

2024 Media Kit

Now in its fourth year of publication, *JAMC* is the fully French version of *CMAJ*. *JAMC* contains a selection of translated *CMAJ* articles including content from the Editorial, Practice, Review, Guideline and Analysis sections.



Jamc

JOURNAL DE L'ASSOCIATION MÉDICALE CANADIENNE

Canada's leading general medical journal published since 1911 now providing French content to over 22,000 physicians.

Serving Canadian Francophone physicians with more options to read, learn, and engage.

- JAMC print frequency — 6x per year
- jamc.ca — updated weekly
- JAMC email alerts — sent monthly

Continued investment in our products promote the highest readership among Canadian physicians.

- Indexed by PubMed, a digital archive of scholarly articles
- Regularly featured in Canadian and international media
- High Impact Factor — an indication of quality and relevancy
- An international forum that offers physicians and researchers exposure to a worldwide audience



Print Advertising 4-colour Rates (All Rates Gross)

Size	1x	6x	12x	B/W Fair balance
1 page	\$4,870	\$4,645	\$4,245	\$1,235
1/2 page V/H	\$3,500	\$3,335	\$3,035	\$865
1/3 page V/H	\$3,065	\$2,915	\$2,650	\$765
DPS	\$8,525	\$8,175	\$7,800	

Preferred positions (All Rates Gross)**4-colour only**

Front cover tip-on (supplied)	\$12,750
- Horizontal format only	
- Printing is extra	
Inside front cover	\$5,850
Inside front cover gatefold (3 panels)	\$15,990
- Panel 1: IFC Single Page ad	
- Panel 2 & 3: DPS or two Single Page ads	
Inside front cover DPS	\$9,200
Inside back cover	\$5,600
Outside back cover	\$6,150

Issue date	Ad/material deadline
February 2024	Jan 17/24
April	March 13
June	May 15
August	July 17
October	Sept 11
December	Nov 13

Bootlug positions

Table of Contents #1	\$ 3,130 (4" x 1")
Table of Contents #2	\$ 3,810 (7" x 1 5/8")

Supplied advertising inserts

2 page & 4 page insert rates available on request by specialty

Requirements: Full page and/or fractional page inserts are acceptable. Single-leaf inserts: 80lb maximum is allowable. Multiple-page inserts: 70lb maximum is allowable, to be supplied folded. All inserts to be supplied untrimmed.

Other types of insert stock subject to publisher's approval. Perforating, embossing and die-cutting permitted, provided they do not alter outside dimensions of insert.

Bellyband & Polybag Outsert quotations available upon request (Please contact your advertising sales representative.)

Ad sizes and examples

Specifications

Format: 4-Colour PDF

PDF Export: Press-Ready PDF (PDF/X-4)

Colour: CMYK Colour Only
No RGB or PMS Spot Colour

Binding: Saddle-stitch

Full Page

Trim size: 8 1/8" x 10 7/8"
Bleed: 8 3/8" x 11 1/8"
Live/safe area: 7" x 9 1/2"

Double-page Spread

Trim size: 16 1/4" x 10 7/8"
Bleed: 16 1/2" x 11 1/8"
Live/safe area: 7" x 9 1/2"
(on each full page)

1/2 page vertical

Trim size: 4 1/16" x 10 7/8"
Bleed: 4 5/16" x 11 1/8"
Live/safe area: 3 3/8" x 9 1/2"

1/2 page horizontal

Trim size: 8 1/8" x 5 7/16"
Bleed: 8 3/8" x 5 11/16"
Live/safe area: 7" x 4 5/8"

1/3 page vertical

Trim size: 2 5/8" x 10 7/8"
Bleed: 2 7/8" x 11 1/8"
Live/safe area: 2 1/4" x 9 1/2"

1/3 page horizontal

Trim size: 8 1/8" x 3 5/8"
Bleed: 8 3/8" x 3 7/8"
Live/safe area: 7" x 3"

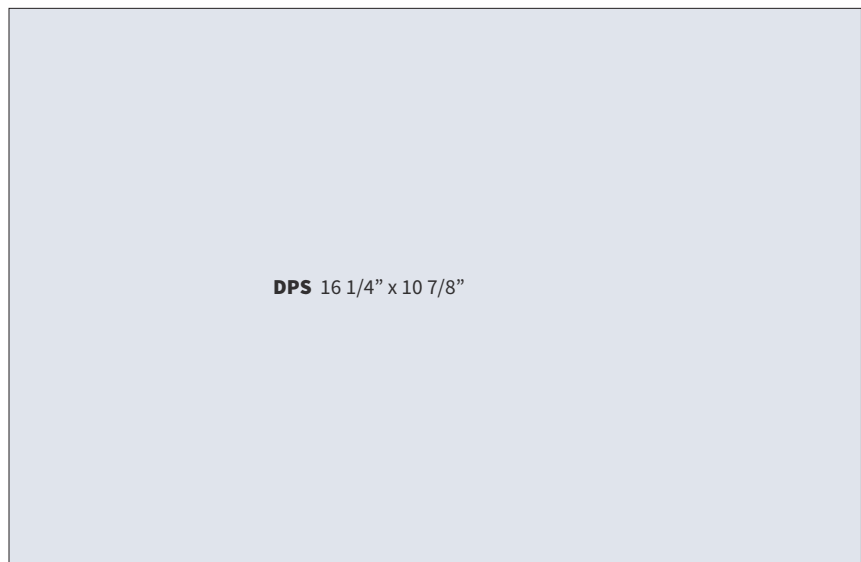
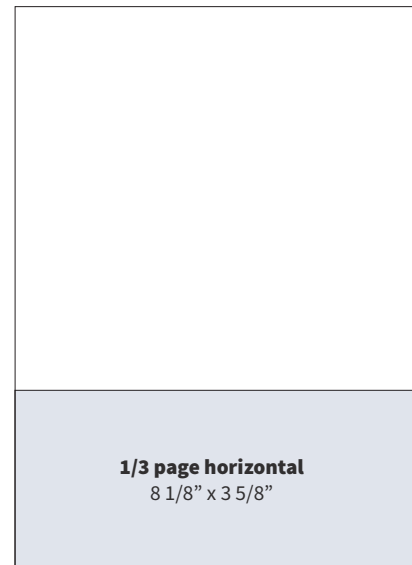
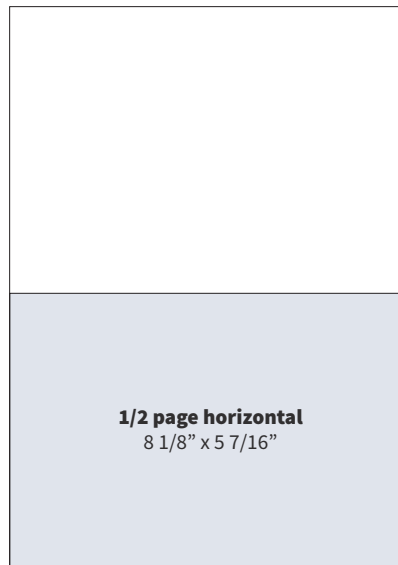
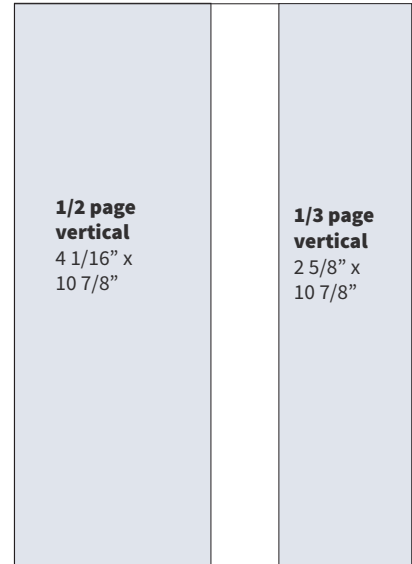
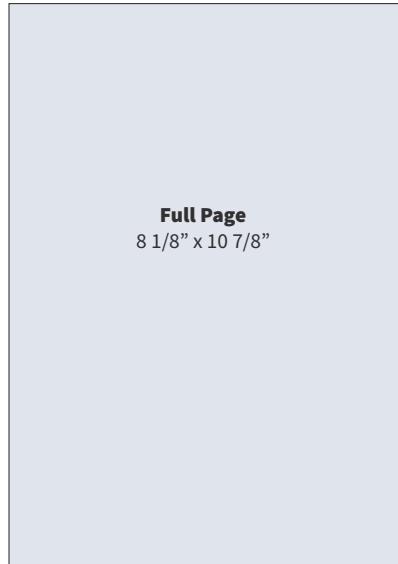
Bootlug

Trim size: 7" x 1 5/8"
Bleed: No Bleed
Live/safe area: 7" x 1 5/8"

Special formats

Ad production specifications available on request:

- Front cover tip-on
- Inside front cover gatefold
- Bellyband
- Polybag Outserts



Jamc email alerts

JAMC eTOC

Complete “electronic table of contents” delivered 12x per year.

Banner ad opportunities and rates

- Top leaderboard 728 x 90 = \$1,150 (net)
- Second leaderboard 728 x 90 = \$1,150 (net)
- Lower wedge 728 x 325 = \$1,500 (net)
- Lower leaderboard 728 x 90 = \$1,100 (net)
- Big box 300 x 250 = \$1,100 (net)

eTOC Issue and Closing Dates (JAMC eTOC Schedule 2024 | 12x per year)

eTOC Delivery Date/Issue	Ad/Material Closing Date
January 31	January 25
February 29	February 23
March 29	March 25
April 30	April 24
May 31	May 27
June 28	June 24
July 31	July 25
August 30	August 26
September 30	September 24
October 31	October 25
November 29	November 25
December 31	December 18

Digital ad specifications

- PNG, JPEG, GIF
- Resolution 72 dpi
- Maximum file size 1 MB
- **No flash**
- **No third-party ad serving (click tags or pixel tracking)**
- Customized URLs accepted
- All pharmaceutical advertising must be PAAB approved



Career/classified advertising rates (All Rates Gross)

Size	1 page	1/2 page V/H	1/3 page V/H
	\$1,250	\$700	\$500

jamc@cmaj.ca

Tel: 613-731-8610 • 800-663-7336

Susan x8475 (Cell: 613-816-6594)

Laurie x8460 (Cell: 613-816-6598)

Material submission

- All pharmaceutical advertising must be PAAB approved
- All print advertisements resembling editorial must carry the word “Advertisement” at the top of the page center in minimum 12 pt font and are subject to approval
- Insert and shipping enquiries, display advertising material and billing: trish.sullivan@cmaj.ca and deborah.woodman@cmaj.ca



Payment information

Commission

Agency commission of 15% on gross billing to recognized agencies on print advertising rates only.

Payment

- All pricing subject to sales tax where applicable.
- All invoices are payable in CDN funds.
- All invoices are payable to **CMA Impact Inc.**
- Advertising agencies and advertisers are jointly and severally responsible for payment of invoices.

Cancellation

Cancellation requests will not be accepted past the advertising deadlines on page 3 and page 5.

Advertising Sales

Trish Sullivan

Sr. Advertising Sales Representative
trish.sullivan@cmaj.ca
Cell: 905-330-8770

Sales Coordinator

Deb Woodman

deborah.woodman@cmaj.ca

Publisher

Holly Bodger

Holly.bodger@cmaj.ca



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