


READER ENGAGEMENT

Connect with Engaged Medical Laboratory Professionals who are Committed to the Latest Industry News and Innovations.

68% participate in seminars/conferences/workshops 

63% take part in professional development courses 

61% take online courses 

93%

say the magazine keeps them up to-date on the medical laboratory profession

91%

agree that the advertising in *CJMLS* is relevant to their profession

86%

read the scientific section of the magazine

82%

keep the magazine for future reference and/or pass it on to someone else

71%

read EVERY issue

Editorial Calendar 2018

Every other issue features peer-reviewed articles from the scientific community.

ISSUE	SPACE DEADLINE	MATERIAL DEADLINE
SPRING 2018 <i>Bonus distribution at LABCON</i> THEME: PATIENT CONSENT	January 11	January 18
SUMMER 2018 THEME: CHANGING TESTING PROTOCOLS	April 13	April 20
FALL 2018 THEME: MARIJUANA LEGALIZATION IN CANADA	July 27	August 3
WINTER 2018 THEME: HEALTH CARE EQUALITY	October 11	October 18

Themes and dates are subject to change.

BONUS DISTRIBUTION

Spring Issue at
LABCON 2018,
May 25-27

2018 RATES

GENERAL ADVERTISING RATES

(Gross Rates)

Four-Colour	1x	2x	4x
Full Page	\$2,600	\$2,435	\$2,365
1/2 Page Horizontal	2,000	1,895	1,835
1/2 Page Vertical	2,000	1,895	1,835
1/3 Page	1,825	1,730	1,690
Covers	1x	2x	4x
IBC/IFC	2,750	2,585	2,505

E-NEWS ADVERTISING AND RATES

(Net Rate)

	Dimensions	Rates
Banner	220px x 320px	\$250

E-news

The CSMLS e-newsletter is sent bi-weekly to over 12,000 members and partners in the laboratory industry, providing the latest news and events in their profession. Our integrated marketing options allow advertisers to send their message directly to readers' inboxes each month.

Mechanical Requirements

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size color proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to chimes@dvtail.com.

FTP Site: [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to ftp@dvtail.com for password information for the **CJMLS** FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact:

Roberta Dick, robertad@dvtail.com or
Crystal Himes, chimes@dvtail.com,
Tel: 905.886.6640

DIMENSIONS

(inches)

	Width	Height
Full Page	8.375	10 .875
Live area	7.35	9.875
With bleed	8.625	11.125
1/2 Page Horizontal	7	4 .875
1/2 Page Vertical	3.75	8.625
1/3 Page	2.25	8.625

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim. Rates include inclusion in English and French publication. It is the responsibility of the advertiser to provide ads in both languages.

ADVERTORIALS

1 page	2 page	3 page	4 page
\$2,600	\$4,680	\$6,630	\$8,320

Advertorial package includes 4-color design. Reprints available at additional cost.

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Mail or fax contracts/ insertion orders and material to:

DOVETAIL
30 YEARS

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640
Fax: 905.886.6615
E-mail: cjmls@dvtail.com
Website: www.dvtail.com

Cancellations and space changes not accepted after closing date.