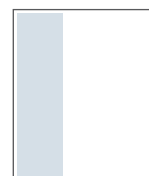
Half Page Horizontal
6 7/8"x4 5/8"



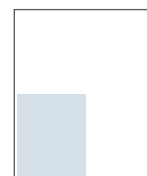
Half Page Vertical
3 5/16"x9 1/2"



Third Page Square
4 1/2"x4 1/2"



Third Page Vertical
2 1/8"x9 1/2"



Quarter Page
3 1/2"x4 1/4"

Canadian Journal of Medical Sonography Material Specifications

Electronic files only. Colour proof to accompany files. Ads should be in Adobe Photoshop, Illustrator, QuarkXPress, or InDesign. Provide all fonts and support files (e.g. scans). Ads should be supplied to correct size; include additional .125" bleed on full page ads. Email, internet, or ftp transfer; FTP instructions available upon request. Ad production/design, if required, is available and is billed in addition to advertising rates.